

CHAPTER II

REVIEW OF RELATED LITERATURE

In doing this research, the writer uses some related theories. Some of the theories are the cooperative principle by Grice (1975 :45) that are use to decide wheter the utterances apply those flouting maxims. Theory of the cooperative principle explains some principles or maxims used in communication as well as purposes why sometimes people flouting them. The writer also use the theories of pragmatic, speech act, rhetoric and humor theories.

2.1 Rhetoric theories

This research uses the theories of rhetoric because it is really important to know how to communicate with the audience. It is also used for, the comix as an orator, for his show to convince the audience about his performance. From this reason the writer also uses the theories of rhetoric as mentioned in Trenholm (2005 : 7), that there are five canon devided communication into five parts (Cicero, 106-43 BC).

2.1.1 Invention

The speaker must begin thespeech by discovering what can be said about a given topic and by finding arguments that will allow others to understand it.

2.1.2 Style

The speaker must select and arrange the wording of the message carefully. Using figurative language was though to be a way of increasing audience response.

2.1.3 Arrangement

The speaker must arrange ideas for maximum impact classical theory divided a speech into several parts that correspondent roughly with today's introduction, body and conclusion.

2.1.4 Memory

The speaker must find a way to keep the message firmly in mind. Classical writers suggested several mnemonic devices to help orators memorize speeches.

2.1.5 Delivery

The speaker must present the speech in a natural, varied and appropriate way. Voice should convey interest and emotion, and gestures should match the major ideas in the speech.

From the theory of the canon of rhetoric above, it can be concluded that in finding the arguments the speaker has to begin the topic by selecting and arranging the message carefully and the speaker has to keep the message firmly in mind and presents the speech in a natural way.

2.2 Pragmatics

Yule (1996 : 3) states that “ Pragmatics is concerned with the study of meaning as communicated by speaker or writer and interpreted by listener or reader “. Yule also adds that “ this type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said”.It is also said that “ Pragmatics is the branch of linguistics which studies how speakers use language to achieve their goals and how hearers interpret the meaning the speaker wishes to convey” by

Aitchison in Dornerus (2005 : 2). Based on the both statements, it can be concluded that Pragmatics is the study about the meaning of communication between the speaker and the hearer and how they use the language to communicate each other. This approach also explores about how the utterance from the comix of stand up comedy can make listener inferences about what is said in order to arrive at an interpretation of the speaker intended meaning. In addition , Yule (1996 : 35) states that“ when the listener hears the expression that something must be more than just what the words mean. It is an additional conveyed meaning called implicature”. From the statement it can be concluded that there are implicature inside when someone try to communicate each other by using the language not only in spoken but also unspoken. Regarding that, the implied meaning sometimes are hidden and without realizing it, the meaning inside and the conversation depend not only on the speaker, who is trying to deliver a message, but also on the hearer, who draws a conclusion from the implication of the utterance, depending on the context in which it occurs. According to Thomas (1995) in Dornerus (2005 : 1),

” Speakers frequently mean much more than their words actually say. That is, the hearer interprets a meaning that is not clearly stated in the utterance of the speaker. When communicating we constantly encounter utterances that are confusing to us when standing alone out of context, when they are put into context however, we can interpret the words and phrases in a way that makes us understand the intentional meaning of the utterance.”

From the statement above, can be conclude that the communication between speaker and the hearer should pay attention with the context to avoid the confusing interpretation between them

According to the American philosopher- linguist Paul Grice states that ” Speakers and the heares are operated under the cooperative principle, which means that both speaker and hearer converse with good intentions” . From the statement can be concluded that , the speaker and the hearer should obey the cooperative principle so that the hearer who interprets a meaning with the knowledge will know that there is a message behind the speaker utterance

2.2.1 The Cooperative Principle

According toGrice (1975 : 45), “On the assumption that some general principle as this is acceptable, one may perhaps distinguish four categories under one or another of which will fall certain more specific maxims and submaxims,the following of which will, in general, yield results in accordance with the Cooperative Principle” . Grice calls these categories Quantity, Quality, Relation, and Manner.

