CHAPTER II

LITERATURE REVIEW

In this chapter, the researcher uses Grice's theory of cooperative principle and its maxims which relates to flouting maxim field. The researcher also uses Halliday's theory about the context of situation field. Then the researcher gives explanation about kind of using flouting maxim and context of situation the when characters flout the maxim in "Frozen" movie.

2.1 Theoritical Framework

In this related theories, the researcher uses some theories that relate to the analysis of the researcher's study. These theories include theory of Discourse Analysts, Pragmatic Approach, context, implicature, cooperative principle, and flouting maxim. This chapter focuses on the theories that relate to this study to solve the statement of problems. These related theories are the basic in collecting and analyzing any information that relate to the study of flouting maxim used by characters in "Frozen" movie.

2.1.1 Discourse analysis

Zellig Harris introduced the term discourse analysis in 1952 as a way of analysing related between speech and writting (Paltridge: 2006: 2). From his statement he intereststo two cases: the examination of language beyond the level of the sentence and the relationship among linguistic and non-linguistic behaviour. Discourse analysis is way to analysis language which it focuses on knowledge beyond the word, clause and sentence. From that explanation it means that discourse analysis focuses on the language include word, clause, phrase and sentence which spoken in daily life, movie, drama or that written such as in novel, short story and so on. Whereas according to Crystal (1992:25) states that "discourse as a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as a sermon, argument, joke, or narrative.

2.1.2 Pragmatics

According to Searle, Kiefer & Bierwisth (1980: vii) which is cited in Grundy's book. They suggest that pragmatics is one of those words (societal and cognitive are others) that give the impression that something quite specific and technical is being talked about when often in fact it has no clear meaning (Grundy, 1983:6). Whereas the other definition of pragmatics, Pragmatics is the study of meaning in relation to the context in which a person is speaking or writing (Paltridge:2006: 53). Communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterance. The study of what speakers mean, or "speaker meaning," is called pragmatics (Yule:2006: 127)

By study of pragmatics field, people will be easier to understand the nature of language itself, because people will know how language is used in interaction. It is the study of "invisible" meaning and how people recognize what is mean when it is not said. Actually the point of two theories above are same that pragmatics is about study meaning, such as how we know the intend meaning from participant in communication. It is can be known depend on the context.

2.1.3 Implicature

To imply is to hint, suggest or convey some meaning indirectly by means of language (Thomas, 1995: 58). Sperber and Wilson proposes (1995) in Grundy's book that any assumption communicated, but not explicitly so, is implicitly communicated. It is an implicature (2000:112). Moreover The term 'implicature' firstly is used by Grice in Brown & Yule book (1983:31) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says. Grice distinguishes among two kinds of implicatures, Thery are conventional implicature which are, according to Grice, determined by 'the conventional meaning of the words used. The second one is conversational implicature which is derived from a general principle of conversation plus a number of maxims which speakers will normally obey. The general principle is called cooperative principle. Grice's four maxims characterize this co-operation: the hearer will assume that the speaker is only saying things that are relevant to the current state of the conversation, giving neither too little nor too much information, speaking truthfully and avoiding ambiguity and obscurity.

2.1.4 Cooperative Principle

The cooperative principle is the general principle, as Grice (1975:45) states in terms: "Make our conversational contribution 'such as is required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which we engaged. In interaction people expect that their interaction can run well, and do not occur misunderstanding. So that is why to get smoothly communication the participant must obey the rules of cooperative principle. Normally information is given as required, truth, stay on topic, and clear. He also argues that in order for a person to interpret what someone else says, some kind of cooperative principle must be assumed to be in operation. Grice suggests that the maxims are in fact not arbitrary conventions, but rather describe rational means for conducting co-operative exchange (Levinson, 1983: 103)

Grice's description, based his cooperative principle on four sub-principles or maxims, they are:

1. Maxim of quantity:

- a. Make your contribution as informative as in required (for the current purposes of the exchange)
- b. Do not make your contribution more informative than is required

2. Maxim of Quality

- a. Do not say what you believe to be false
- b. Do not say that for which you lack adequate evidence

3. Maxim of Relation

a. Be relevant

4. Maxim of manner

- a. Be perspicuous (super maxim)
- b. Avoid obscurity of expression
- c. Avoid ambiguity
- d. Be brief
- e. Be orderly

(Thomas: 1995: 63)

The philosopher H. Paul Grice's theory that communication among individuals is cooperative. He suggests various maxims specifying precisely how communication is cooperative. For instance, his maxim of quantity determines that what we say should be maximally informative : we should not say too much or too little.

