

CHAPTER 2

FRAMEWORK OF THE THEORIES

In this chapter, I am going to explain in detail about theories that will be used in conducting the research. The theories that will be discussed in this chapter are pragmatics, grice's maxims, flouting maxims, about Johnny English Movie and literature review.

2.1 Pragmatic

Language is something that cannot be separated from human life because of its function as a means of communication and in using of language itself, I discovered the fact that there is a science that studies of language is called linguistics. In this section I want to explain about the part of linguistics itself, namely pragmatics, where in this pragmatic study there is a part that I will take for the focus of my research, namely the grice maxim. Before that I will explain some theories on pragmatics from all of sources and from my references like book, article, or thesis.

2.1.1 Definition of Pragmatic

Pragmatic is a branch of linguistics that studies the relationship between context and meaning. Studying knowledge in this field it's the same to understanding how the transmission of meaning depends not only on the linguistic knowledge (grammar, lexicon, etc.) of the speaker and listener, but also from the context of speech, knowledge of the understanding of those involved in a speech, and the implied intent of speaker.

According to Leech, Pragmatics can be usefully defined as the study of how utterances have meanings in situations (Leech, 1983, p. 6). And Yule stated in his book entitled "Pragmatics", firstly, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say (Yule, 1996, p. 127). According to Thomas views the study of pragmatics as meaning in interaction.

He stated pragmatics is "making meaning is a dynamic process, involving the negotiation of meaning between speaker and hearer, the context of utterance (physical, social and linguistic) and the meaning potential of an utterance." (Thomas, 1995, p. 22).

In simple terms, pragmatics can be defined as a study that focuses on the meaning of speech conveyed by speakers and interpreted by interlocutors. This is because the utterance delivered by a speaker may indicate something else that is not clearly visible in a speech. Pragmatics is the study of a speaker's intention and as a result this study is more concerned with analyzing the intent of speech or meaning. It means pragmatic became the study of the use of language in communication. So, what is studied in pragmatics is more likely to be what the speaker means by his speech, not merely studying the word, phrases, or clauses in a speech. Before we discuss the Grice maxim material, we should learn about implicature or the meaning of utterances.

2.1.2 Implicature

In conversation, people sometimes convey their meaning directly or indirectly. It directly means that what is conveyed by the speaker in his speech means the same as what the speaker means, and indirectly means that the speech and the intent of the speaker are different. If it is spoken directly, maybe there will be no problem, if the intention is spoken indirectly, perhaps there will be problems when the speech partner cannot understand or misinterpret the speaker's intent, according to (Grice, 1975) he stated every utterances is considered to have a specific meaning. That meaning of the speech is referred to as implicature, which then is formulated with the term non-natural meaning.

There are two types of Implicature: conventional implicature and conversational implicature. (a) Conventional implicature is the implication which is general and conventional. In general, everyone has known and understood the meaning or implications of a case. Understanding the implications conventionally supposes the listener or reader to have experience and general knowledge. (b) there is a set of assumptions that cover and regulate the activities of the conversation as a speech act. According to Grice's analysis,

a set of assumptions that guide someone in conversation is cooperative principles. In carrying out cooperative principles in the conversation, each speaker must obey the four maxims of conversation, namely: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance, (4) maxim of manner. In this term paper I am using conversational implicature to elaborate the analyzes with the data by using the theories.

2.2 Grice's Maxims

In linguistics it is explained that good communication can be done by following the Cooperative Principles or Grice Maxims presented by Paul Grice. When we write or talk, we generally do so with the purpose of conveying information, and the better we are at conveying information, the more likely people are to understand and accept what we have to say. The Grice's Maxims are a way to explain the link between utterances and what is understood from them. According to Grice in (Renkema, 1993, p. 9) he defines Grice maxims as "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" and other linguists Jeffries and McIntyre describe Grice's maxims as "encapsulating the assumptions that we prototypically hold when we engage in conversation" (Jeffries & McIntyre, 2010, p. 106). Basically, Cooperative Principles or Grice Maxim explains that in communication, every speech participant must contribute well. the intended contribution is to provide sufficient information to the addressee, namely information that is correct, clear, coherent, and relevant to the conversation.

In this principle, Grice in (Grundy, 2008, p. 95) proposed four maxims that must be applied to create a good communication, namely the maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance.

2.2.1 Maxim of Quality

Maxim of quality is maxim that provide all the information which is necessary for the purpose of the current exchange; do not leave out anything important. According to Grundi he defines maxim of quality is try to make your contribution one that is true, do not say what you believe to be false and do not say that for which you lack adequate evidence (Grundy, 2008, p. 96) and Grice

defines maxim of quality is where one tries to be truthful, and does not give information that is false or that is not supported by evidence (Grice, 1975). It means speaker must convey something in accordance with facts and a speaker is not obtained to provide information that he is not sure whether it is true or false, in this case he does not have sufficient evidence to convey information.

For example:

“Cigarettes are bad for you”

In the example above, it can be seen clearly that information is make speaker believes or has evidence that cigarettes are bad for you.

