#### **CHAPTER II**

#### LITERATURE REVIEW

This chapter discusses about theoretical framework which including pragmatics, implicature, cooperative principle, speech acts, politeness principle, irony and verbal irony. The last discusses about previous studies.

# 2.1 Theoretical Framework

## 2.1.1 Pragmatics

Pragmatics is a study which deals with the meaning of the word or sentence which relates to the context of a person in spoken and written. The context includes on social context, situational context, textual context, or background knowledge in context. According to Yule (1996:3), pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader).

Richard (2000:67) states that pragmatics is especially interested in the relationship between language and context. It includes the study of how the interpretation of language is made depending 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.

The advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumption, their purpose or goals and also the kind of action. Therefore, pragmatics concerns about the function of language in communication and the speaker's intention or meaning while

stating utterance toward hearer. In pragmatics, the study about intended meaning is explained in implicature.

# 2.1.2 Implicature

Doing successful communication in order to avoid misunderstanding between the speaker and the hearer. It occurs if the hearer is able to catch what the speaker mean correctly. Understanding meaning of speaker's utterance is not sufficient by using syntax and semantic since the meaning of an utterance is not only stated but it is also implied.

Grice (1975: 43) was first introduced the term implicature whose makes two distinctions between what is said by the speaker of a verbal utterance and what is implied. Whereas, Levinson (1981:98) adds the notion of implicature promises to bring the gap between what is literally said and what is actually said. According to Yule (1996:40), implicature is an additional meaning that not expressed and assumed in order to comply the cooperative principle.

Grice distinguished two different sorts of implicature, those are conventional implicature and conversational implicature (nonconventional implicature). In conventional implicature, no particular context is required in order to derive the implicature. Whereas, in conversational implicature are derived from a particular context.

## 2.1.3 Conversational Implicature

Conversational implicature is not only can be extracted by particular context, but also by calculating the maxim of conversation. According to Paltridge (2006:70), conversational Implicature refers to the inference a hearer makes about a speaker's intended meaning that arises from their use of the literal meaning of what the speaker said, the conversational principle and its maxims.

Grice (1975:50) states that to working out a conversational implicature, the hearer will rely on the following data: (1) The conventional meaning of the words used, together with the identity of a reference that may be involved. (2) The cooperative principle and its maxims. (3) The context, linguistic or otherwise, of the utterance. (4) Other items of background knowledge. (5) The fact (or supposed fact) that all relevant items falling under the previous headings are available to both participants and both participants know or assume this to be the case.

Grice introduces a distinction between two types of conversational implicature, those are Generalized Implicature and Particularized Implicatures. Levinson (1983:126) defines Generalized conversational implicatures occur without reference to any particular features of the context. In other words, special background knowledge or inferences are not required in calculating the additional conveyed meaning. Whereas, Lakoff (1993:107) defines particularized implicature is implicature that needs context or cultural understanding must be assumed.

Paltridge states that implicature can be created in one of three ways. (1) A maxim of cooperative principle can be followed in a straightforward way and the hearer implicates what the speaker intends. (2) A maxim of cooperative principle might also be flouted because of a clash with another maxim. (3) A maxim of cooperative principle might be flouted in a way that exploits a maxim. Therefore, flouting a maxim of cooperative principles is as a way to produce conversational implicature.

## 2.1.4 Cooperative Principle

Successful communication occurs when the hearers and the speakers speak cooperatively and mutually accept one another to be understood in a particular way. The way in which people try to make conversations work is called the Cooperative Principle.

Grice (1975:45) proposes the Cooperative Principle whose states "make your conversational contribution such is required, as the stage at which it occurs by the accepted purpose or the direction of the talk exchange which you are engaged". In other word, cooperative principle must be assumed to be in interaction in order for a person to interpret what someone else said is appropriate with the speaker said.

Concerning with Grice's Cooperative Principle, he divides cooperative principle into four basic conversational maxims.

# 1. Maxim of Quantity

Maxim of quantity as one of the cooperative principle is primarily concerned with giving information as it is required and that not giving the contribution more informative than it required. For example:

A: Where is the market?

B: *In the next to that school.* 

It can be seen that B information is informative and give enough contribution to A's question about the exact location of the hospital.

## 2. Maxim of Quality

Maxim of quality proposes that speakers should only say what they believe to be true and what they have evidence for. For example:

A: Where is Monas located?

B: In Jakarta

Here, B gives the correct answer which shows about the true fact.

### 3. Maxim of Relation

Maxims of relation means that the speaker should make his/her contribution relevant in interaction. The utterance of the speaker must be relevant which the topic being discussed. For example:

A: How about your mother's condition, Annie?

