CHAPTER II

LITERATURE REVIEW

This chapter consists of many important aspects concerning the theoretical frameworks and the related studies which support this study.

2.1 Theoretical Framework

In doing this research, the writer reviews the theories related to violation of maxim. These theories include from the definition of pragmatic, Grice's theory, cooperative principles, violation of maxim, character and characterization, and relationship between violation and characterization, and the literature review.

2.1.1 Pragmatics

The first thing which is necessary to consider before coming into the discussion of pragmatics is the definition of pragmatics in general. According to Levinson (1983) pragmatics is the study of language usage. It is a part of linguistic study which learns how language as a code relating to its context helps the hearer in interpreting what the speaker implies. According to Leech (1983), people cannot really understand the nature of the language itself unless they understand pragmatics. One of the linguistics purposes of pragmatic is the study of meaning in relation to speech situation. Based on this purposes, the speaker can choose the language for social interaction and understand the effect of their utterance choices. Besides, pragmatics is important because in a communication, speaker and hearer attempt to solve problem. Speaker's problem is how to

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achieve his/her goal in communicating something. In contrast, the hearer tries to understand what the speaker's goals in his speech.

Based on the definitions above, the writer can say that pragmatics is a part of linguistics that focuses on the study of language usage. In linguistics, language and context has an important connection to make the communication easy to understand. Besides that, speech situation is also a significant thing that, the hearer or speaker must understand to be successful in communication. Thus, pragmatics is how the people use good language, follows the rules of language, understand the utterances, and be responsible for what they say. It can help people to understand about what the speaker means.

2.1.2 Grice's Theory

Paul Grice presents a theory of conversation and implicature in his essay "Logic and Conversation." This theory attempts to bridge the gap between what participants in conversation say, and what they mean. Grice presents this theory within the framework of the Cooperative Principle (CP): "*Make your conversational contributions 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*" (1989, p.26).

It should be helpful to start by discussing Grice's theory of meaning. When talking about the meaning of a sentence, Grice notes that the term "to mean" can be used in some interesting variations. Take the example, "Those three rings on the bell (of the bus) mean that the bus is

full," this example would be quite different from, say, "Those spots mean (meant) measles" (Grice 1989, p.213-214). This difference involves the fact that while both statements are, technically, cancellable, only the former will still be rational when it is cancelled. Thus, if the bus driver mistakenly rings the bell when the bus is not full, the bell still "means" the bus is full, though it is not. This is unlike the latter statement, which involves natural meaning. This second statement becomes contradictory if one adds, "Those spots meant measles, but he hadn't got measles" (Grice 1989, p.213). Grice writes that the former statement can be restated as "Those three rings on the bell mean 'the bus is full'" (Grice 1989, p.214).

The Cooperative Principle is the basis for conversational maxims. Grice decides to pay tribute to Kant by creating four categories "Quantity, Quality, Relation, and Manner" (Grice 1989, p.26). The categories, along with those maxims, are as follows:

Quality: Try to make your contribution one that is true
1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

Quantity:
1. Make your contribution as informative as is required (for the current purposes of the exchange).
2. Do not make your contribution more informative than is required.

Relation:
1. Be relevant

Manner: Be perspicuous
1. Avoid obscurity of expression

2. Avoid ambiguity

3. Be brief (avoid unnecessary prolixity)

4. Be orderly (Grice 1989, p.26-27)

On the other hand, Grice (in Levinson 1983: p. 101) formulated essentially is about how people use language. This theory describe that, people interpret the language on the assumption that the sender is obeying four maxims. People assume that the speakers are intending to be true (maxim of quality), to be brief (maxim of quantity), to be relevant (maxim of relevant), and to be clear (maxim of manner).

2.1.3 Cooperative Principle

The cooperative principle function makes ideal communication between speaker and hearer. The ideal communication means a speaker and hearer give a lot of contribution that necessary them. There are three characteristics of cooperative principle (Mey, 2009, p.152). Those are:

1. The participants have some common immediate aim.

2. The contributions of the participants are dovetailed, mutually dependent.

3. There is some sort of understanding (often tacit) that, other thing being equal, the transactions should continue in appropriate style unless both parties are agreeable that it should terminate.