Example

1. Maxim of quantity

Conversation that obeys the rules of Maxim of quantity. Make your contribution as informative as in required (for the current purposes of the exchange). Do not make your contribution more informative than is required. It can be concluded that speaker does not give too much or too little information to hearer.

Wafa : Where will you go? Noni: I will go to Royal plaza

Ex:

From that conversation above Noni answers Wafa's questiont by giving information as required by Wafa. It is not too much and also not too little. So here Noni obeys the rule of cooperative principle.

2. Maxim of Quality

Do not say what you believe to be false and do not say which you lack adequate evidence. It can be concluded that information which is delivered must be thruthful and appropriates with the fact. The speaker has to say something that true and also corresponds to reality.

Ex:

Wafa: Vira, do you know where is my book entitle Discourse Analysis that written by Brian Paltridge? I forget

Vira : I have brought it Wafa, I am sory did not say to you previously

Here when Wafa asks about her book that lose it is caused Wafa has forgotten her book's position. Wafa asks to Vira, In this occasion Vira says that Wafa's book is brought by her. Vira answers the question by saying the truth. That the book really is borrowed. So Vira in this dialogue obeys the maxim of quality.

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3. Maxim of Relevance

Be relevant, it means that the speaker must say something that relevant with the topic which is discussed previous.

Ex:

Wafa : Zida your clother look so beautiful, where is you buy it? Zida : I bought it in Wonokromo market

Here Zida's answer is relevant with Wafa's question because zida gives the answer which stays on the topic. So Zida obeys the rule of the maxim of relation.

4. Maxim of Manner

Be perspicuous (supermaxim). Avoid obscurity of expression, Avoid ambiguity, Be brief, Be orderly (Grice in Robinson, 2006, p.163). It means that we have to make sure that what we say is clear and also unambiguous.

Ex:

A: Where was Alfred yesterday?

B: Alfred went to the store and bought some whisky.

(Levinson, 1983, p.108)

From the example above it can be known that B gives to A clear explanation by saying the position where Alfred was. So here B already obeys the maxim of manner.

2.1.5 Flouting Maxim

When people deliberately disobey the rules of cooperative principle and its maxim, It can be called that they flout the maxim, there are four maxim that can be flouted such as flouting maxim of quantity, maxim of quality, maxim of relation and the last is maxim of manner. It is suitable with cutting's theory that when the speaker does not follow the rules of cooperative principle or its maxim but expects the hearer to appreciate the implicit meaning, it is called flouting maxim (Cutting: 2002: 37). According Grundy (2000:78) flouting maxim is particularly salient way of getting adressee to draw an inference and hence recover an implicature. The situations which chiefly interested Grice were those in which a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but is caused the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to the expressed meaning. The additional meaning he called, 'conversational implicature' and he termed the process by which it is generated 'flouting a maxim'. A flout occurs when speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature (Thomas, 1995: 65)

Usually flouting maxim occurs in daily conversation such as in daily life. It also can be found in movie, novel, short story and so on, it is done by people because some purposes, such as they want to create an humorous in their communication or they want to say something which they want to create an Implicature.

1. Flouting Maxim of Quantity

Flouting maxim of quantity occurs when a speaker blatantly gives more or less information (Thomas: 1995:69). In the example below, both speakers between A and B, here B gives more information to A when A asks to B

A : Well, how do I look

B: Your shoes are nice...

In this dialogue B does not say that the sweatshirt and jeans do not look nice. B only said that A's shoes are nice. When B answer the A's question B knows that A will understand the implication because actually A asked whole of her appearance but B only comment a part.

Pattern from (Cutting: 37)

2. Flouting Maxim of Quality

Flouts which exploit the maxim of quality occur when the speaker says something which is blatantly untrue or for which he/she lacks adequate evidence (Thomas, 1995: 67). When we communicate, there is a tacit assumption that what each communicant says or writes will be truthful. For instance, when speaker A below asks B who is going to spend the evening. In this moment A expects B to give a truthful answer. A: So who are you going out with tonight

B: Koosh and Laura

Pattern from (charles F. Meyer, 2009.p.58)

3. Flouting Maxim of Relation

The maxim of relation (Be relevant) is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Thomas ,1995:70). So, The speaker flouts the maxim of relation when he/she does not give a response within the topic which is being discussed

A: So, what do you think of Mark?

B : This flashmate's a wonderful cook.

In this occasion B does not say that she is not impress about Mark. Precisely B changes the topic by saying Flashmate which it is not relevant with question that asked by A.

Pattern from (Cutting:39)

4. Flouting Maxim of Manner

The speaker flouts the maxim of manner, because he/she appears utterance which to be obscure or ambiguos (Cutting, 2002:39). So, The speaker flouts the maxim of manner when the speaker deliberately fails to observe the maxim by not being brief, using obscure language, not being orderly or using ambiguity

Example:

wafa: Did you enjoy the party yesterday?