B: Not too bad

Here, Annie's utterance fulfilled the maxim of relevance since her answer is relevant to the question.

## 4. Maxim of Manner

In maxim of manner, the speaker should be clear in what say, should avoid ambiguity or obscurity and should be brief and orderly in contribution to the interaction. For example:

A. What did you think of that movie?

B. I really like the action of each player. They can play their role as good as possible.

The answer of B is categorized as a maxim of manner, he can answer the question from his partner about the drama clearly.

# 2.1.5 Flouting a Maxim

The utterance which is violated of a maxim of cooperative principle is called flouting. It is deliberate and apparent violation of a maxim which is used as a sign that something being said indirectly. Grundy (2000:78), states that flouting maxims particularly salient way of getting an addressee to draw an inference and hence recover an implicature.

Concerning to conversational implicature, it is produced when the speaker flouts the maxim of cooperative principles in the conversation. According to Brown and Yule (1993:32), state that flouting of maxim is result of the speaker conveying in addition to the literal meaning which is conversationaal implicature. A speaker who makes it clear that they are not

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following the conversational maxims is said to be flouting the maxims and this

too gives rise to an implicature. For example:

A: Monas's in Surabaya, isn't it, mom?

B: And Tugu Pahlawan's in Jakarta, I suppose

Implicature: Monas is not in Surabaya

Here, B's statement is flouting the maxim of quality because speaker B

gives information whose does not match with the actual fact but B still seems

to be cooperative. B gives the untrue statement to B in order to make A to

introspect that his statement is not correct.

2.1.6 Speech Acts

The utterances are produced in the process of communication in order to

express human thought which contain of different functions such as warning,

apology, claiming, promises, etc. According to Mey (1994:110), each

utterance includes some particular functional uses of language. Whereas, Yule

(1996:47), states that speech acts are actions performed via utterances which

commonly given more specific labels, such as apologizing, complaint,

compliment, invitation, promise or request. Therefore, a speech act is a way of

expressing human thought through words.

There are numerous speech acts in people's utterances and Searle (1975)

classifies them into five groups.

## 1 Representatives/ Assertive

Representatives/ Assertive speech acts are statements of fact which convey the beliefs of true and false. According to Leech (1983:135), assertives commit speaker to the truth of the expressed proposition. For instance: stating, suggesting, boasting, complaining, reporting and claiming..

#### 2 Directives

A directive speech act appears when the speaker supposes the listener to do something as a response. In other word, this speech acts express an effort on the part of the speaker to get the hearer to do something towards some goal. For instance: ordering, advising, commending, requesting, and begging.

#### 3 Commissives

Like directives, commissives operates a change in the world by means of producing an obligation; however, this obligation is produced in the speaker and not in the hearer, as in the case of directives. The point of commissive speech act is to commit the speaker to perform some future action. This kind of speech act even called intended act. In conversation, common commissive speech acts are threats, promising, vowing, refusing, threatening, pledging, guaranteeing etc.

# 4 Expressive

The point of expressive is to express the psychological state about some affairs. By expressive, the speaker should express his psychological state about some affairs. Typical cases are when the speaker curses, praises, congratulates, thanking, apologizing, complimenting, etc.

#### 5 Declarative

These speech acts are the declaration that changes the state of affairs in the world. It brings out the correspondence between the propositional content and reality. For instance, in appointing a chairman, nominating a candidate, or marrying a person.

#### **2.1.7 Context**

Context is very important to determine the meaning of an utterance. According to Cook (1989: 10) context is knowledge of the word outside of the language which people use to interpret. If the context does not exist, people find difficulties to generate meaning a text. Actually, a text always occurs in two contexts, those are context of culture and context of the situation. When the people think of the differences in forms of address, in ceremonies, in politeness and in significant activities between one culture and another, they are bringing some ideas of the importance of context of culture in determining meaning.

Within the context of culture, people use language in many more specific contexts of situations. This is a useful term to cover the things going on in the word outside the text that make the text what it is. These are the grammatical patterns that people use consciously or subconsciously to construct text of different varieties and that their audience uses to classify and

interpret. Context of situation relates some categories; those are verbal and nonverbal action of participants, relevant direction or goal and the effect of the verbal action.

# 2.1.8 Politeness Principle

Communication will be successful when the speaker expresses what he/she thought of one another in correctly way. It means the speaker does not hurt the hearer since he/she delivers the message in polite ways. Leech (1981:81), was introduced politeness principle which assumes the participants to minimize the impolite expression and maximize the polite expression.

Politeness Principle proposes how to produce and understand language based on politeness. The purpose of this principle is used to establish a feeling of community and social relationship. Thus, the politeness principle focuses on the process of interpretation that the center of the study is on the effect of the hearer rather than the speaker.

