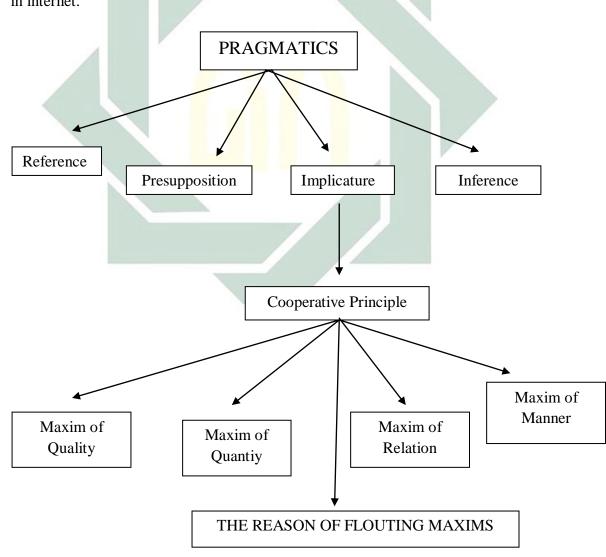
CHAPTER II

REVIEW OF RELATED LITERATURE

2. Theoritical Framework

This chapter describes about the theories and previous study related to this research. The writer refers to some theories that related to the topic analysis. They are the theories that are related to the study and about the previous studies that conducted to this study. The theories are taken from books and on-line literature in internet.



2.1. Pragmatic

Pragmatics is concerned with the study of intended meaning as communicated by a speaker and interpreted by the listener. According to Grundy (2000: 3), pragmatics is about explaining how produce and understand the language which is used in communication everyday but apparently rather peculiar uses of language.

Pragmatics is especially interested in the relationship between language and context. It means that the study of how interpretation of language depends on the speaker's knowledge, how speakers use and understand utterances, and how the structure of sentences is influenced by relationships between speakers and hearers. (Richards in Paltridge, 2000: 5).

Yule (1996, p.4) states that the advantages of studying language in pragmatics is that people can talk about their intended meaning, their assumption, their purposes or goals, and the kinds of action that they perform when they are speaking. We can learn the phenomena of saying something impliedly in the conversation. Besides, Pragmatic requires us to know the context behind the expression of the conversation. By knowing the context of conversation, although we are not one of the people who take participation in some conversation, we can successfully interpret the intended message that the speakers try to share each other.

Grundy (2000) also states that pragmatics is the study of language used in contextualized communication and the usage principles associated with it. Based on the explanation above pragmatics is the study of language that related with context in communication. It focuses on implicit meaning of utterances. It is also aimed to know the speaker's intention and help the hearer understands about the speaker's said. So, this study is included into facts of speaker's intention, and how speaker does the rules of conversation in order to get the good communication.

2.2. Presupposition

Presupposition is the first assumption of hearer about what is being told by the speaker. In this case, the hearer gives her/his first assumption on the context of situation that built by the speaker. There are several types of presupposition which are differentiate by the use of words, structure, phrase or even expression. All of the assumption can be correct and also incorrect.

Acccording to Yule (1996:25) presupposition with something the speaker assumes to be the case prior for making utterance. It will be clearer when we consider the example; "My brother will come from England tomorrow". These utterances can be assumed that (1) I have a brother and (2) He is in England now, not in a place where I am uttering the sentence.

2.3. Implicature

Implicature is the additional or different meaning in an utterance. According to Grice, implicature is an inferred meaning, typically with a different logical form from the original utterance. It means that some of the hearers have different inferred meaning to the speaker utterances. Grice states that there are two kinds of "*implicature*" : 1. Conventional "*implicature*" which is determined the conventional meaning of the words used. 2. Conversational "*implicature*" which is derived from a general principle of conversational plus a number of maxims which speakers will normally obey.

Meanwhile implicature is generated intentionally by the speaker and may (or may not) be understood by the hearer (Thomas, 1995:58). By considering the examples of the situation when Denny come from school and starts his destructive journey through the biscuit barrel, and his mother asks him.

Mother: Why didn't you eat your school lunch?Denny: It's the taste.

Denny's mother must understand what her son actually implies in his words to find out the real meaning of his utterance. It is because what he says is more than it appears to mean. The implicit meaning (extra meaning) she may infer is that the taste of the food is not good. In this study, the writer used one of the levels of implicature, because in getting the message, the hearer should have inferences and inference appeared because the speaker has implied something in his or her utterances.

