

CHAPTER II

LITERATURE REVIEW

This chapter provides an overview of related theories which are presented into five parts. The first part presents the Grice's theory of cooperative principle, and then the second part presents the theory of context, the third parts presents the literature of Harry Potter, the next part presents the theory of internet forum. And the last part presents the theoretical framework.

2.1 Grice's Theory of Cooperative Principle

Grice's theory is an attempt at explaining how a hearer gets from "what is said?" to "what is meant?" It means that something may be more than just the words and there is an additional conveyed meaning, called an implicature (Grice, 1975, p. 56). Grice (1975) used the term "implicature" to refer to what a speaker can imply, suggest or mean, as distinct from what the speaker literally says (Brown & Yule, 1983, p. 31). People sometimes say that something has hidden meaning behind the literal meaning or they imply something behind the utterance. The implication may lead a hearer to many perceptions in their mind.

Grice formulated a general principle of language in use called the cooperative principle which is very helpful to understand the implicature. Cooperative Principle also helps the speaker to make the contribution of the conversation clearer (as cited in Yule, 1996, p. 37). The cooperative principle:

“make your conversational 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” (Grice, 1975 as cited in Huang, 2007, p. 25). This cooperative principle contains four categories which are formulated in basic rules or maxims. Maxim is a set of norms which language users adhere to, in order to uphold the effectiveness and efficiency of communication (Hatim & Manson, 1990: 62-63). The four maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice, 1975 as cited in Huang, 2007, p. 25).

2.1.1 The Fulfillment of Maxims

To make the conversation as communicative as possible, the speakers should obey the four maxims. There are the examples of how the speakers can fulfill the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

2.1.1.1 Maxim of Quantity

According to Grice, there are two rules of maxim of quantity; the first one is “make your contribution as informative as is required (for the current purpose of the exchange), and the second is do not make your contribution more informative than is required (as cited in Cruse, 2004, p. 368). In other words, the speaker should not give too much or too little information. People who give too little information may cause their hearer not able to identify what they are talking

about because they are not explicit enough; those who give more information than the hearer needs can cause the hearer bored. For example:

A : “What did you have for lunch today?”

B : “Baked beans on toast.”

From the example above, B follows the maxim of quantity because B gives the answer as informative as required by A (Cruse, 2004, p. 368).

2.1.1.2 Maxim of Quality

According to Grice, there are two parts of the maxim of quality which is concerned with truth-telling; first, do not say what you believe to be false, and second, do not say that for which you lack adequate evidence (as cited in Huang, 2007, p. 25). In other words, this maxim tells people to tell the truth. An example of conversation that follows the maxim of quality:

A: “I’ll ring you tomorrow afternoon then.”

B: “Erm, I shall be there as far as I know, and in the meantime have a word with Mum and Dad if they’re free. Right, bye-bye then sweetheart.”

A: “Bye-bye, bye.”

From example above, B is fulfilling the maxim of quality because B gives an answer that is based on the fact that she is uncertain about the tomorrow afternoon if she can be available to answer the phone (Cutting, 2002, p. 35).

2.1.1.3 Maxim of Relation

According to Grice, the rule of the maxim of relation is being relevant. It means that this maxim requires the conversational participants to be relevant to the topic of the conversation (as cited in Cruse, 2004, p. 368). For example:

Jeff: "Hi, how are you doing?"

Bill: "Fine, thanks."

From example above, Bill's answers is relevant to the question by telling him his condition at that time to Jeff.

2.1.1.4 Maxim of Manner

According to Grice, there are four rules of maxim of manner; avoid obscurity, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly (as cited in Cruse, 2004, p. 369). In other words, people should be brief and orderly, and also people who follow maxim of manner should avoid obscurity and ambiguity. For example:

Husband: "Where are the car keys?"

Wife: "They're on the table in the hall."

In the conversation above, the wife follows maxim of manner because she directly answers the husband's question clearly and briefly. She has said precisely what she meant to her husband.

2.1.2 Flouting the Maxims

According to Grice, there are many occasions when people fail to observe the maxim such as violating a maxim, infringing a maxim, opting out of a maxim, suspending the maxim, and flouting the maxim (Thomas, 2013, p. 64). In this research, however, the writer only focused on analyzing the flouting of the maxim. Flouting a maxim happens when a speaker blatantly fails to observe a maxim because the speaker wants the hearer to look for a meaning which is different from the speaker's utterance, without any intention of deceiving or misleading. Flouting a maxim occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature (Thomas, 2013, p. 65). There are four types of conversational maxim flouting; flouting the maxim of quantity, flouting the maxim of quality, flouting the maxim of relation, and flouting the maxim of manner.

