

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Previous Study

In this research, the writer would like to analyze the maxim manner and the correlation between maxim manner and character in the novel “*Animal Farm*” by George Orwell. To give an evidence of originality of this study, the writer presented some previous studies that have been conducted in the different study. In this part, it will be discussed about some related literatures, journal articles, scientific research and also related theses that have similarities that had been done with the previous research. There are five previous research that is found by the writer:

Firstly, a thesis by Iskandar in which the title is “*Gricean maxim analysis in the script of Simpsons*”. He concluded that by focusing on the gricean maxim, the writer has found from the dialogue in the scripts, the speaker has shown their observance toward the four maxims; maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. In observing the maxims, the writer concludes that the speaker is considered implementing the maxim when he give an appropriate contribution in interacting with others.

Secondly, a thesis by Alfiana entitled “*The maxim violation on mata najwa talkshow (selebriti pangganda simpati)*”. The result that is the writer found 15 utterances containing maxim violation done by a guest. Ahmad Dhani is the guest that has violated maxim the most, and for the utterances he violated quantity and quality maxim two times and relation manner maxim manner three times.

Meanwhile Tompi only once violated Quantity, Relation and Manner maxim. Addie is the mostly obeying the maxims. He only once violated Quantity and Manner maxim.

Third, a thesis from Wahyu in which the title is “ *Penggunaan maxim cara grice dalam novel Masih ada kereta yang akan lewat karya Mira W dan Karya implikasinya terhadap pembelajaran ketrampilan berbicara di SMA*”. The result is that in the novel there are 61 maxim with 33 maxim of Quality and 33 maxim based on Grice’s theory.

Fourth, a thesis by Umam the entitled “ *An analysis of violation maxim of Grice’s cooperative principles in three episodes of Ellen Show*”. The result shows that the maxim of quality, maxim of quantity, maxim of relation and maxim of manner are violated on the talkshow. The conversational maxims are violated by interviewer and interviewee that they do not apply Grice’s principle or the cooperative principle. Interviewer and interviewee do not always obey the cooperative in their question and answer, which in specific situation interviewee answer with joke or changes the topic of questions even they create implicature to keep their privation. The conversational maxims are violated to make audiences know with different way to order information and implicature complete their conversation

The last is a research by Artanti in which the title is “*Violation of Grices’s maxim in the Garfield “Hang out” Comic : Comparison between source text (ST) and target text (TT)*”. The result is that the number of violation maxim in the source text is 52 (100%), the violation of maxim quality is 11 turns (21.15%),

the violation maxim of quantity is 10 turns (19,23%), the violation of maxim manner turns 14 (29,93%).

2.2 Theoretical Review

2.2.1 Pragmatics

Pragmatics is field of linguistics inquiry was initiated in the 1930's by Morris, Carnap and Pierce, for whom syntax addressed the formal relations of signs to one and other, semantic the relations of signs to what they denote, and pragmatics relation of signs to their users and interpreters that pragmatics is the study of those context- dependent aspects of meaning which are systematically abstracted away from in the construction of content or logical form (Horn & Ward,2004:11). Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by listener (or reader) and involved the interpretation of what people eman in particular context and how the context influences what is said. (Yule,1996:3). On the other hand based on Cristie (2000) pragmatics is the study of the use of context to make inference about meaning. O'keffe& Clancy (2011:1).

Another kind of definition that might be offered would be that pragmatics is the study of language from the functional perspective, is attempt to facets of linguistic structure by reference to non- linguistics pressure and causes. But such a definition, or scope, for pragmatics would fail distinguish linguistics pragmatics from many other descliplines interested in functional approaches to languages, including psycholinguistics and sociolinguistics Levinson (1983:7).