2.4. Cooperative Principle

Grice introduces the Cooperative Principle and four conversational maxim. The Cooperative Principle runs as follows: "*make your contribution such* as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". Cooperative Principle is a set of four general rules to describe how participants 'cooperate' in conversation to achieve smooth and efficient interaction. By using a set of four

general rules in speaking, both of the speakers will conduct the conversation well. The cooperative principle consist of four conversational maxim. It can be called as maxim: maxim of quality, maxim of quantity, maxim of relation and maxim of manner are suggested principles for the speaker and the hearer to show their cooperation by giving appropriate contribution in their conversation.

Grice in his theory (1975:308) divides cooperative principle maxim on four sub-principle.

2.4.1. Maxim of Quality

This maxim indicates that the participants do not say out of the truth what they believe. Try to make the contribution one that is true, so there is no reason for the participants not to understand each other what they are talking about. each participant's contribution should be truthful and based on sufficient evidence (Parker,1994: 23). It means that the speaker says only what they believe to be true and that for which they have sufficient evidence. Specifically this maxim states : 1. do not say what you believe to be false, 2. do not say that for which you lack adequate evidence. For example :

Ruddy: is Australia in Europe?Fanny: No, but Australia is in Asia

From the conversation above shows that Ruddy give the wrong statement to Fanny. In the fact Australia is not Europe but it is in Asia, so Fanny gives astatement with maxim of quality because she says the truth with adequate evidence.

2.4.2. Maxim of Quantity

The category of quantity relates to the quantity of information to be provided. The participants have to say as informative as is required for the current purpose of the exchange. They should not make their contribution more or less informative, because the communication between the addresses and the addressor will be misunderstanding. Specifically this maxim states : 1. make your contribution as informative as is required (for current purposes of the exchange), 2. do not make your contribution more informative than is required. For example :

> Jenni<mark>e</mark> Amanda

: what will you buy in the market? : I'll buy only some fruits.

The example shows that Amanda gives sufficient information to Jennie. She says without redundancy and responses what are Jennie needed to ask. Her remark is appropriate to quantity maxim.

2.4.3. Maxim of Relation

The maxim states that each participant's contribution should be relevant to the subject of the conversation. In other words, people's contribution engaged in conversation should be relevant to the subject of the conversation itself. Example: Paddy : Have you finished your thesis? Sheryl : Yes, I have

In the example, Paddy only need the Sheryl's answer is "yes/no". Sheryl answers related to Paddy's question, she has said something what she should says. It will be different case, when Sheryl answer "do you know andy?", the reason is between Sheryl' answer and Paddy's question are not relevance and have no connection.

2.4.4. Maxim of Manner

This maxim is not like previous categories but it is rather how the speaker use the language to convey the message. Cruse (2000: 357) points out that the maxim of manner cautions the speaker to be methodical and to avoid ambiguity, prolixity, and obscurity. It states : 1. avoid obscurity of expression, 2. avoid ambiguity, 3. be brief (avoid unnecessary proxility) be orderly. Example :

> Randy : Where are you going? George : I'm going to buy something to put on a letter

In example George explores his purpose to go, there is no ambiguity or obscurity in his utterance, he also answers in a brief uuterance.

2.5. Flouting a Maxim

By applying Cooperative Principle, the speaker allows the hearer to draw the assumptions about the speaker's intentions within the contextual meaning. Sometimes the speaker infringe the cooperative principle Paltridge (2006:64). It is called as the flouting maxims. in this flouting of the maxim cases, what a speaker literally says is not what he/she intends to convey. The listener has to work out what the speaker intends to convey. The examples of the flouting maxims are follows:

a. Flouting Maxim of Quality

Flouting the maxim of quality happened when the speakers speak something that is not true.

Clara : Wha<mark>t is the capital of</mark> Engl<mark>an</mark>d? Anto : Amsterdam. Clara : Yeah, and Paris is the capital of Indonesia

The example above is identified that Anto flouts the maxim of quality, He does not observe a maxim. He does not say truly but he has no intention in deceiving and or misleading the other person. He does not know the truth.

b. Flouting Maxim of Quantity

Flouting maxim of quantity happened when the speakers give more information than the hearers need or the less information which is given by speakers. For example :

> Ara: do you have brother? Fahri: yes, I have. my brother now is going to America.