Leech proposes the politeness principle into six maxims that are used to explain the relationship between sense and force in daily conversation.

#### 1. Tact Maxim

The tact maxim is minimizing cost to other and maximizing benefit to other. The example of the tact maxim is as follows:

"Won't you sit down?"

This utterance is spoken to ask the hearer sitting down. The speaker uses indirect utterance to be more polite and minimizing cost to the hearer. This utterance implies that sitting down is a benefit to the hearer.

## 2. Generosity Maxim

The generosity maxim states to minimizing benefit to self and maximizing the cost to self. The example will be illustrated as follows:

"You must come and study with us."

In this case the speaker implies that the cost of the utterance is to his self. Meanwhile, the utterance implies that the benefit is for the hearer.

# 3. Approbation Maxim

The approbation maxim requires to minimizing dispraise of other and maximizing praise of other. This maxim instructs to avoid saying unpleasant things about others and especially about the hearer. Meanwhile, expressive are utterances that show the speaker feeling. The example is sampled below.

A: "The performance was great!"

B: "Yes, wasn't it!"

Here, A gives a good comment about the performance. He talks the pleasant thing about the other. This expression is a congratulation utterance that maximizes praise of other. Thus, this utterance is included the approbation maxim.

## 4. Modesty Maxim

In the modesty maxim, the participants must minimize praise of self and maximize dispraise of self. On the other hand, the modesty maxim usually occurs in apologies. The sample of the modesty maxim is below.

"Please accept this small gift as a prize of your achievement."

In this case, the utterance above is categorized as the modesty maxim because the speaker maximizes dispraise of himself. The speaker notices his utterance by using "small gift".

## 5. Agreement Maxim

In the agreement maxim, there is tendency to maximize agreement between self and other people and minimize disagreement between self and other. The disagreement, in this maxim, usually is expressed by regret or partial agreement. There example will be illustrated below.

A: "English is a difficult language to learn."

B: "True, but the grammar is quite easy."

From the example, B actually does not agree that all parts of English language difficult to learn. He does not express his disagreement strongly to be more polite. The polite answer will influence the effect of the hearer. In this case, B's answer minimizes his disagreement using partial agreement, "true, but...".

# 6. Sympathy Maxim

The sympathy maxim explains to minimize antipathy between self and other and maximize sympathy between self and other. In this case, the achievement being reached by other must be congratulated. The example is as follows.

"I'm terribly sorry to hear about your father."

It is a condolence expression which is expressed the sympathy for the misfortune. This utterance is uttered when the hearer gets calamity of father's died or sick. This expression shows the solidarity between the speaker and the hearer.

#### 2.1.9 Scale of Politeness

In order to define the parameters of the various values, cost, benefit, praise, sympathy, etc. Leech (1983:123) suggests scales that operate in the maxim of politeness.

## 1. The Cost-benefit Scale

The cost-benefit scale is a scale that concerned with in cost and benefit of the speaker or the hearer. This scale pushes the speaker to measure the amount of the cost to himself and the amount of the benefit to the hearer. In this case, if the cost for the hearer is higher than the benefit, the utterances are less polite. Meanwhile, if the benefit for the hearer is higher than the cost, the utterances are more polite. Therefore, it can be indicated that the higher cost to the hearer about less of politeness, while the higher benefit to the hearer is greater politeness.

## 2. The Optionality Scale

The optionality scale is measuring the degree of choice that the speaker allows the hearer. In this case, the speaker gives an option to the hearer to answer or give respond towards what the speaker uttered. If the speaker gives an option to the hearer to choose the answer, it will be more polite.

#### 3. The Indirectness Scale

The indirectness scale measures the hearer in interpreting of what the speaker said. The amount of indirectness will influence the increase to the cost of the speaker and the decrease of the benefit to the hearer. In this case, the higher indirectness indicates the higher politeness.

# 4. The Power/ Authority Scale

The power or authority scale embodies the social status relationship between the participants. The various selected languages show whether the speaker sees the person who is addressed is superior or equal. It means the way the speaker talks reflect his relationship to the hearer. For instance, the employee will call the superior "Sir" while his superior calls him by his name. A person with higher position has the authority to order a command to a person with lower position.

#### 5. The Social Distance Scale

The social distance scale indicates the degree of respectfulness depends on real factors, age, social class, sex, etc. This scale is used to show difference, existence, or solidarity between group members. For instance, people who have known each other will show the higher solidarity to each other. On the contrary, people who are in distant relationship will have a low solidarity with each other.