The cooperative principle, based on Grice in Cutting (2002, p.34) divided into four types. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

1. **Maxim of Quality**

   The maxim of quality occurs when the speakers are expected to be sincere, to be saying something that they believe corresponds to reality. They are assumed not to say anything that they believe to be false or anything for which you lack adequate evidence. Some speakers like to draw the hearer's attention to the fact that they are really saying what they believe to be true. Simply the maxim of quality such as:

   1. Do not say what you believe to be false.
   2. Do not say that for which you lack adequate evidence.

2. **Maxim of Quantity**

   The maxim of quantity occurs when the speakers should be as informative as is required, that they should give neither too little information nor too much. Some speakers like to point to the fact that they know how much information the hearer requires. Simply the maxim of quantity such as:

   1. Make your contribution as informative as is required.
   2. Do not make your contribution more informative than is required.

3. Maxim of Relevance

The maxim of relevance occurs when the speakers are assumed to say something that is relevant to what has been said before. Simply the maxim of relevant concern on makes your contribution relevant.

4. Maxim of Manner

In the maxim of manner, we should clear in what we say and should avoid obscurity and ambiguity. Moreover we should be brief and orderly in our contribution to the interaction. Simply the maxim of manner, such as:

1. Avoid obscurity of expression.

2. Avoid ambiguity.

3. Be brief.

4. Be orderly

In pragmatic study, there are some principles which can be used to deliver a meaning in an utterance. One of the principles is cooperative principle, which is a fundamental assumption in building a meaning or the meaning that showed by the speakers and the hearers. According Grice (1975) in his book "*Logic and Conversation*" regarding cooperative principle, states that violation of cooperative principle can occur in a conversation when the information that will be delivered by the speakers to the interlocutors do not convey clearly. The violation of cooperative principle is divided into four kinds, such as: violation maxim of quantity,

violation maxim of quality, violation maxim of relevant, and violation maxim of manner. The next explanation of violation maxim can be presented in 2.1.4that regarding the kinds of violation of cooperative principle.

2.1.4 Violation of Maxims

Grice, to explain how these implications are to be understood, presents four ways in which maxims may be unfulfilled. These four ways are violation, opting out, being faced with a clash, and flouting. There may be a violation; Grice writes that a person "may quietly and unostentatiously *violate* a maxim; if so, in some cases he will be liable to mislead" (Grice, 1975, p. 30).

The participants enable to disobey one of maxim and violate other maxim or they could possible to violate all of maxim. As Grice states that there are various ways of participant does not fulfill maxim (Grice, 1975, p.49):

1. The speaker may quietly and unostentatiously violate of maxim; if so, in some cases he will be liable to mislead.

2. The speaker may opt out from the operation both of the maxim and the CP; he may say indicate, or allow it to become plain that he is unwilling to cooperate in the way the maxim requires.

3. The speaker may be face by a clash: they may be unable.

4. The speaker may flout a maxim.

Maxim is a rule that people must fulfill in a good conversation, but in communication the speaker utterances usually do not always follow the rules. There might be violation of cooperative principles.

1. Violation Maxim of Quality

   The maxim of quality, which says that speakers are expected to be sincere in saying something that they believe correspond to the reality. This maxim can be violate if the speakers do no tell the truth or the information is lack of evidence, and something in the meaning is not literally true (Guy, 1989: p. 30).

2. Violation Maxim of Quantity

   According to Guy (1989: p. 30) this maxim implies that a speaker should give neither too little information or too much. People who give too little information risk their hearer not being able to identify what they are talking about because they are not explicit enough. Those who give more information than the hearer needs risk boring them.

3. Violation Maxim of Relevance

   According to Guy (1989: p. 31), the next is maxim of relevance which says that the speakers are assumed to something that is relevant to what has been said before. This maxim is a little harder to find because it is hard to construct responses that must be interpreted as irrelevant.

4. Violation Maxim of Manner

According to Guy (1989: p. 31), maxim of manner governs about clarity (avoid ambiguity). Clarity means the quality of expressing ideas or thought in a clear way. This maxim violates either for humor, as in the case of puns, and double engenders, where rival meanings are deliberately tolerated, or in the order to establish solidarity ofthe speakers or exclude an over hearer from the conversation.

2.1.5 Character and Characterization

Sometimes we used the word character synonymously with "person", "human being", and "literary figure", more often we use it in reference to an individual's personal qualities and characteristics (Roberts, 1969: p. 53). Moreover, Bennett and Royle (2004: p. 63) explain that "character" means a letter or sign, a mark of writing, and the 'essential' qualities of a 'person'.