Someone may also flout the maxim of quantity such as the example above.

Fahri does not answer the ara's question proportionally.

c. Flouting Maxim of Relation

Flouting maxim of relation happened when the speaker and hearer give response which has not relation with the topic of conversation. For Example :

Librarian	: (raises his eyes, looks at the students with no
	facial expression).
Student	: Hi. Could you check for me whether i have
	any books to collect?
Librarian	: (swipes the student's card, clears his throat,
	wip <mark>es</mark> his nose with tissue, glances at the
	computer screen turns tothe shelf to get a
	book, stamps them all with return date)
Student	is that all?
Librarian	Are you going to borrow all the books in the:
	library?
Student	:OK i see thank you very much

The example above shows the flouting of the relation maxim. If the researcher see, the Librarian does not answer verbally, he just uses code or sign. When the student ask about something Librarian answer by asking too.

I think it's the time to work in a more concrete way and use 'clear language', bad or good will be said for the sake of the truth. Having done these things, there will be no more lies between us.

d. Flouting Maxim of Manner

Flouting maxim of manner happened when the speaker of hearer give response ambiguity and unclear. For example :

Kate : Do you know Jason ? Phill : He is a bachelor

Based on the Oxford Advanced Learner's Dictionary 8th edition, *bachelor* has two different meaning. The first meaning is the people who have not gotten married meanwhile the second meaning are the people who have Sarjana degree. This statement above is the participant flouts the maxim of manner because it contains the two different meaning that make the reader confused.

2.6. Context

Sometimes, when we accept a message, one person has different understanding with others because of our interpretation differences. The most important influence on what is appropriate and how message are interpreted in context.

Hymes, in Brown and Yule (1989:38-39) sets about specifying the features of context, which may be relevant to the identification of a type of speech event. He abstracts the role of: 1) *Adressor* (the speaker or writer who produces the utterences) and *adressee* (the hearer or reader who is accept of the utterence). The researcher can imagine what that particular person likely to say from knowledge of the addressor in a given communicative. 2) *Setting* is where the event is situated in place and time, and in terms of the physical relations of the interactants with respect to posture and gesture and facial expression. 3) *Topic* is what is being talked about. 4) *Code*, what language or dialect or style of language is being used 5) *Channel*, how is contact between the participants in the event being maintained

by speech. 6) *Purpose*, what did the participants intend should come about as a result of the communicative event. 7) *Key*, which involves evaluation-was it good sermon, a pathetic explanation etc. 8) *Event*, the nature of the communicative event within which a genre may be embedded, thus a sermon or prayer may part of the larger event in a church service. 9) *Message form*, what form is intended chat, debate, sermon, fairly tale, sonnet, love-letter, etc.

2.7. Review of Related Studies

In this study, the writer will provide some previous findings that have similar topics to this research. The first is An Analysis of Maxims Flouting in Research Method Linguistics I Students' by hartono. The finding of the research is flouting of maxim of maxim quantity is lesser than flouting of maxim of manner and flouting of maxim of quality. Then flouting of maxim of quality is much more than flouting of maxim of quantity but it is lesser than flouting of maxim of maxim of quantity but it is lesser than flouting of

The second is the journal article of Fadhly "Flouts Of The Cooperative Principle Maxims In SBY's Presidential Interviews" which is the result of this journal is the way SBY flouts the maxims whether directly or indirectly and so on. The phenomena of cooperative principle Maxim flouts in SBY's presidential interviews do not reduce the cooperativeness.

Next, third is The Cooperative Principles Analysis of Palestine Protest Posters by Septi Dwi Andini in her degree thesis. the finding of the research shows the kinds of flouting maxims and the social context behind each utterances. This research is different with the related research. This study focus on flouting maxims consist of four maxims they are quality maxim, quantity maxim, relation/relevance maxim, manner maxim and the way speaker flouts the maxims while providing some social context so the speaker have some purposes to flout maxims. Then the related study such as in Hartono focuses on the degree of flouting maxim appearence. Fadhly focuses on the way speaker flouts maxim and septi dwi andini focuses on the social context. It means, my research will try to cover from all the previous research.