2.1.2.1 Flouting the Maxim of Quantity

Grice (1975) stated that flouting the maxim of quantity occurs when a speaker blatantly gives more or less information than the situation requires (Cutting, 2002, p. 37). In other words, people who flout the maxim of quantity seem to give too little or too much information. For example:

A: "Well, how do I look?"

B: "Your shoes are nice."

From conversation above, B flouts maxim of quantity because he gives too little information. B does not say that the sweatshirt and jeans do not look nice. However, he knows that A will understand that he actually wants to say that A does not look nice. A may infer this message because when A asks B to comment on his whole appearance, B only comments on a part of it (the shoes).

Another example of maxim quantity flouting as below:

Mother: “What did you do last night?”

Daughter: (with exaggerated patience, elaborates a long list of totally uninteresting details).

This example represents that too much information is given. The implicature is that the mother is too damn curious, and over worried about her daughter’s doings (Cruse, 2004, p. 373).

2.1.2.2 Flouting the Maxim of Quality

According to Grice, maxim quality flouting occurs when the speaker says something which is blatantly untrue or he or she lacks adequate evidence (as cited in Thomas, 2013, p. 67). People may flout the maxim of quality in three ways such as by exaggerating as in the hyperbole, using metaphor, and using irony and banter (Grice, 1975, p. 55). Here is an example maxim quality flouting which is taken from “*Analysis on Flouting Maxims Found in Kung Fu Panda Movie Script Written by Jonathan Aibel and Glenn Berger*” (2011) by Yuanita Damayanti.

Mr. Ping: “What were you doing up there? All that noise.”

Po: "Oh, nothing. Just had a crazy dream."

Based on the example above, Po answered his father question with saying that he just had a crazy dream, which there was no adequate evidence to explain that a dream can produce such a noise. In this context, Po did not tell the truth to his father because in this conversation, he just did not want to make his father got angry.

Another example is taken from Thomas (2013):

B was on a long train journey and wanted to read her book. A was a fellow passenger who wanted to talk to her:

A : "What do you do?"

B : "I'm a teacher."

A : "Where do you teach?"

B : "Outer Mongolia."

A : "Sorry I asked!"

Outer Mongolia is seen as somewhere that is impossible to visit, so that B's improbable response required A to look for an implicature behind A's flouting of Maxim of Quality, in this case was that his attentions were unwelcome by B (p. 68).

2.1.2.3 Flouting the Maxim of Relation

Grice stated that flouting a maxim of relation occurs when a speaker or hearer gives a response which is very obviously irrelevant to the topic discussed, for example by changing the subject of the conversation (as cited in Thomas, 2013, p. 70). The speaker who flouts maxim of relation has their own expectation that the hearers will be able to imagine what the utterance did not say, and make the connection between their utterances (as cited in Cutting, 2002, p. 39). The example of flouting the maxim of relation as below:

A: "So what do you think of Mark?"

B: "His flat mate's a wonderful cook."

In the example above, B flouts maxim of relation because she is saying something irrelevant with A. A asks about Mark but B answers about Mark's flat mate. B does not say that she was not very impressed with Mark, but by not mentioning him in the reply, actually she implies it (as cited in Cutting, 2002, p. 37).

Another example of flouting the maxim of relation is taken from Cruse (2004):

A: "I say, did you hear about Mary's ..."

B: "Yes, well, it rained nearly the whole time we were there."

From the conversation above, it can be seen that B answered the question with irrelevant comment. It can be assumed that A and B are having a conversation

about a colleague, Mary, and then Mary approaches them, seen by B but not by A. The implicature of what B said is: *Watch out! Here comes Mary!* (p. 373).

2.1.2.4 Flouting the Maxim of Manner

According to Grice, flouting a maxim of manner occurs when a speaker or hearer gives an ambiguity response. It means that the message of the conversation has more than one meaning. In addition, the speaker does not state the information clearly. It also occurs when the speaker uses another language which is not understood by the hearer, and sometimes it is used by the speaker to exaggerate things. The maxim flouting also occurs when the speaker uses slang in front of others who do not understand the slang, and if the speaker's voice is not loud enough which makes the hearer cannot hear what is said by the speaker (as cited in Levinson, 1983, p. 104). People who flout maxim of manner are appearing to be obscure and are often trying to exclude a third party (Cutting, 2002, p. 39). The following is an example of a flout of the maxim of Manner taken from Cruse (2004):

A: "I'll look after Samantha for you, don't worry. We'll have a lovely time. Won't we, Sam?"

