CHAPTER 2
THEORETICAL FRAMEWORK

In this chapter, I provides the theories related to the research, which can help the researcher to answer the formulation of the problem as stated in Chapter 1.

2.1.   Pragmatics

Leech (1983:6) states that pragmatics is a branch of linguistic that has some similiarities or close relation to Semantics. Mey (2001:6) affirms that to analyze pragmatics meaning depends on how human uses the language in communication as determined by the condition of society.

Pragmatics dates back to philosopical thinking of early 20th century, and was introduced by the American philosopher Charles W. Morris as one of the three component of Semiotics, the science of sign. As Levinson (1983:1) says that Morris distinguises the three investigations of semiotics : Syntax, the study of sign and its relation to one another, Semantics, the study "the relation of sign to the object which the sign are applicable" and pragmatics the sudy of "the relation of sign to interpreters".

Yule (1996:3) define pragmatics into four definition. "pragmatics is the study of the speaker meaning" this means that the pragmatics concern about the meaning which produced by the speakers and the listeners, "pragmatics is the study of the contextual meaning" this means that pragmatics concerns about what people mean in the context and how the context itslef influence the meaning, "pragmatic is the study of how more gets commnicated that is said" this means that pragmatics concerns about with the meaning of the utterance or the meaning that get communicated by the speakers. "pragmatics the study of the expression of the relative distance" this means that pragmatics concerns about the shape of expression regarding to the distance.

Based on the definition above I define the meaning of the pragmatics, as study of meaning of the utterances that utter by the speaker and intrepret by listeners and the meaning of the utterances itself is influenced by the context.

2.2.   Implicatures

Since the research aim is to investigate and analyze the use of flouting of maxims in the movie script which is related to implicatures, so for the next discussion, I discuss about Implicatures in order for the readers to understand.

Yule (2014:146) states that implicatures is used to show the true intention of the speaker which implies something that speaker does not say. Mey (2001:45) states that the word implicatures is derived from the word "to imply" which means to fold something into something else. In other word, implicatures means to fold into something in order to know the true meaning and purposefully to be understood.

In addition Kridalaksana (2011:91) explains that the implicatures is what logically the conclusion of a speech between the speakers and the listeners, as well as the shared background of knowing between each other in a given context.

Based on the definition above, I concluded that the meaning of the implicatures itself is an intention of the speaker in which the speaker implies something which is not said by the speaker.

2.2.1. Types of Implicatures

Thomas (2013:57) mentions two kinds of implicatures, namely: conventional implicatures and conversational implicatures. he also explains the different between the two kind of implicatures. The conventional implicature "is always conveyed, regardless of context "this means that no matter how the context is, the conventional implicatures depends on the general meaning which can be understand by the people in general.While the conversational implicature, "What is implied varies according to the context of utterance" this means that the conversational implicature depend on the context of a certain conversation, or in this case the conversation always has the variation of the meaning, because what is spoken by the speaker is not explicitly mean that way. To make a clear understanding about both types of implicatures, here is the further and more explanation about the different between conventional implicature and conversational implicature.

2.2.1.1. Conventional Implicatures

As Yule (1996:45) stated that conventional implicaures do not in certain context to be able to give the interpretation or it does not have to be in the conversation. However the conventional implicatures is meaning which is generally known by using this specific word, the word but, yet, even are commonly used to give the conventional implicatures. For example the used of conventional implicatures :

A   : Denny isn't here yet   Yule (1996:45)

In the example above the speaker intention that Denny now is not here, the speaker expects Denny to come later. Yule (1996:45) explains that the word yet is to show that the present situation is expected to be different. In other word the situation now is expected to change later or in the future.

2.2.1.2. Conversational Implicatures

The difference between the conventional implicature as Thomas (2013:57) stated that conversational implicaure depends on the context of the conversation and it means that conversational implicature has various meaning based from the utterances that produced in a conversation. However in the conversational implicature, the speakers do not send the intended meaning directly but it implied in the conversation and its also applied the cooperative principle which is proposed by Grice. For example :

Charlene   : I hope you brought the bread and the cheese
Dexter   : Ah I brought the bread

As the example above, Charlene asked Dexter to bring bread and cheese, but Dexter only brought bread, Dexter answer does not violated the maxim of quantity, although Dexter does not mention about the cheese but he gives Charlene the required information about the bread.

2.3. Context

According to Yule (1996:21) the context refers to the physical environment where an expression is conveyed. While Nunan (2001:7) adds that context refers to the situation that influence a discourse. In the case of pragmatics, the discourse is the conversation among two or more people.

Based on Nunan (2001:8), there are two types of context, the first is linguistic context. Linguistic context is the language of society : the words. The utterances, and the sentences used by the surrounding. For the second types of context is non-linguistic or experiental context. Non-linguistic or experienteal context is the language of society that includes: the type, the topic, the purpose, the participants, and the background knowledge of a communicative event and also the relationship between.