2.2.2 Maxim of Quantity

Maxim of Quality is maxim that avoid stating information that you believe might be wrong, unless there is some compelling reason to do so. If you do choose to include it, then provide a disclaimer that points your doubts regarding this information. According to Grundy he defines maxim of quantity is make your contribution as informative as is required (Grundy, 2008, p. 96) and Grice defines maxim of quantity is where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more (Grice, 1975). It means that a speaker must provide information or contributions as needed and not provide more information than what is questionable or needed. Then from that, it can be concluded that in the maximal quantity, a speaker or speakers is expected to provide sufficient, relatively adequate, and as informative information as possible. Therefore, if a speaker provides information that is excessive than what is needed by the addressee, this means a flouting of maxims. For example:

A: Hello ferdy, how are you?

B: Hello annas, I am good.

In the example above, it can be seen clearly that speaker "B" provides information that is really needed by "A", so in this case "B" has complied with the maxim of quantity in the principle of cooperation put forward by Grice.

2.2.3 Maxim of Manner

Maxim of manner is maxim that avoid language or ambiguous language which is difficult to understand, such as because it contains words that the listener doesn't know. According to Grundy he defines maxim of manner is be perspicuous avoid obscurity of expression, avoid ambiguity, be brief, be orderly (Grundy, 2008, p. 97) and Grice defines maxim of manner is when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity (Grice, 1975). It means speakers must provide clear, direct information, and avoid things or information that are vague or ambiguous. For example:

A: I hear that you went to the cinema last night, what did you watch?

B: I watch the Johnny English strikes reborn.

In the above discussion, it can be seen clearly that the speaker "B" gave clear information to "A" about what questions he watched the night before. In this case it is clear that "B" says that he is watching the movie. Thus, it can be concluded that speaker "B" adheres to the maxims of manner.

2.2.4 Maxim of Relevance

Maxim of Relevance is maxim that make sure that all the information you provide is relevant to the current exchange; omit irrelevant information. According to Grundy he defines maxim of relevance is be relevant (Grundy, 2008, p. 97) and Grice defines maxim of relevance is where one tries to be relevant and says things that are pertinent to the discussion (Grice, 1975). It means maxim of relevance provides an explanation that a speaker or speakers must provide relevant information so that there is good cooperation between speaker and addressee in a communication. For example:

A: Is there a doctor in the house?

B: I'm a doctor

In the discussion above, it can be seen that speaker of "B" provides relevant information so that the principle of cooperation works well between the two in a communication.

2.3 Flouting Maxims

In fact, in communication the four maxims are not always obeyed by the speech participants or speakers. When maxims are not followed or obeyed in a communication, this is called a Flouting Maxim. In a communication, speakers will convey certain messages conveyed through language and the interlocutor/addressee will try to grasp the meaning of the message conveyed. So, to create a good communication, the speakers and addressee must understand each other conversation context very well. However, it is often found that the meaning of the utterance conveyed by the speaker cannot be properly understood by the addressee because the speaker conveys the message in a less clear, ambiguous, or coherent manner.

We often find this flouting maxim in our daily conversations, both in formal and informal conversations. These flouting maxims can be found anywhere, anytime, and by anyone in a conversation. From a conversation in a coffee shop, to a conversation in a debate on a talk show, even in a film or drama that appears on television. According to Grundy flouting maxim is particularly salient way of getting an addressee to draw inference and hence recover and implicature (Grundy, 2008, p. 78) and other linguists Jenny Thomas stated when flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered, Therefore when the speaker intentionally fails to observe a maxim the purpose may be to effectively communicate a message (Thomas, 1995).

When a speaker flouting a maxim, he does not expect anything negative, but he expects the other person to understand over the hidden meaning in his utterances because he cannot pronounce it directly. In this way, there is a possibility that such communication techniques can be more effective in conveying messages. When there is a flouting of maxims in a speech, it will give rise to a hidden implicature or meaning of the speech. There are some example about flouting maxims:

2.3.1 Flouting Maxim of Quality

Flouting maxim of Quality is the flouting or violating of cooperative principle or maxim that occur when participants say something that is not in accordance with existing facts and evidence. In the conversation or discussion if someone utters something that not appropriate with the fact, not true, or give

false information it can be flouting maxim of quality occurs in that conversation. For more detail I will give the example below:

A: Is she already married?

B: I don't think so, maybe

From example above here "A" asks "B" how the truth is, but the "B" answers only based on intuition which is not necessarily true. According to Grundy, maxim of quality definition is to make your contribution one that is true, do not say what you believe to be false and do not say that for which you lack adequate evidence (Grundy, Doing Pragmatics, 2008, p. 96) and Grice defines Grice defines maxim of quality where one tries to be truthful, and does not give information that is false or that is not supported by evidence (Grice, 1975). It can be concluded that there is flouting on maxim of quality because the information said by "B" is not necessarily true or can be said to be false or not true.