B: "Great, but if you don't mind, don't offer her any post-prandial concoctions involving supercooled oxide of hydrogen. It usually gives rise to convulsive nausea."

From the example above, the implicature arising from this unnecessary prolixity is obviously that B does not want Samantha to know what she is saying

(p. 373). Another example of maxim manner flouting is taken from Grice (1975) as cited in Cutting, (2002):

A: "Where are you off to?"

B: "I was thinking of going out to get some of that funny white stuff for somebody."

A: "Ok. But don't be long--dinner's nearly ready."

In the conversation above, B speaks in an ambiguous way by saying 'that funny white stuff' and 'somebody' because he is avoiding saying 'ice-cream' and 'Michele', so that his little daughter does not become excited and asks for the ice cream before her meal (p. 39).

2.1.3 The Reasons of Flouting Maxim

According to Nurindah, people frequently flout the maxims in everyday life in order to achieve certain purposes, such as to cover something, to give additional information, to show dislike, to be critical and many more reasons. In particular circumstances they tend to speak certain things in order to tell a meaning implied (2001, p. 25). One of many reasons people flout the maxim is to express their cynicism. In order to avoid uttering a directly offensive comment, flouting maxim is used to draw a cynical comment in a good way. From her analysis, there are several reasons of flouting the maxim of quantity, such as to stress something, to cover something, to save time, to be clear, to show that s/he is disturbed, shy to tell bluntly, to show caring, to give solution, to expect something and to be cynical. The second is the maxim of quality, also has many reasons of

flouting, they are to hide something which usually used to cover a silly experience that can make somebody embarrassed, to be sarcastic, to strengthen an opinion, to get something, to give as much information, to motivate, to end the conversation and to be polite. The last reason is used when the speaker does not want to hurt someone's feeling. The maxim of relevance has eight reasons of flouting; they are to change the conversation topic, to give additional information, to save the time, to avoid talking about something, to show dislikes, to ask someone to stay, to show disappointment and the last reason is to be critical. The last is the maxim of manner. The reasons of flouting this maxim are to get attention, to be clear, to explain so many things, and to save time (Nurindah, 2001, p. 26).

The following is an example of maxim quantity flouting for the reason to stress something is taken from Purwanto (2008):

Rose : “Well, I ... it was everything. It was my whole world and all the people it.

The inertia of my life ... plunging ahead, and me powerless to stop it.”

(She shows him her engagement ring. A sizable diamond)

Jack : “God. Look at that thing you would have gone straight to the bottom.”

(Rose looks so confused, and her eye brows are frowning).

Rose : “Five hundred invitations have gone out. All of Philadelphia society will be there and all the while I feel. I’m standing in a crowded room screaming at the top of my lungs, and no one even looks up ...”

Jack : “Do you love him?”

From the conversation above, Rose wanted to stress her feeling that she was complaining about her condition. When she was talking about her condition,

her facial expression seemed panic, then the way of her speech trembling. It showed as if nobody could help her problem to marry the man whom she did not love. Therefore, she was depressed, and she needed someone to listen to her (p. 40). Another example is an example of flouting maxim of manner for reasons to get attention:

Rose : “No! Stay where you are. I mean it. I’ll let go.”

Jack : “No you won’t.”

Rose : “What do you mean no I won’t? don’t presume to tell me what I will and will not do. You don’t know me.”

Jack : “Well, you would have done it already. Now come on. Take my hand.”

(He offers his hands to Rose, and he tries to close her step by step)

In this utterance, Jack wanted to get attention from Rose in order that she would cancel her plan to suicide. His facial expression looked so serious when he was thinking of the strategy how to stop Rose at the moment. Then, he made an ambiguous statement, so it caused Rose confused and entered into Jack’s trick (Purwanto, 2008, p. 42).

2.2 The Context of Situation

In order to find out the implied meaning of the implicature that occurs in the threads of characters and creatures in Harry Potter forum, the writer will use Hyme’s (1964) context of situation in interpretation as cited in Brown and Yule (1983, p. 38). It helps the writer in limiting the range of possible interpretations and understanding the situation and the reason why the users in the forum give

responses that flout the maxims. According to Hymes (1964) as cited in and Yule (1983, p. 38), there are ten features of context of situation, namely:

1. Addressor is the speaker or writer who produces the utterance.
2. Addressee is the hearer or reader who is the recipient of the utterance.
3. Topic: what is being talked about.
4. Setting: how the event is situated. For example: the place, time, physical relation such as gesture and facial expression.
5. Channel: how is contact between the participants in the event being maintained. For example: speech, writing.
6. Code: what language / dialect / style of language is being used.
7. Message form: what form is intended. For example: chat, debate, love-letter.
8. Event: the nature of the communicative event within which a genre may be embedded. For example: sermon or prayer in a Church service.
9. Key: the evaluation of the talk. For example: the evaluation of the talk, was it good sermon or a pathetic sermon.
10. Purpose: what the participants intend should come about as a result of the communicative event.