2.2.2 The Conversational Maxims

2.2.2.1. Maxim of Quantity

Maxim of Quantity means that participant’s contribution is informative as it required (for the current purposes of the exchange). The participant does not contribute more than required

Example :

Obeying A : How did Harry Fare in court the other day ?

B : Oh, he got fine

Levinson in Veronica (2005 : 6)

From the conversation, it is concluded that Harry gives a question about the event, then B is giving the information to provide all the information that might reasonably required.

Flouting A : I've lost a diamond ring

B : Well, Julie was wearing *one* this morning

By giving a little information, B say that he sees the same one that A loses, B in this case is not being informative.

2.2.2.2 Maxim of Quality

Maxim of Quality indicates that participant's do not say what they believe to be false and they may not say if they have lack adequate evidence.

Example :

Obeying A : Does you farm contain 400 acres ?

B : I do not know that it does

Levinson in Veronica (2005 : 6)

The conversation in the example are giving the answer for the special case of sincerity applied to assertions

Flouting A : Teheran's in Turkey's isn't it teacher ?

B : And London's in america i suppose

Levinson in Veronica (2005 : 6)

Form the conversation above, B's is giving the information as much as the same for the incorrect information as A's stated.

2.2.2.3 Maxim of Relevance

Maxim of Relevance is used when the participants just convey in informative relevant

Example :

Obeying A : Where is my box of chocolate ?

B : It is in your room

Leech in Veronica (2005 : 6)

B's answer is relevant to A's question since B's knows the answer and his answer relates to the question and he is not talking to something else.

Flouting Johny : Hey sally let's play marbles

Mother : how is your homework getting along John ?

Levinson in Veronica (2005 : 7)

Johny's mother has reminded him that he may not yet be free to play.

2.2.2.4 Maxim of Manner

Maxim of Manner means that the participants have to be perspicuous and to avoid obscurity of expression and avoid ambiguity. The utterance of the participants produces are brief (avoid unnecessary prolixity) and orderly

Example :

Obeying : A : Where was Alfred yesterday ?

B : Alfred went to the store and bought some whisky

The B's answer obeys the maxim of Manner " be orderly " since he gives a clear explanation where Alfred was

Flouting : A : Let's get the kid something

B : Ok, but i veto I- C- E- C- R- E- A- M- S

Levinson in Veronica (2005 : 7)

B obviously breaks the maxim of manner (be perspicuous) by spelling out the word ice cream, and tells a that B would rather not say the word ice cream directly in front of the children.

2.3 When Flouting a Maxim,

Thomas states in Dornerus's thesis (2005 : 6) that " 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 "

2.4 Speech act

In attempting to express them self, people do not only produce utterances containing gramatical structures and words, they performs action via those utterances (Yule 1996 : 47), action performed via utterances called speech act. On any occasion, the action performed by producing an utterance with consist of three related acts. In this research the writer only describes about the locutionary act by the comix of stand up comedy, because it's really important to know about how the locutionary act by the comix present his performance use his talent to communicate with the audience. According to Austin (1983 : 237) locutionary act is the utterance of a sentence with determinate sense and reference. Here, the locutionary act is the utterance from the comix itself and give effect to the audience and the effect is the laughing voice.

2.5 Theories of humor

When the comix tries to communicate with the audience, absolutely he uses a kind of humor to make his performance interesting, not only that, he also uses a kind of theories of humor to make the audience laugh. According to Monro (1988) humor is a term which may be used in both a wide and a narrow sense. In the wider sense, it is applied to all literature and to all informal speech or writing in which the object is to amuse, or rouse laughter in, the reader or hearer.