2.4. Grice's Maxims Theories

2.4.1. Definition of Grice's Maxim

Yule (1996:6) argues that the speakers and listeners that having a conversation must obey and apply those maxims in order to achieve good communication and interaction for both communicators. In addition, Grice (1975: 45) proposes some rules that should be obeyed during a conversation. Those rules are important concepts that govern and bind people to make an appropriate conversation which is called cooperative principle. Based on the definition above, I defined the Grice's maxims meaning as rule or a guide that makes people use the language in an effective and efficient way.

2.4.2. Types of Grice's Maxim

Grice distinguises maxims into four, namely: maxim of quality, relevance/relation, quantity, and manner.

2.4.2.1. Maxim of Quality

As stated from Ahmad (2016:18), the maxim of quality explains that while having a conversation between the speakers and the listener, the speakers must speak and provide the information based on facts. In other words, the speakers are required to be honest while speaking to the listener and forbidden to say something what they believe is false or wrong, while provide the information the speakers also need to provide evidence related to whats kind of information the speakers want to tell. And it clear that the maxim of quality forbids the speaker to tell lies or something that lack of information and evidence, usually the speaker who violated this Maxim will not being honest and give the false information to the listeners. Beside, when telling the information the speakers may tell a lie or fail to backup their information with enough evidence.

> Son : Dad I want those blue shirt
>
> Dad : (see the shirt price tag) Ehh I think the shirt is not for sale.

The example above shows that the son ask his dad about he wants a blue shirt then his dad say that the shirt is not for sale after seeing the price tag of the shirt, dad just flout the maxim of quality because he lies to his son about the shirt is not for sale, because in this case after the dad sees the price of the shirt and he thinks the price is too high for him, so he tells his son a lie to make his son not buy the shirt. This makes the dad being not honest to his son and gives him the false information.

2.4.2.2. Maxim of Relevance

As stated from Ahmad (2016:19), the maxim of relevance requires the speaker to stay relevant to the topic or the information that is being talked about, it means that the speaker needs to give the relevant information to the partner of the conversation so the partner can answer or give the information to the speaker, and it also indicates that the speaker obeyed the maxim of relevance. The information that the speakers and the listeners provide should clearly relate so both of them can exhange information each other. When the speaker flouted the maxim it create some

bizzare condition where the listeners do not respond in a relevant way. In addition the speaker who flout the maxims deliberately chooses to give the irrelevance information in order to cause a misleading and misunderstanding for the listeners.

A   : How about your math exam yesterday?

B   : Ehhh..yess i am little hungry, lets grab some food at the canteen.

The example above shows that A ask B about the mats exam that held yesterday, B answers how he is hungry and want some food at the canteen, in this case B is being irrelevant because he do not answer A question about the mats exam because he wants to avoid A question about the mats exam, B being irrelevant here B just flouted the maxim of relevance.

2.4.2.3. Maxim of Quantity

As stated from Ahmad (2016:19), the maxim of quantity obliged the speakers to be informative as they required, it means the speaker must give the information which is required only by the partner of the conversation that asked for the information, and it is forbidden for the speaker to give more or redundant information that not asked by the partner of conversation,the speakers in the conversation must stay informative as they required. This maxim forbids the speaker to give more or redundant information that not asked by the partner of conversation, but sometimes there is a case where the speakers flouted the maxim of quantity by not giving enough information about something that is being talk about, so the listeners do not know the full picture of what being talk about by the speaker.

A   : Does your dog bite?

B   : No.

A   : (bends down to stroke it and get bitten) Ouch! You said your dog does not bite

B   : That is not my dog.   Cutting (2000:40)

In the conversation above A asking about B if the dog bite, B answers "no", and in the next dialogue A tries to bend down to the dog but gets bitten and blames B because previously A understands that this dog is B dog and wonts bite and then B says that is not his dog. It is clear that by saying no to A, B just being flouted maxim of quantity, because B provide A with little amount of information, B needs to provides the more information about the dog to A such as gives the more detail that B does not own the dog so he does not know if the dog likes to bite or not, but B intentionally does not provide such an informative contribution.

2.4.2.4. Maxim of Manner

As stated from Ahmad (2016:20), the maxim of manner required the speakers to speak briefly and clearly, which means the speakers should provide and give a clear message or information to the listener and the message must not be ambiguous and obscure so the listener can understand the message or information easily. Specifically : 1.) Avoid obscurity of expression, 2.) avoid ambiguity, 3.) be brief, and 4.) be orderly. Grice (1975:46)

The maxim of manner relate to the way speakers provide the information to the listeners, As O'Grady (2005:234) states if the speakers flouted the maxim of manner, they will give the listener ambiguous and obscurity information , this means the speakers can floute the maxim by use complicated word while providing the informations with multiple interpretation.