In presenting the character, an author may use many modes of characterization. Wellek and Warren (1942: p. 226) suggest that the simplest form of characterization is naming. Each name given is for vivifying, animating and individuating the author's character.

A mode of characterization is what Perrine calls direct and indirect presentation (1974: p. 48). In direct presentation, an author presents his character in a straight way. He directly tells us, through exposition or analysis, what a character is like. Otherwise, he has someone else in the

story tells us what he is like.In indirect presentation, however, the author shows his character in action or through from their utterance when produce some speech in a stage. The reader may know what a character is like by making inference from what the character thinks, says or does.

Besides, characters in fiction can be conveniently classified as major. It is an important figure at the center of the story's action or theme. The character is sometimes called a protagonist whose conflict with an antagonist may spark the story's conflict. While, characterizationis means by which writers present and reveal character-by direct description, by showing the character in action, or by the presentation of other characters that help to define each other.

2.1.6 Relationship of Violation and Characterization of the Character

Characterization is the process by which the writer reveals the personality of the characters. In this research, the writer will use the indirect characterization which shows things that can determine the inner characterizations. In this case, the writer will analyze the utterance's characters that violate the maxim in their conversation. The aim is to know how the characterization of the characters can be found through their utterance which using the violation of maxims in cooperative principle.By knowing this, can be influenced how the characters of the movie produce their utterance.Either from their environment or their purpose when they deliver the violation of maxim.

This part can be related to the context of the conversation. According to Cook (1989: p. 10) context is knowledge of word outside of the language which people use to interpret. Context is very important to determine meaning of utterance. If context does not exist, people find difficulties to generate meaning in a text. Actually, a text always occurs in two contexts. There are the context of culture and context of 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 get some idea of the importance of context of culture in shaping meaning. The context of culture is sometimes described as the sum of all the meanings it is possible to mean in that particular culture (Butt, 2001: p. 3).

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 (Butt, 2001: p. 3)

2.2 Previous Studies

In this part, the writer discovers three previous studies, are:

Firstly, the research of NikenWulanKartikasari (2014), she analyzed the cooperative principle and described the violation of conversational maxims by salespersons of "Revlon" cosmetic. It has aims in which to know the violation of maxims that violated by salesperson of *Revlon* cosmetic while offering their product to customer. Then, she described the factors which caused the violation of certain maxims. In her study, she answered the problem by using theory proposed by Paul Grice. The research used qualitative method. This study showed that violation can happen in the real life situation like in the conversation between the salespersons of *Revlon* cosmetic with the customers while offering the products. The result of her research is the maxim of quantity as the most often violated by the salesperson in Matahari Matos and CerterPoin MOG. The possible factors of violating a certain maxim are: to explain more or stress something, to hide the truth from the hearer, to make the hearers believe in what the speakers say, to expect in order to get more attention from the customer.

Secondly, theprevious studied that is conducted by Ahmad UlliyadhiSatriaRaharja (2015), he focused on cooperative principle theory of violation that is done by DoditMulyanto in Stand Up Comedy Indonesian Season 4 using Grice's theory. The aims of the study is to describe what is the violation of maxim used by DoditMulyanto in order to raise the humor and how he violated the maxim of cooperative principle. The research is

conducted using qualitative method. The result of his studied is that appeared four maxims of cooperative principle during played the Stand Up Comedy, they are maxim of quantity, quality, relation and manner. The dominant maxim of the study is the maxim of relation. It can determine that the result can entertain the audiences of DoditMulyanto.

The last previous studied that is conducted by IrfakMuzaim (2015), he emphasized cooperative principle in his research which is found a case of violation maxim in humor. He focused on *Vampire Suck* movie that is a parody of Twilight Saga New Moon. To supporting his study, he used the qualitative method. There is some aims of this studied is to describe what kinds of violation of maxim used by Becca in the movie and the reasons of violate the maxim. Later, the result is shown that maxim of quantity and relevance is the most violation in the conversation. Furthermore, the reason of violate the maxim are save face, hide the truth, avoid hurt, cheer the hearer, convince the hearer and satisfy the hearer.Based on the previous studies above, the writer's research is almost same discussion of the violation maxim but it has different object. In this study, the writer focuses on describing the kinds of violation of maxims which is done by three main characters, are Aibileen, Minny and Skeeter. Then, the writer compares the relationship between violation of maxims and the characterization of the characters. The difference from the previous study is, the comparing of what the relationship can influence the character's characterization in order know the characterization of black and white people in Jackson, Mississippi.