Vira: there was plenty of oriental food on all of table, lots of lampion in all of over place, people busy chating each other

Here Vira gives ambiguous answer to Wafa when Wafa asks to Vira simply question, however Vira's answer causes two interpretation. Of course it is obscure for Wafa. (1). Vira had such a good time automatically enjoy the party so she tells everything that around her because she confusse to begin 2). Vira feels so terrible at the moment so that is why she complains everything.

2.1.6 Context

Halliday & Hasan stated in their book that all use of language has a context the 'contextual' feautures enable the discourse to cohere not only with itself but also with its context of situation. We have analyzed the context of situation into three metafunctions. This enable us to display the reduncacy between text and situation. How each serves to predict the other.

 Field of discourse : the 'play' –the kind of activity, as recognised in the culture, within which the language is playing some parts (predict experiental meaning)

- 2. Tenor of discourse : The palyers –the actors or rather the interacting roles, that are involved in the creation of the text (Predict interpersonal meaning)
- 3. Mode of discourse : the 'parts' the particular functions that are assigned to language in this situation, and the rhetorical channel that is therefore allotted to it (predict textual meaning)

The context of situation, as defined in these terms, is the immediate environment in which a text is actually functioning. We use this notion to explain why certain things have been said or written on this particular occasion, and what else might have been said or written that was not. (Halliday, 1995: 45)

2.2 Previous study

There are some researchers who have executed the study about flouting maxim, but the researcher only takes two previous study before does this research. The first belongs to Fikri, Nuris Alfan. 2010. A study of Flouting maxim In Demo Crazy talk show broadcast on Sunday, 2nd August 2009. Un-published thesis: Faculty of Humanities, Airlangga University. This study is conducted in order to figure out the flouting maxim of cooperative principle proposed by Grice in talk show program. There are some purposes in flouting maxim in *Demo Crazy* talk show and most of them are for creating humorous situation, Grice stated four maxims to be obeyed in order to fulfill the cooperative principle (Grice in robinson, 2006:161). Conversational implicature occurs when the speaker does not obey those four maxims and cause some interpretations. Ambiguity, which is

contradicted with maxim of manner, is the most frequently used in creating humorous situation (Ross, 1998: 8). it can occur when flouting maxim causes different interpretation at some levels of language. Here, conversatinal implicature plays an important role because the interpretation is based on the hearer's linguistic background knowledge. In obtaining the data, the writer recorded Demo Crazy talk show which is broadcasted on Sunday, 2nd August 2009. After the recording process finished, the writer transcribed all the source of the data, the writer applied a descriptive qualitative research approach. First, he classified the flouting maxim found in the data, then analyzed the purpose of the flouting and the last, he interpretes the meaning which is unsaid in the utterances by using conversational implicature theory proposed by Grice. The results shows that the speakers often flout maxim of manner and most of speakers' purpose in flouting maxim in for creating humorous situation. The type of conversational implicature because this conversational implicature does not need a particular context and easy to be interpreted.

The second from Mufidah. 2014. The flouting of maxims by the characters in the Conversation in "You Touched Me, A Short Story by D.H. Lawrence. Thesis. English Department. Faculty Letters and Humanities. States Islamic University Sunan Ampel Surabaya. According to her that the phenomenon that happens in this time in the society is people never think about their successful conversation. So, to make a successfull conversation, they have to obey the rules of being a good conversation itself. Those are true, relevant, informative and clear. It is also called a conversational maxim. But, when the speaker does not obey those rules in order to create an extra meaning, it means that she/he is flouting the maxims. flouting maxims may exist not only in daily life conversation, but also in literary work as like short story and this research uses a short story by D.H Lawrence "You Thouced Me" as the object of the study. The aim of this research are to descriptive research. Then by using this research design, the researcher found 10 conversation that are flouted by the characters. From her research it can be known that the result from her analyzing is found one of flouting maxim of manner, three of flouting maxim of relevant, and the last there are six flouting maxim of quantity.

By reviewing the previous studies above, the researcher compares with her study from similarity aspect and differences aspects. The similarity are using Grice's theory about cooperative principle and the approach that used descriptive approach. While the differences both of them are they do not use the movie as object of their study. The first previous study Fikri's thesis, He uses Talk Show as object and the second of previous study from Fajrina's thesis, she takes object short story. Whereas in this study the researcher uses movie as object in her research. From those reviewing the researchers presents her investigations by applying the theory of Grice of cooperative principle and uses Halliday's theory to describe the context of situation when the characters flout the maxim in "Frozen" movie.