In this research, the writer only used five features from the theory of context, namely addressor, addressee, topic, message form and purpose in order to analyze the implied meaning and the reasons of flouting the maxims.

The writer did not use the other features because of some reasons:

1. The setting, because of the data is users post in forum which the physical relation cannot be seen.
2. Regarding the channel feature, the data in this study were obvious, i.e. in the form of written conversation.
3. In terms of code feature, the data were in English.
4. For the event feature (the nature of communication event), all of the data in the present study was in the form of conversation.
5. In terms of key features, the writer did not evaluate the utterances in the dialogues. The writer did not pay attention whether the dialogue was good or not.

2.3 Harry Potter

Harry potter is the film adapted from seven fantasy novels written by the British author J. K. Rowling. (7 series of the novel are: Harry Potter and the Sorcerer's Stone, Harry Potter and the Chamber of Secrets, Harry Potter and the Prisoner of Azkaban, Harry Potter and the Goblet of Fire, Harry Potter and the Order of the Phoenix, Harry Potter and the Half-Blood Prince, and Harry Potter and the Deathly Hallows). Harry Potter films became the most famous film series in the world made by Warner Bros (AOL Time Warner).

The story tells about a young wizard, Harry Potter, and his friends Ronald Weasley and Hermione Granger, they are students at Hogwarts School of Witchcraft and Wizardry. The story concerns Harry's quest to overcome the Dark wizard Lord Voldemort, who aims to become immortal, conquers the wizarding

world, subjugate non-magical people, and destroy all those who stand in his way, especially Harry Potter.

Allsobrook (2003) explained that since the release of the first novel, *Harry Potter and the Philosopher's Stone*, the books have gained many compliments, immense popularity, and commercial success worldwide. According to BBC (2008), the books had sold over million copies, making them one of the best-selling book series in history, and had been translated into many languages. The series was originally printed in English by two major publishers, Bloomsbury in the United Kingdom and Scholastic Press in the United States. Thompson (2008) explained that the series also originated much tie-in merchandise, making the Harry Potter brand worth in excess of \$15 billion. Because of the success of the books and films, *The Wizarding World of Harry Potter* have been created at several Universal Parks & Resorts theme parks, it is the area themed Harry Potter world.

2.4 Internet Forum

According to PCMag (2012), Internet forum is a place in the cyber world also known as a discussion board where a group of people can provides an online exchange of information about a particular topic. All the extras people expect from the Web, including images, videos, downloads and links are included in internet forum and it has function as mini-portal on the topic. There are number of questions answer may be monitored to keep the suitable substantial. In the internet forum, a way of communication is strongly focused in reading and

replying the post. People have the authority to edit and move their post in order to their reason behind it. People who want to join the discussion in Harry Potter forum need to register with username and password, so there is no anonymous user in this forum. Messages in the Harry Potter forum are displayed in question-answer order where all related answers are displayed under the question. In order to help the original forum instruments, some third party programs can be used, such as print screen software or browse add-ons. By using third party program, people can give an evidence of someone's post before he or she edited or deleted his or her post in the forum.

2.5 Theoretical Framework

The writer will analyze the conversational maxim flouting in "Harry Potter Forum" using the Gricean Maxim Theory of Cooperative Principle proposed by Paul H. Grice. Based on the literature review, the key term to raise the implied meaning in this study is the flouting of maxim which proposed by Paul Grice's cooperative principle (1975). The criteria of the flouting maxim that may draw implied meaning are developed based on cooperative principle by Grice (1975). This cooperative principle contains four categories which are formulated in basic rules or maxim. The four maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (as cited in Huang, 2007, p. 25). Flouting a maxim happens when a speaker blatantly fails to observe a maxim because the speaker wants the hearer to look for a meaning which is different

from the speaker's utterance, without any intention of deceiving or misleading (Thomas, 2013, p. 65).

This study will analyze the flouting maxim in Harry Potter Forum. Harry Potter Forum is chosen because this forum has the users who participate actively in the threads of this forum. In this forum, the writer will choose three threads from characters and creatures room as the object of the study.

Moreover, this study will investigate the types of the conversational maxim flouting which occurs in this forum, such as flouting of maxim quantity, flouting of maxim quality, flouting of maxim relation and flouting of maxim manner. The implied meaning which is produced from its flouting and the reason why users flout the maxim is also analyzed in this study.