Husband	: How much did that new dress cost, darling?
Wife	: A tiny fraction of my salary, thought probably a bigger fraction of the salary of the woman that sold it to me. Cutting (2000:40)

In the example above, the conversation between the husband and his wife, are in the conversation the wife answers her husband by says "A tiny fraction of my salary, thought probably a bigger fraction of the salary of the woman who sold it to me" her answer is cleary violated the maxim of manner because it is so obscure and

it is quite hard for the husband to understand. Thus it implies that the wife purposely flouted the maxim of manner to hide the clear information about the price of the dress and she wants to avoid the discussion with her husband too about the dress by long and obscure answer.

2.4.3. Cooperative Principle on Grice's Maxim

Introduced by Grice (1975:41), the cooperative principle refers to the assumption of the basic conversation which is made by the speaker when they speak to another people trying to be cooperative when doing a conversation in order to create a meaningful conversation with each other. The discussion about the cooperative principle often involves the interaction between people to another people. This interaction will mostly be about how utterances work and sequence conversation (Wardhaugh, 2006:292). Wardhaugh adds, in conversation, the presences of the speaker and listener are requirements for the conversation to occur. In conversation the speaker will make some efforts to make the listener understand what the speaker means. When person A says something to person B, B will try to interpret what is meant by A. Through a conversation A needs to stay relevant with the context or the situation to the information which A needs to address to B, so that B can easily understand the information.

Based on the definition above I define the cooperative principle, is a principle that requires a speakers who is involved in a conversation to be more cooperative in expressing the utterance so that, the listener will get the better understanding about what the speakers said.

2.5.   Flouting of Maxim

Although Grice said that the maxims are important, he realized that in some condition people have to do the deliberate violation or flouting as he calls them. As Gumperz (1982:132) stated that the violation of maxim may have some effects such as misunderstanding if the listener do not give respond to an implication and does not know the meaning of the implication, it will be harder to listener to understand the implication and can cause the mislead or misunderstanding between the speaker and the listener.

Based on Mey (1993:74) if they flout their conversation, it does not mean that the communication will not be successful or failed. In addition, the flouting of the Grice's maxims can be many things, and there is no way of prescribing a particular violation as useful or detrimental. Then, the listeners will understand the implication of the speakers or whether the listeners know the situation or occasion. It means that the listeners have the same thinking to imply what the speaker said based on the situation and the context of what the speaker mean or imply.

2.6.   Previous Related Studies

Previous related studies that are relevant based on similarities in variables of the study and the theme of the research about the violation of the grice maxim or anything else that has same idea about analyzing a violation of the grice maxim.

First Cynthianita Septifani Purnomo, Cynthiati research tittle " An Analysis of The Violation of Grice's Maxims on The Boy Movie Script ", The Grice's maxims are used in the conversation in order to make the response in accordance with the utterances provided by the listeners and provide a productive and meaningful conversation. The listeners tend not to fulfill the Grice's maxims or to violate it in order to make the speakers do not know the truth and only understand the surface meaning of the speakers" words. The violations on Grice maxims are commonly found in the daily conversation including the conversation in the movie. The researcher uses *The Boy* movie to be researched in order to analyze the Grice's maxims in the listeners responses.

The setting of *The Boy* movie creates the possibility of maxims violation on the speakers" utterances. Therefore, this research is intended to find out violations of Grice's maxims by the speakers disclosure and analyze the reasons of the violations. Two research questions are formulated to achieve the objectives in this research. The first research question is which Grice's maxims are violated in *The Boy* movie. The second research question is what reasons for the characters of *The Boy* movie to violate the Grice's maxims are.

The researcher conducted this qualitative research using discourse analysis as the method. In order to gather the data, the researcher employed human and document as the instruments. The human instrument in this research was the

researcher who gathered, identified, and analyzed the data. The document instrument in this research was *The Boy* movie script.

The findings in this research for the first research question showed that there were four types of Grice's maxims were violated by the characters of *The Boy* movie namely, Maxim of Quantity, Quality, Relevance, and Manner. Meanwhile, based on the findings for the second research question, it revealed that there were seven reasons were used by *The Boy*'s characters to violate Grice's maxims. The seven reasons were used by the characters were saving face, protracting the answer, avoiding the discussion, pleasing the interlocutors, being polite, communicating self-interest, and misleading the counterparts.

It is the study of Grice cooperative principle in the Boy movie script, the study focuses on the violation of grice maxim that committed by the character in the Boy movie, after find the character that violated the maxim the researcher find the reasons why the character violated the maxim. The researcher revealed there is seven reasons used by the character from The Boy movie to violate Grice's maxims, those seven reasons are saving face, protacting the answer, avoiding the discussion, pleasing the interlocutors, being polite, communicating self interest, and misleading the counterparts. Through the research, after the researcher finds the data about the violation and the reasons for the violation, then she divides the violation by single maxim and multiple maxims.

