

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher gives further explanation to the review of related literature theory and related research which based on the analysis. The researcher uses discourse analysis in general of theory and uses co-operative principle in particular. The researcher later focuses on the flouting of maxims terms.

2.1 Review of Related Theories

In giving the understanding decisively which relates to the theory in this research, researcher introduces the ground of the theory. The cooperative principles are published by Grice in 1975, in the William James's lectures at Harvard. It involves the area of pragmatics and in the more general theory in the discourse analysis area. Cooperative principle in the Levinson's book entitled Pragmatic, is namely Grice's theory of implicature, or in the other word is theory of meaning (Levinson, 2008:100). In the modern society right now, many people say their meaning implicitly, they do not say what they want directly but they choose using implicit meaning in their own conversation. And when the use indirectly way in intending their mind, it can be called that they are flouting the maxims in the conversation.

2.2 Discourse Analysis

The term *discourse analysis* was first introduced by Zellig Harris in 1952 as a way of analyzing connected speech and writing (Paltridge, 2008:2). In addition Paltridge states that, discourse analysis focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication. In the same line Cutting states, discourse analysis is approaches to studying language's relation to the contextual background features (2:2002). According to Yule (124: 2006) discourse analysis is also described language beyond the sentence. Based on those theories, researcher can conclude that discourse analysis is a study which learning deeply about language in use more in implicit meaning than explicit meaning. How the speech or text can be understood by looking at the speech or text be coherence and cohesion well, so the meaning will deliver successfully.

Furthermore, the success conversation cannot be separated with 'context', in discourse analysis there are three typically terms of context (Cutting, 3:2002) they are; (i) Situational context, it is a context what speaker know about what they can see around them. It means the context that only can be known when the hearers and speakers can see directly the thing or something else that is describing at the time. (ii) Background knowledge context, this is a context what they know about each other and the world. In this context consist of two background those are cultural and interpersonal.

Usually, speaker and hearer who just met, they can uses their cultural general background knowledge in starting conversation, but for speakers who

already known well each other they also put interpersonal knowledge in their conversation. (iii) Co-text context, or in the other words context of the text itself. In this context the explanation is more grammatical than two contexts before. The context is arranged by grammatical cohesion as endophoric reference and substitution-ellipsis and lexical cohesion.

So, successful communication cannot be reached if there is no similarity context between speakers. All the meanings depend on each context which focuses on the meaning of words in interaction and how interactors communicate more information than the words they use (Cutting, 2002). From the similarity context, the utterance in the conversation should be cohesion, coherence and meaningful. Thus, the message will delivery successfully.

For example, as in the SIM card provider of *IM3* (2013) there are two interactors, a girl talk on the phone with her sister and when she says ‘my glasses lost!’ it means, she does not only tell that she lost her glasses but also ask her sister where her glasses are. It is a proof that both of them understand the context in that same situational conversation, when her sister directly says ‘on the head’ and the old sister knows well what actually her young sister wants. In this sample, it can be seen that there is a similarity in terms of context and background knowledge between interactors that can create successful communication. Then, if between the speakers, there is no similarity context there will be misunderstanding and makes a failure to achieve the discourse’s aim. Discourse analysis not only focuses in the speech or spoken utterances but also in the written utterances.

In discourse field, every speech or written text is called discourse provided that there is cohesion, coherence and meaningful between speech, sentences or

phrases. that means every utterance by spoken or text has meaning that is beyond the word, clause sentence and phrase.

Discourse analysis has large area in talking the meaning beyond the language, one of major areas in studying analysis of discourse is conversation analysis. Conversation can be described as an activity in which for the most part, two or more people take turns at speaking (Yule, 128:2006). Conversation analysis is an approach to analysis of spoken discourse that looks at the way in which people manage their everyday conversational interactions (Paltridge, 106:2008).

According to Cutting (27:2002), conversation analysis (CA), takes a 'bottom-up' approach: starting with the conversation itself, it lets the data dictate its own structure. One of the approach is adjacency pairs, (Paltridge, 115:2006) these are fundamental unit of conversational organization and a key way in which meaning are communicated and interpreted in conversations. Furthermore he states that conversation analysis, thus, focuses on the analysis of the text for its argumentation and explanation, rather than consideration of psychological or other factors that might be involved in the production and interpretation of the discourse. It means that, conversation analysis only be used for analysis the text without give any explanation relate to the psychology side (108:2008).