2.2.2The Cooperative Principle

The cooperative principle 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. (Yule,1996:37). In conversation, a speaker and a hearer are supposed to each other in their turn and exchange with the needed information that benefits both of them and by giving the required information, they can understand each other, utterances and their conversation become smooth (Tupan 2008 :63)

In understanding the messages conveyed in the daily conversation, it is needed that what learn and study about one of ideas in pragmatics which called conversational implicature. According to Griffiths (2006:134) Conversational Implicature are inferences that depend on the existence of norms for use of language, such as the widespread agreement that communicators should aim to tell the truth.

Based on Grice's opinion (1975) there are five characteristic of conversational implicature :

1. Cancellability

Conversational implicature are cancelable or defeasible if we add some other premises to the original ones.

2. Non-detachability

The conversational implicature is attached to the semantic content of what is said not to be linguistic form used. Therefore it is possible to use synonym and keep the implicature intact. In other words, the implicature will not be detached, separated from the utterance as a whole, even though the specific words may be change.

3. Calculability

The conversational implicature of an utterance is different from its literal meaning. There is no direct link between the two. So if it is to succeed as the speaker intends to, there must be ways for the hearer to work it out.

4. Non-conventionality

Conversational implicature is an extra meaning, not inherent in the words used. One cannot find conversational implicature listed in dictionary. To work out the conversational implicature of an utterance, one needs to know its conversational meaning and the context in which it is used.

5. Indeterminacy

An expression with single meaning can give rise to different implicature on different occasions, and indeed on any one occasion the set of associated implicature may not be exactly determinable.

In producing a good conversation, participants need to understand each other's meaning utterance. That is why the participants tend to follow the cooperative principle and the conversational maxim by giving enough, true, related and arranged utterance which is assumed as explicit information.

In 1975, the philosopher of language Grice, H.P. pointed out that both the speaker and the addressee have to follow certain pragmatic, syntactic, and semantic rules in order to communicate effectively. They have to cooperate, Grice's cooperative principle consists of several maxims that appear very simple, straightforward, and common sense at first sight and observed that conversation, like other human interactions are governed by cooperative principle. Wang (2011 :1162). There are four features of discourse that are

essentially connected with the Cooperative Principle. Effective communication, in fact, depends on the presence of all four features identified by Grice as Quantity, Quality, Relation and Manner. These features and the communication implicatures connected with them, are to serve a maximally effective exchange of information. Observance of the maxims derived from the Cooperation Principle could be considered as a kind of contractual relationship which helps to bridge the divide between human beings so characteristically.

According to Grice's opinion in Horn & Ward (2006 :7) cooperative principle divide become four :

a. Maxim of Quality :

- Try to make your contribution one that is true.
- Do not say what you believe to be fall
- Do not say that for which you lack evidence.

Truth of course is not conceive as an epistemological requirement. It simply implies that the interested in effective exchange of information should not say what they believe to be false.

Example :

Sisi : When we should collect our assignment to Mister fadil?

Rita : Tomorrow at eight oclock

Sisi succes to give information to Rita becuse she really know and believe that the assignment will be collect ast eight. This makes Rita as the listener believe about the information that given by Sisi.

b. Maxim of Quantity :

- Make your contribution as informative as is required (for the current purpose of the exchanges)
- Do not make your contribution more informative than is required.

The maxim of Quantity requires to send an optimal quantity of information not exceeding the necessary amount needed for understanding but not being shortened either. The Quality clause, however, the contribution should not be more informative than is required. The maxim is simple and clear. One has not to be underinformative or overinformative unless she or he wants to be confusing, misleading. Too much and too little information.

Example :

Rita : Bill and Martha are leaving tomorrow

Sita : I will be miss Martha

From the conversation, Sita does the maxim of quantity (as she response only attend to part of the topic initiated by Rita) . As a result, the deliberate omission can be said to imply that perhaps he was not so fond of Bill.

- c. Maxim of Relation : Be relevant. It means that every conversational situation the speaker or the hearer should adhere to the topic of the conversation. They must always ensure that

they give only information that is related to the conversation and in their interaction with each other.