2.3.2 Flouting Maxim of Quantity

Flouting maxim of Quantity is the flouting or violating of cooperative principle or maxim that occur when participants or speakers give the information that is insufficient and excessive than what the addressee needed. In the conversation or discussion if speakers utter the information that not addressee needed while it more or less information, it makes flouting maxim of quality occurs because this maxim determine that the information for addressee and speakers need in a conversation. For more detail I will give the example below:

A: Does your dog scratch?

B: No

A: [Trying to touch cat] Aw! You said your cat doesn't scratch

B: That isn't my cat

From example above, it can be explained like this, when "A" visited "B" house, there was a wild cat "B" who was often on the porch of "A". "A" asked if his "B" cat scratched, and "B" answered no. "A" did not know that the cat in front of him was not "B" cat. So when "A" tried to touch and hold the cat, it turned out that the cat scratched him, then he screamed that the word "B" did

not scratch his cat, but it turned out that the cat scratched him. “B” replied that the cat that scratched him was not the cat. Here is from the conversation between “A” and “B”, did not provide as much information as needed by the two parties, resulting in a misunderstanding between both of them. According to Grundy stated maxim of quantity is make your contribution as informative as is required (Grundy, Doing Pragmatics, 2008, p. 96) and Grice defines maxim of quantity where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more (Grice, 1975). From here the information obtained by "B" is only a little because “A” gives him less information or still not informative so that the flouting maxim of quantity occurs.

2.3.3 Flouting Maxim of Manner

Flouting maxim of Manner is the flouting or violating of cooperative principle or maxim that occur when the speakers provide information that is not clear and ambiguous, which causes inconsistency. In the conversation or discussion if speakers utter the information that not clear and ambiguous with the topic of conversation, it makes flouting maxim of manner occurs because this maxim determine that the information for addressee in a conversation must clear and not ambiguous. For more detail I will give the example below:

A: Come on, Let's get something to eat

B: I want to run, I want to watch, I want things to be done.

From example above, when "A" asked to eat "B", "B" instead gave a very vague answer and said they wanted to do a lot of things and the answer was vague and ambiguous. According to Grundy maxim of manner is be perspicuous Avoid obscurity of expression, Avoid ambiguity, Be brief, Be orderly (Grundy, Doing Pragmatics, 2008, p. 97) and Grice defines maxim of manner when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity. It means speakers must provide clear, direct information, and avoid things or information that are vague or ambiguous. It can be concluded “B” make the ambiguous statement with his utterances; it means flouting maxim of manner occur here because “B” utterances.

2.3.4 Flouting Maxim of Relevance

Flouting maxim of Relevance is the flouting or violating of cooperative principle or maxim that occur when the speakers provides information that is inconsistent or irrelevant to the topic of the conversation. In the conversation or discussion if speakers utter the information that not relevant with the topic of conversation or with the answer that addressee want, it makes flouting maxim of manner occurs because this maxim determine that the information for addressee in a conversation must relevant answers. For more detail I will give the example below:

A: How much did this PS5 cost, honey?

B: I know. Let's get something to eat

From example above, when "A" asked "B" about how much the PS 5 cost he had just bought, "B" instead answered with an answer that was irrelevant to what the "A" asked. According to Grundy stated maxim of relevance is be relevant (Grundy, 2008, p. 97) and Grice defines maxim of relevance where one tries to be relevant and says things that are pertinent to the discussion or conversation (Grice, 1975). It can be concluded that there is a flouting maxim of relevance occur here because what "B" convey not relevant with "A" question.

2.4 Literature Review

One of the previous research I found on thesis Yuyun Nailufah in 2008 entitled "Flouting Maxims on Grice's Maxim in the Drama of the Death of a Salesman By Arthur Miller". This research aims to evaluate how many maxims are flouting in Drama of Death of a Salesman. That research uses 46 data which is organized by several maxims. Unfortunately, she did not mark which part of the sentence or word that made the maxim flouting, so the reader had to look for it in his analysis first.

Another journal of thesis Robiatul Adawiyah in 2016 entitled "Flouting Maxim Used by The Main Characters in Focus Movie". This research uses 20 data which is organized by several maxim. Unfortunately, in terms of research writing, he is very irregular and does not comply with the rules of writing in a thesis research. And it can make the reader judge that his work is not neat or irregular.

Another journal of thesis Riski Aprilia Sukarno in 2015 entitled “Flouting Of Conversation Maxim Uttered By Characters In Fast Five Movie”. In this research, the writer used movie as the object and used Grice’s theory to analyze flouting maxim in this movie. The writer analyzed flouting maxim by four characters they are Dom, Brian, Vince, Ant and Tej. The writer also found the reason why the characters used flouting maxim in this movie.

The similarity of the three research above that, all of them do the same research on the flouting of grice maxims. The advantage in doing this research is that I want to provide a neat and orderly reading according to the writing rules. and the author also wants to show an analysis of flouting grice maxims that is easy to understand and interesting for readers of the Johnny English Strikes Again Movie.