Conversation analysis aims to demonstrate how participants, both produce and respond to evolving social context, using conversational, rather than contextual data.... (Paltridge, 108:2008). So, conversation analysis can be called as an activity which analyze the conversation in social society, where from the analysis results be expected that the researcher can know how the way of the

interactors in communicating and managing their utterance in sending the messages.

In order to make the utterance correlated each other, there are cohesion markers, which usually call as conjunction. According to Halliday and Hasan (in Paltridge, 139:2006) conjunction are under the grouping of additive, adversative, casual and temporal. Additive conjunctions include ‘and, besides, in addition, or, if not-then, alternatively’. Comparative conjunction include ‘whereas, but, on the other hand, likewise, similarity and equally’. Temporal conjunction include items such as ‘then, while, when, after, meanwhile finally and at the same time’. And the last for consequential conjunctions include ‘so that, because, since, thus, if, therefore, in conclusion and in this way’.

And link to this research, conversational analysis is part of the role in analyzing (ten) television advertisement during 2013 which is assumed there are flouting in the sidelines during a conversation. So, the main focus of conversational analysis theory of this research is the role of adjacency pairs to describe the context of the story. Then, conversation analysis does not standing alone in answering the statements of the problems. The cooperative principle or named ‘principle of cooperation’ will lead the research to presents the answers of the questions.

2.3 Principles of Cooperation

In doing communication, unconsciously people are bound with some principles and one of them is principles of cooperation. This principle firstly introduced by Grice in 1975 in his paper in title of *‘logic and conversation’*,

Grice in Paltridge states that there is a set of principles which direct us to a particular interpretation of what someone says, unless we receive some indication to the contrary (2008:61). He also states that in the co-operative principle, we should aim to make the conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which we are engaged. In other hand, it can be said that people can only say that only what their partner speaking to know without putting further information that is not needed.

According to Yule, The assumption of cooperation is so pervasive that it can be stated as a cooperative principle of conversation... (1996:36). Thus, every people speak each other they also do cooperative principle in communication and for example is conversation of television advertisement in Indonesia, in this sample is advertisement by IM3 SIM Card, where are two girls one of them be a young sister (A) and another is an old sister (B). The situation is they talk each other by using hand phone, the young sister is in the bed room and old sister is in the other place.

A: my glasses lost!

B: on your head

A: oh, yes

My bag?

A: back

B: ups

My hand phone lost!

A: (nods her head)

In that conversation, it can be seen that there is a cooperation in communicating. When they talk each other and the old sister gives information as is required by the young sister without putting any other details information. Also

in that conversation both of them obey the cooperative principles, in the cooperative principle there are four sub-principle that called maxims.

2. 2. 1 The Four Maxims

In this unit, the researcher will writes more deeply things that relates to the four maxims, Grice in Leech (1983:8) states that according to Grice maxim is only a special manifestation of the former. Based on the quote, researcher can state that maxim is like a rule in the principle, maxims are used to organize conversation so the interactors can reach purposes in the conversation, and the aim is the messages that come to the interactors clearly.

In the same line, Leech states that the maxims form a necessary part of the description of linguistic meaning in that they explain how it is that speaker often mean more than they say (1983:9). According to the quote, maxims are tool which is used to analyze meaning behind the utterance in the text or spoken, maxims can also be a reason for speaker why they speak in high context, and it can cause them submissive the maxims. So, maxims have important role play in the conversation. Grice in the cooperative principle explains that there are four maxims in the principle, they are:

The first maxims is maxim of quantity, according to Grice in Yule this maxim tells that speaker contribution is as informative as is required and do not make the contribution more informative than is required (130:2006). As a speaker, many of them speak to the point without adding others information however it is needed by the partner. In addition Cutting states that people who give little information risk their hearer to not being able to identify what they are talking

about because they are not explicit enough; those who give information than the hearer tend to risk boring them(2002:34). As the quote above, more speaker who speaks only in needs will make the partner feel so bored because reputed someone who do not want to talk too much and less cheerful. The example conversation in maxim of quantity:

X: do you know her name?

Y: I am sorry, I don't know.

Based on the Grice's theory the quote by (Y) "I am sorry, I don't know" is obedient maxim of quantity by give as informative as is required and do not make the contribution more informative than is required.