Example :

If I mixing ingredients for a cake,

I do not expect to be handed a good book , even cloth...

The implication here is that 'book' and 'cloth' are irrelevant in the context. So in communication, it is unnecessary to include issues not related to the topic under consideration.

d. Maxim of manner : Be perspicuous

- Avoid ambiguity
- Avoid obscurity of expression
- Be brief (avoid unnecessary prolixity)
- If the speaker's voice is not loud enough
- If the speaker uses slang in front of people who do not understand it.

Violation of the Maxim of Manner can take many forms for example like order of presentation of information, vagueness and ambiguity, volume and space, choice of words, attitude even facial or gesture of expression.

Example :

Reni : I heard you went to the opera last night, how was the lead singer?

Fita : The singer produced a series of sounds corresponding closely to the score of an aria from 'Rigoletto'

From the conversation is conclude that Fita answer with said ambiguous answer because Rini only ask about the opera but Fita give unclearly answer.

Furthermore, Grices (1975) in Helen & Tupan (2008:64-65) said that Maxim of quantity means that the speakers should be as informative as required, that they should give neither too little information not too much. Some speakers like to point to the fact that they know how much information the hearer require or can be bothered with . The second maxim is maxim quality which say that speakers are, expected to be sincere, to be saying something that they believe correspond to the reality. The third maxim is maxim of relevance said that the speakers are assumed to be saying something that relevant to what has been said before. While the fourth maxim is maxim of manner, which says that speaker should be brief and orderly and avoid obscurity and ambiguity.

2.2.3 Implicature

Implicature are inferences that depend on the existence of norms for the use of language, such as the widespread agreement that communicators should aim to tell the truth. It is for historical reason as conversational is part of label. Implicature arise as much in other speech genres and in writing as they do conversation (Griffiths,2006 :134). The notion of conversational implicature is one of the single most important ideas in pragmatic (Horn & Ward,2006: 3-4).Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood. The important contribution made by the

notion of implicature is that it provides some explicit account of how it is possible to mean (in some general sense) more than what actually 'said' (i.e. more than what is literally expressed by the conventional sense of the linguistic expression uttered) (Levinson,1938:97).

2.2.4 Maxim Violation

According to Grice in Helen and Tupan (2008 :64) sometimes people cannot fulfill the maxims and seem to disobey them. And when the speaker does not fulfill or obey the maxims, the speaker is said to "violate" them. Violation is the condition where the speaker do not purposefully fulfill certain maxim. When the speaker do maxim violation, the conversation between the speaker and the hearers can be unsuccessful since they misunderstand each other. The implicit meaning may become the problem for the hearer when he understands the meaning and absorbs the intended meaning of the utterance (Nugraha,2013:5). Speaker may observe or flout the maxims according to their purpose. According to Abbas & Rahman (2013-53) in a situation in which a speaker wants to be clearly understood by the hearer, he/ she will strictly observe the maxims of cooperative principle. His/ her utterances will be truthful and literal, he/ she will give the exact amount of information needed, he/she will be to the point and not ambiguous. On the other hand in daily conversation people often do not directly voice what they actually mean to say. Language is often used in an indirect manner mostly for social or cultural reasons.

Cristofersen in Helen & Tupan (2008 :64-66) is said that some purposes the speaker tell the lie is natural tool for survive and to avoid from anything that may put them in inappropriate condition. However the major purpose for people's lie is

that they want to save their face. In another situation, in answering the question "How much did that new dress cost, darling?" the wife also have violated maxim of manner. For example ;

(The setting: A (husband) is not the only one who earn the money, but the economy condition is bad, He see B (Wife) wears unusual dress, then asks:

A: How much did that the new dress cost, darling?

B: A tiny fraction of my salary, through probably a bigger fraction of the salary of the women that sold it to me.

Furthermore, Cristoffersen in Helen & Tupan (2008:66) says that in real life situation people tend to lies (Violation maxim) for different reasons.