## 2.1.10 Irony

The irony utterance usually used by people to utter the utterance that has the opposite meaning to what the speaker said. There are several definitions about irony. According to Simpson (2011:34), Irony has a frequent and common definition: saying what is contrary to what is meant. Whereas, Abrams (1981: 89) states that irony is a statement in which the implicit meaning intended by the speaker differs from that which he ostensibly asserts.

In connection to the definition of irony this can be divided into 3 categories, these are: (1) Verbal irony, the most common type of irony that people usually get in touch with and can be explained like difference between the intended and expressed meaning. (2) Situational irony, the incongruity between what is expected and what actually occurs in the situation. For recognizing the situational irony requires a part of the particular situation, because it cannot be simply recognized just by understanding the words, but also gestures and tone of voice. (3) Dramatic irony, a type of situational irony that occurs in drama. The ironic element is produced by a narrative when the audience knows more about present or future circumstances than the character of the story. The incongruity happens between what the character does or in

the state of unknowingness and what the audience already knows about the situation.

## 2.1.11 Verbal Irony

Verbal irony occurs when a speaker says the opposite of what they mean. According to Simpson (2011:34), verbal irony is saying what is contrary to what is meant.

For instance, to someone who has borrowed his friend's car for the weekend and returned it with no petrol in the tank. His friend might say: "It was nice of you to fill the car up!" or "What a shame you couldn't find the petrol tank". Those are the verbal irony utterances which used as satire for his friend who borrow his car but no fulfill the petrol. He conveys what he means satirically by using verbal irony. Therefore, verbal irony is a statement in which the meaning that a speaker employs is different from the meaning that is apparently expressed.

## 2.2 Previous Study

The writer uses four research papers consists of three thesis andone article which correlate with the conversational implicature to develop her thesis.

1. Research by Miftahul Huda (2013) entitled "Conversational implicature found in dialogue of Euro Trip Movie".

The main objective of this study is to discover how utterance can go beyond its literal meaning by the disobeying or flouting of some principles by the speaker in dialogue. That study focuses on analyzing the dialogue using the theory of implicature and cooperative principles proposed by Grice and the theory of speech act proposed by Searle. This study concludes that the speaker and the listener often flout conversational maxim mostly occurs in informal communication.

The differences between Huda's research and the writer's research are located in the objectives and the utterance that is being observed. Huda's objectives are identified the conversational implicature and determine the types and functions of conversational implicature. Whereas, the writer's study is not to determine the types of conversational implicature but identify the way to express conversational implicature which to determine the utterance using polite or impolite ways. The second difference is located in the utterance that being observed. Huda's analyze in all utterance which flout the maxim, while the writer's analyze only on verbal irony utterance.

2. Research by Larasati Dwiki Naskiki (2015) entitled "Verbal Irony and Flouting Maxims in Bad Teacher Movie".

This study discusses flouting maxims through verbal irony occur in Bad Teacher Movie. The problem of this study is what kinds of flouting

maxim occur through verbal ironies uttered by the characters in Bad Teacher Movie and what are the implied meanings.

The differences between Naskiki's research and the writer's are located in the theory that is being applied. Grice's theories of implicature and cooperative principle are used by both of the researcher. However, the writer adds the politeness principle in her research to investigate the way to express conversational implicature of verbal irony.

 Research by Maria Savkanicova (2013) entitled "Ironic Humour in a Comedy Program Television Black Books".

This study focuses on analyzing humor using the theory of implicature and cooperative principles proposed by Grice. That study aims to investigate how the "Black Books" gives the humor effect by using verbal irony. The researcher considers verbal irony as a humor by pragmatics perspective which is caused by non-observance of cooperative principles. This thesis concludes that humor of using verbal irony was achieved by non-observance of more than one maxim of cooperative principles.

The difference between savkanicova's research and the writer's research is located in the object that is being observed. Savkanicova's research uses program television, then this research uses movie as the object. Savkanicova only focuses on irony as a humor, then the writer's study find the function of verbal irony which not only as a humor.

4. Article by Marta Dynel (2103) entitled "Irony from a neo-Gricean perspective: On untruthfulness and evaluative implicature".

This article discusses about irony from a new perspective like a renewal of thought which called neo-Gricean perspective. The aims are to shed new light on the workings of irony, drawing on the research from the field of pragmatics, cognitive linguistics, and the philosophy of language. To meet this objective, he presents article takes as its departure point the Gricean philosophy, which is endorsed as a tenable basis for a new approach to irony.

The differences of Dynel's research and the writer's is located on the aims of research which larger than the writer. Dynel uses the aims which more complex than she who uses the simply aims. However, there is a similarity of research which located on the workings of irony to produce implicature.