Second is maxim of quality, according to Grice in Yule speaker make the contribution one that is true by not say what speaker believe to be false and do not say that for which speaker lack adequate evidence (1996:37). In brief, Cutting (2002:35) states that some speakers like to draw their hearer's attention to the fact that they are only saying what they believe to be true, and that they lack adequate evidence. To give more understanding related to this maxim, this is the example;

A: who drinks my milk?

B: emm, I may be mistaken, I see Jane comes out from the kitchen.

In that sample, based on the Grice's theory of cooperative principle 'B' says 'I may be mistaken', meaning that B 'I may not be mistaken if someone who drinks your milk is Jane because after you put your milk in the kitchen Jane went to the kitchen. Here, B is protected from accusation lying the fact that she told clear and was uncertain. At the same time, maxim of quality makes people for not lying of the fact and this maxim makes people protected from lying assessment.

Third is maxim of relation, in here this maxim makes people saying to be relevant (Yule, 1986:37). Cutting states that, which says that speakers are assumed to say something that is relevant to what has been said before (2002:35). Moreover, in this maxim does not always follow by speaking but using action too, also speakers expected speak connectedly with previous words. As in;

Teacher : can you always be quite during the exam?
Students : yes, sir!

In the sample, it can be seen the relation of the conversation, if looking from Grice's theory, the maxim of relation in this case is 'Teacher' gives command to always be orderly during the exam or not making noisy during the exam and students answer relevantly with saying "yes". It means, that conversation obey to maxim of relation and accordance with a quote by Cutting.

The last maxim in this theory is maxim of manner, according to Grice in Yule (1996:37), in maxim of manner speaker should avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly. In

L: please, help me to take that pen!
T: (take the pen) here you are.
L: thank you.
T: don't mention it.

Based on the theory of Grice in the maxim of manner 'T' in "(take the pen) here you are" has already complied with the maxim of manner by doing avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly.

Based on all theories of maxims researcher can conclude that maxims seemed alike to rule but actually these all are different, in rules all people must

obey and do the rules correctly and clear without breaking it if someone realizes to break the rules, it can be ascertained to get a punishment. Whereas in maxims only a part of principle in communication that people can break anytime without any punishment, then people who follow the maxims, it will create well communication and balanced in sending messages.

2. 2. 2 The Flouting of Maxims

As what researcher told before maxims also can be flouted, flouting of maxims are terms for the speakers when they violate the maxim unintentionally. According to Paltridge, a speaker who flout the maxim if they do not observe a maxim but has no intention of deceiving or misleading the other person (2008:65). It can be happened hardly so that people obey the maxims and put the correct maxims in every conversation. According to Yule, ‘No comment’ and ‘My lips are sealed’ are response of speaker who may ‘opt out’ a questions of maxim expectation that means they are typically not ‘as informative as is required’ and interpreted as communicating more than is said of listeners to any apparent violation of the maxims (1996:39).

First of all, flouting quantity or the flouting of maxim of quantity, speaker seems to give too little or too much information (Cutting, 2002:37). In

A: how is grandma?

B: *fine, but she will feel better if you can visit her. So, when will you visit her? and don't forget to bring some favorite meal as chicken porridge and soya milk. She will be happy.*

‘B’ answered with does not give information which is needed, in that story ‘B’ speaks that grandma is well but also put additional information which is not

needed for B, and in B's understanding 'A' will really understand the meaning because A asks the condition of grandma's healthy and A gets longer information that can clarify the information itself. So, B's utterance can be called flout the maxim of quantity because she gives too much information than is required.

Next, flouting maxim of quality, speaker who flout this maxim usually makes the contribution, one that is not true by saying what speaker believes to be false and says that for which speaker lack adequate evidence is. In addition Cutting states that, they may quite simply say something that obviously does not represent what they think (2002:37).

Mother: *"you can go out there without wearing any helmet and bringing any license, as it will make you a step closer to the police."*

Based on the Grice's theory in the conversation 'Mother' is not extremely true by saying "you can go out there without wearing any helmet and bringing any license, as it will make u a step closer to the police." because in the statement, the mother does actually not let her child to go out because the child does not have driver's license and do not bring a helmet.

Researcher can conclude that, flouting of this maxim is by giving facts unclear with speak something that hearer realizes it is not true. Cutting also states that, flouting of this maxim can be done in several ways such as, by exaggerating as in the hyperbole, metaphor, irony and banter (2002:38-39).