Second Robiatul Adawiyah, Robiatul research title" Flouting Maxim Used by Main Characters in "Focus" Movie ", A theory formulated by Grice (1975) as the assumption what a speaker does when s/he has a conversation is Cooperative Priciple Theory. He suggest to "make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". In an attempt to describe how the Cooperative Principle works, he formulated guidelines as he called conversational maxims.

It means that the speaker should speak sincerely, relevantly, and clearly, while providing sufficient information. On the contrary, a speaker does not always speak sincerely, relevance, or clearly. Automatically, they flout the maxims when the

speaker blatantly fails to observe the maxims, not with any intention of deceiving or misleading, but because the speaker wishes the addressee to look for a meaning which is different from the expressed meaning either in daily life or in the movie. This research investigated Flouting Maxim Used by the Main Characters in 'Focus' Movie. In this study, the writer is interested in analyzing the types of maxim and the reason of the flouting maxims in 'Focus' movie. The approach of this study was qualitative research since it focused on understanding language phenomena deeply.

Data analysis reveals some findings covering the formulated research questions. Throughout the movie, all of the four maxims proposed by Grice were flouted by the characters of the movie. The maxims are maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. Those flouted maxims generated certain implicatures/hidden meaning related to the context of each dialogue which showed the reason why the characters flout a maxim.

Although some of the speakers looks like uncooperative socially since they do not deliver the meaning explicitly through their utterances, but they still give contribution to the talk exchange. In other words, the speakers are cooperative since they allow or even necessitate the hearer to derive some implicatures from the flouted maxims. The speaker chooses to flout the maxim since s/he is motivated by cultural aspect that is politeness consideration. The speaker sometimes states implicitly since s/he is considered that it will be nice if it is stated implicitly such as flouting Quantity maxim to give additional information, flouting Relation maxim to imply the hidden meaning that s/he does not feel comfortable with the topic they discuss. Moreover, the speaker often flouts the Quality maxim for insulting the addressee.

It is the study about Grice cooperative principle especially the flouting maxim that happen in the movie, this study focuses on flouting maxim that committed by the main character of the movie Focus, after the researcher finds the main character dialogue that flouting the maxim, the researcher analyze the dialogue and decide what kind of maxim that just flouting by the main character, then explain the reason why the main character flout the maxim.

Third Ahmad Fiqli Fadli, Fiqli research tittle " The Analysis of Violation of Maxims in Hotel Transylvania 2 Movie ", This research aims to analyze the violation of maxims in *Hotel Transylvania 2* movie. In specific, this research aims to identify the types of violation of maxims and find out the reasons of the characters performing violation of maxim in *Hotel Transylvania 2* movie. The researcher used Paul Grice's theory of cooperative principle in analyzing the types of violation of maxims in the movie. While in finding the reasons of violation of maxim, the researcher relates Grice's theory to Leech's theory of illocutionary function of politeness.

This research employs qualitative approach since this research is content analysis. The data were collected from the utterances of the characters in the movie containing violation of maxims. They were taken from *Hotel Transylvania 2* script written Adam Sandler and Robert Smigel.

The results of the research show that the first is four types of violation of maxims are performed by the characters in *Hotel Transylvania 2* movie: quantity, quality, relevance, and manner violation of maxim. The second is that there are four reasons that lead the characters in the movie to violate the maxims: competitive, collaborative, convivial, and conflictive reason. Relating to the types of maxim, the maxim of relevance is mostly performed by the characters in the movie. While, the maxim which is rarely violated by the characters is the maxim of manner. In term of reason, the collaborative reason is the most reason that leads the characters to violate the maxims. While, the convivial reason is the lowest rank of reasons. It is the study about Grice cooperative principle, this research focus on the violation of the maxim that committed by the character on this movie and finds the reasons why the character violated the maxim. For finding out the reason for the character that violated the maxim, the researcher used Geoffrey Leech's theory about the illocutionary function of politeness, which are divided into four categories: collaborative, competitive, convivial, and conflictive.

The similarities of my research compared to three previous studies mentioned above is we use the same approach which is pragmatic approach. But, there are several differences such as: the object of the research, and the topic of the research. I want to try to analyze the flouting of maxims found in movie script, while the first and the third studies had the same object by analyzing the movie script, but the topic of the research is difference where both of the research focus on analyze the violation of maxims, meanwhile my research focus on the flouting of maxims. In the other hand, the second research and my research use the same topic for the research which is the flouting of the maxims, but the different is in the second studies she focus on the flouting that conducted by the main character only, while on my own research I focus on many flouting that conducted by many characters in "Knives Out" movie script.