According to Audrieth (1998:3-4) in palupi 2006, humor as a stimulant could touch the feeling of its participants. Humor can be used as a tool to express idea, thought, and feeling so it will touch humor's objection. It can also serve as a self-defense mechanism in confrontation without vulgar words or physical contact. In addition, it can be used to reduce mental stress and relax one's mind. However, not all laughable things are humor. People may laugh at an incident on the street, at weird people, or at a wrongdressed lady in a party, but they are not humor. Being purposely made should be the criteria of humor. Therefore, humor can be better defined as anything that is purposely made to make people laugh.

2.5.1 Stand Up Comedy

There are a few terms in stand up comedy that comix should know before he plays the humor. As a comix he must try to give something new with his jokes if he wants to create his jokes until he success to make everybody laugh

As states by Greg Dean. The ways the comix creates jokes can be classified as follow:

2.5.1.1 Act Outs are an excellent way to increase laughs through the use of silliness

2.5.1.2Material: A stand-up set that contains what the comic considers to be his or her best and funniest jokes.

2.5.1.3 Bit: A series of jokes on a single topic. Can include just one, or several punchlines, although traditionally just one premise. For example: "I'm going to do my bit on the moon landing tonight, then finish off with that water-skiing bit."

2.5.1.4 Callback: A joke which references a joke that occurred earlier in a set. Often elicits a strong laughter response and brings a sense of closure to a set.

2.5.1.6 Catchphrase: A sentence or phrase repeated by the performer which becomes a joke in and of itself.

2.5.1.7 Closer: The last joke a comic tells as part of their set. Often contains a callback, but not always. In almost all cases, the closer should be one of the funnier bits of the set.

2.5.1.8 Joke: A series of words strung together that elicit a humorous response by establishing a premise, then creating a surprise or turn to modify the premise in some way, using a punchline.

2.5.1.9 Kill: A comedy performance that generates an extremely enthusiastic response from the audience.

2.5.1.10 One-liner: A short joke in which the premise and punchline are delivered within a single sentence.

2.5.2.11 Premise: When forming a joke, the premise is the initial situation or understanding to which the punchline adds humour. The premise in and of itself is not the funny part of the joke. For example: "I was walking down the street the other day and I saw a mom walking her kid on a leash..."

2.5.2.12 Punchline: The part of a joke that alters the premise in a way that creates humour, often through surprise or misdirection.

2.5.2.13 Routine: The cumulative jokes involved in a single performance. For example: "Tonight, since we're performing for seniors, I'll do one of my clean routines."

2.5.2.1.4 Tag: A secondary punchline which is added to a joke without adding a new premise. This is a popular technique because it more efficiently uses a premise to generate laughs.

2.5.2.15 Topical Jokes: Jokes that reference a current event. These can be as intimate as something happening in the room, or something happening overseas. The critical aspect is that the event happened recently.

2.6 Previous Study

A thesis done by Veronica Erly , 2005, The flouting of conversational maxims in Javanese short story " Pacarku Ngandheg " is reviewed by the writer. In her research , she analyzed the conversation in "Pacarku Ngandheg ". There are many flouting maxims inside of the conversation and she used Geoffrey Leech's theory to find out why those maxims are flouted. She found out that the flouting maxims in the stories sometimes cause the conversation not to go smoothly. She also learn the way of analyzing from the previous studies.

A thesis done by Emma Dornerus, 2005, *Breaking Maxims in Conversation*, a comparative study of how scriptwriters break maxims in “*Desperate Housewives* and that 70’s show “ is reviewed by the writer. In her research, she analysed that it is necessary for scriptwriters to have the character break maxims in order to create and develop humorous and dramatic situations in verbal interaction. She used Geoffrey Leech’s theory, she said that it is important to note that the conversational maxims are commonly observed in TV sitcoms and drama for various reason.

Based on both thesis, the writer has the similar research problem that is about flouting maxim. Meanwhile, the differences from the writer’s thesis are the objects of the research. The object of this study is someone’s monolog, but in Dornerus and Veronica’s object of the research is dialog.