Then, flouting of maxim relation, speaker who flout this maxim will not speak relevantly. In addition of Cutting's quote that speakers are not assumed to be saying something that is not relevant to what has been said before (2002:39).

Manager : can you show me financial report of this month?

Staff : *hummm, look at that baby, how cute he is.*

Based on the Grice's theory maxim of relation, the conversation "hummm, look at that baby, how cute he is." is flouting the maxim of relation because it seemed clearly that the conversation not be relevant because the staff's utterance does not relevant with what has been said before. The manager is asking monthly report but the staff instead talking the other thing that thoroughly irrelevant. Based on the theory and sample conversation, researcher can conclude that flouting of maxim relation is talking something unconnected with the utterance before.

The last is flouting manner or the flouting of maxim manner, people who flout this maxim is a speaker gives obscurity of expression, ambiguity, not be brief (unnecessary prolixity) and not be orderly. In addition, (2002:39) Cutting states that those who flout the maxim of manner, appearing to be obscure, are often trying to exclude a third party or in other hand, making ambiguity by using third party. The third party is not always human but also can be a thing. See this exchange:

A: have you done your homework?

B: *I will do after the most active boy slept away*

In that exchange, there is an ambiguity and not be orderly, 'A' only ask about the homework, she wants to ensure that he did the homework or not, and 'B' answered unclearly by saying "I will do after the most active boy slept away". He gives information too little that makes the hearer making conclusion and meaning. And the possible meaning are, I have not finished yet do the homework or I do not want do the homework if the most active boy still awake. Also 'B' uses the third party by speak "the most active boy slept away" that means his young brother that has many crotchety and makes him can't study well.

According to Paltridge, a speaker is flouting a maxim if they do not observe a maxim but has no intention of deceiving or misleading the other person (2008:65). Based on the quote, flouting maxims happened because inadvertence with no intention of making a lie and it happens without any plan. The flouting of maxims is different in part of worlds it is caused by the difference cultural. So, the researcher can conclude that the flouting of maxims are always be with kind of reason because human is social creature that always need communication in every aspects of their activities.

2. 2. 3 Some Reasons for Flouting

In the Indonesian culture, it is very difficult to adhere to the maxim because in here someone who only says too little in the communities will be considered as a boring person and also cannot mingle with the others, and also too much talk in in a situation where people should be silent also considered one. As in Cutting (2002:36) different cultures, countries and communities have their own ways of observing and expressing maxim, so different places, cultural, countries and communities also different in flouting the maxims.

There are some reasons for people to flout the maxim, Yule states that this typically reaction of listener to any apparent violation of the maxims is actually the key to the notion of conversational implicature (1996:37). Implicature are primary examples of more being communicated than is said, but in order for them to interpreted, some basic cooperative principle must be first assumed to be in operation.

In many cultures, socially unacceptable to always say exactly what is in one's mind unless one knows the hearer very well (Cutting, 2002:50), it cause not all hearers can catch the meaning well when speaker not to follow the maxim but expect hearers to appreciate the meaning implied. Not following the maxim does not mean do not know how to speak well, people who flout maxim they want the hearer can hear more than is said. In the other hand, Hyperbole, metaphor, irony and banter also can be used as reasons for people to float the maxim. A speaker infringing a maxim fails to observe a maxim because of their imperfect linguistic performance (Cutting, 2002:55). It happens not only for speaker who does not only study linguistic but also who study it.

The other reason to float maxims is politeness, according to Leech there have also been objection to Grice's CP on the grounds that it does not stand up to the evidence of real language use (1983:80). The real language use here it can be a conversation that consist of and a bid of invitation or to protect from the lies, however the lie can be states as a white lies. As Leech's quotes many flouting of cooperative principle with use politeness reason. For example:

- [1] A: we'll all miss Bill and Agatha, won't we?
B: well, we'll all miss BILL

(Taken from Leech 1938:80)

According to Leech in Grice's theory, the conversation is float the maxim of quantity, 'B' do not say what he feels clearly, he tries to be polite that he does not say that he will not miss Agatha. So in here, maxim of quantity is flouting with politeness reason.

- [2] P: someone's eaten the icing of the cake.
C: it wasn't me.

(Taken from Leech, 1938:80)

In that conversation 'P' for parent states that 'someone's eaten the icing of the cake', in the conversation the possible meaning of parent's states is she only tells her child that someone's eaten the icing of the cake or she tries to make sure that whether her child who eats the icing of the cake. Her child feels that her mom accuse him/her and she directly states that it wasn't me. In that, according to Leech "my explanation of this apparent breach of the maxim relation is as follow. Suppose *P* is not sure who is the culprit, but *P* suspects that it is *C*. then a small step of politeness...." Based on the quote, politeness can be used to float the maxim of relation.

In every conversation, every speaker will reach the goal conversation as they want, but it is also depend with the partner. As in the Leech, conversational goals may include both social goal and personal goals (95:1983). In social goals for example act to be polite in front of the speaker, or to keep speaker and hearer image, so they still have good relation. And personal goals is depend on their reasons and it also can be called as implicit meaning (word that did not say). And if the partner can give something as speaker wants, there will be no problem and conversation will goes fluently.

According to some theories from Cutting, Grice and Leech in this research, the reason of flouting the maxim are can be caused by politeness, irony or personal reasons and these all can make an implicature which namely conversational implicature. So, the flouting of maxim can create kinds of possible meanings behind the words. This research will use conversational implicature to analyze what are the reasons in conversation of television advertisements.

2.4 Advertising

Advertising comes from the latin word 'advertere' that means to turn the mind forward. American Marketing Association states that advertising as any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. In the same line Gardner says that advertising means of selling that has grown up parallel with and has been made necessary to mass production (in Khan, et al: 2012). Based on these theories, researcher can conclude that advertising is a tool to promote goods, ideas or services by companies or intuitions to large society commercially. Advertising is as suitable medium to introduce the company profile or product and services, also to get closer to the customers which is hoped people interested in trying the goods, services or ideas.

2.4.1 The objective of advertising

The presence of advertising in the media right now cannot be separated by the reasons which can create some objectives, According to khan, et al (3:2012), there are eight objectives of advertising in selling something, such as products or services, or only sharing ideas in the public, these are: first, to introduce a new product by creating interest for it among the prospective customers. Second, to support personal selling programs. Third, to reach people inaccessible to salesman. Fourth, to enter a new market or attract a new group of customers. Fifth, to light completion in the market and to increase the sales as seen in the fierce competition. Sixth, to enhance the goodwill of the enterprise by promising better quality products and services. Seventh, to improve dealer relations. The last is to warn the public against imitation of an enterprise's products.

2. 4. 2 The features of advertising

From the purposes which have mentioned above, it can create some features in advertising (Khan, et al, 2:2012) which can make the advertising is more interesting. The features are (i) Communication, (ii) Information, (iii) Persuasion, (iv) Profit maximization, (v) Non-personal presentation, (vi) Identified sponsor, (vii) Consumer choice, (viii) Art, science and profession, (ix) Element of marking mix and the last is (x) Element of creativity.

2. 4. 3 The advertising media

The existence of media in the world advertising is the most important part. The providers must selectively in choosing suitable media in presenting their sponsor in order to give more advantages. Khan, et al also states that the most brilliant and original ideas advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people, also media are the subjects to intensive buying and selling activity (38:2012). So, if the provider do something wrong in putting the suitable media, it will give adverse impact. Thus, it cannot be avoided that media has big influence in presenting advertising.

There are some media that exist right now (Khan, 25-26:2012), such as print media advertising, this media presents advertising in the form of written usually it put it the newspapers, magazine, journals, and etc. the next is electronic or broadcast advertising media, it consists of television, radio, internet, motion pictures and video. These media is the most media that are used to present the

advertising however the cost is more expensive than the others. It is also caused almost of people spent their times in front of television, internet and radio. The last is outdoor media, it consist of poster, neon signs, transit, point of purchase (POP) and etc. According to Khan, et al, outdoor advertising can be a good supporting media to other forms of advertising. This media is not as expensive as electronic or broadcast media and also people often easy to remember, moreover it put in the strategy places.

From those kind of media above, the advertising also called based on the media, such as: radio advertising, internet advertising, television advertising, film advertising, press advertising, and etc. The main focus in this research is television advertisement.

Television advertisement is form of video that are played by actors and actress who tell the advantages of sponsor and only play in the television. So, television advertisement is advertisement that play on the television which usually play in the sidelines of television programs. And it called television advertisement because using television as a media to promote.