

## CHAPTER 2

### THEORY AND METHOD

#### 2.1. Theoretical Framework

##### 2.1.1. Cooperative Principles

In addition to the concept of implicature, Grice introduced a concept called the cooperative principle (1989:26-28). Grice made the proposal that in order to perform a successful communication, humans rely on a set of assumptions to exchange information efficiently, clearly, and relevantly. The principles are also commonly called Gricean Maxims. There are four maxims, which are:

1. Maxim of Quantity

This maxim states that any information relayed should be as informative as it should be, no more and no less.

If someone asks about the nearest toilet, the information given should be enough that the person can get there without going into unnecessary details or only showing the vague area where the bathroom might be.

2. Maxim of Quality

This maxim states that any information should be accurate, and a speaker shouldn't say what is false or what he/she doesn't have adequate evidence for.

For example, A asks B whether her dress fits her when the dress is several sizes too small and doesn't fit her. To comply with this maxim, B must answer that the dress does not fit, even if it hurts A's feelings.

3. Maxim of Relevance

This maxim states that an utterance should be relevant to what is discussed.

To give an example, when discussing the progress of a thesis, both the speaker and hearer should only bring up topics regarding the progress and not whether the local soccer team won a match yesterday.

#### 4. Maxim of Manner

This maxim states that an utterance should be direct, unambiguous, brief, and orderly.

For example, A wants to take B on a date by asking where B wants to eat dinner that night. B should answer with a cuisine style or a particular restaurant to comply with this maxim. Answering the question with "whatever," although brief, would violate this maxim as it is ambiguous.

### **2.1.2. Maxim Non-observance**

As valuable as they are when properly followed, cooperative principles can also be disobeyed to various effects. Grice (1991:30) listed several ways speakers may fail to fulfill one or more of the maxims. They are:

#### 1. Violating a maxim

Violating a maxim means the speaker intentionally does not observe one or more of the maxims in order to generate an implicature that he/she are obeying the maxims. It is most often used to deceive or lie to the target hearer.

Going back to the student in a café example, the student has told her mother that it's raining where she is, and therefore, she couldn't be home soon. If the truth of situation is that it is raining, but she is having a study date with her

boyfriend, it can be considered a violation of the maxim of Quality. She did not tell the full truth to her mother, and her mother received an incorrect implicature that her daughter is not home due to rain.

## 2. Flouting a maxim

Flouting is a situation where a speaker is clearly failing to observe a maxim, but by doing so, invites the hearer to find meaning other than or on top of the explicit utterance (Thomas, 1995:65). When flouting a maxim, there is an assumption that the hearer knows that he/she should look for meaning implicit to the utterance (Cutting and Fordyce, 2021:26). This form of maxim non-observance is the one that mainly creates an implicature.

For an example, two students (Andy and Mandy) are talking about a particular professor. Andy took his class last year, while Mandy will be taking it this year.

**Mandy:** What do you think of Professor X?

**Andy:** Well, he's punctual, loud, and quite tall!

Andy did not answer Mandy's question with his actual opinions. Instead, he listed a few of Professor X's traits. This generates an implicature that Professor X isn't an exciting or good professor. It might even suggest that Professor X is harsh.

## 3. Infringing a maxim

This non-observance of a maxim is defined as unintentional and was done due to the speaker's imperfect linguistic performance. The speaker that infringes a maxim does so without the intention to deceive or generate implicature. It could happen due to the speaker being a child or a language learner, a drunken or

nervous person, or someone with a cognitive impairment (Thomas, 1995:74).

#### 4. Opting out of a maxim

When opting out of a maxim, it indicates an unwillingness to cooperate. The speaker will indicate that he/she cannot comply with one or more of the maxims due to legal or ethical reasons. (Thomas, 1995:74).

For example, an angry wife may ask the receptionist at a hotel about her husband's reservations, and more importantly, if there has been another woman with him when he checked in.

Woman: Give me the details of Mr. A's reservations here, now!

Receptionist: **I'm sorry, ma'am, but as per this hotel's policy, we cannot give any information regarding our guest's reservations.**

The receptionist made the decision to opt out from answering the question, even if the receptionist knows that the husband checked in alone an hour ago and his room is on the 3<sup>rd</sup> floor.

#### 5. Suspending a maxim

A maxim may be called suspended if there is no expectation from both the speaker and hearer that the maxim will be fulfilled. The non-fulfillment of the maxim, therefore, does not generate an implicature (Thomas, 1995:76).

For an example, some cultures have a taboo of speaking about the name of a deceased person. The people in the culture may refer to the deceased in a roundabout and vague way. Those outside of the culture may also participate by indirectly referring to the deceased when talking with the people in the culture. This may be done with the intent to respect the culture of the listener.

### 2.1.3. Implicature

Implicature is meaning that is hidden behind an utterance. Grundy (2009:92) described implicature as “a meaning that is conveyed but not explicitly stated”. Grice proposed two kinds of implicature: conventional implicature and conversational implicature.

Conventional implicature does not- necessarily occur in conversations, and they aren't dependent on any particular context to be interpreted. This type of implicature is associated with specific lexicons and adds additional meaning when used (Yule, 1996:45). Levinson (1983:127) listed four examples: but, even, therefore, and yet).

As an example, we can examine a popular phrase on the Internet: “It's not much, but it's honest work”. The word but carries the implicature that the next phrase will be the opposite of what we expected. This implicature holds true regardless of the context of the sentence (‘She's old, but beautiful’, ‘He survived, but he broke his leg’).

Conversational implicature, on the opposite, depends on the context and conversation to be identified as such. Grice described this implicature as a form of inference, where it might be rejected even by the speaker.

For example, a student is stuck in a café due to heavy rain, when her mother calls her asking if she will be home soon.

*Mother: When will you be home?*

*Student: It's raining here, Mom.*

*Mother: Okay, stay safe then.*

The student chose to say “It's raining here” to generate the implicature that

she cannot be home in a timely manner. The mother inferred that the student cannot go home due to the rain.

## **2.2. Research Method**

### **2.2.1. Type of Research**

This study is categorized as descriptive-qualitative research. Cresswell wrote that qualitative research is “an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem” (2014:4). Taylor et al described qualitative research as research that creates descriptive data (2015:7). This fits with the samples used in the research.

### **2.2.2. Data, Population, and Sample**

The data used in this study are utterances derived from the script to the movie Guardians of the Galaxy vol.2, written by James Gunn. The script was acquired online. It was downloaded with the help of a site called Zinemotion (<https://www.zinemotion.com.mx/Guiones%20y%20libros/GotG2.pdf>). The population of this study is all utterances containing maxim violations done by all the characters in the movie.

### **2.2.3. Method of Collecting Data**

The data collected are acquired through the non-participant observant method. This is due to the non-involvement of the writer in the script writing process. The writer merely observes and records already existing data within the script and the movie.

The data are collected in following steps. First, the writer observes the movie

and the script to ensure they are compatible. Second, the writer highlights certain utterances within the script that contains violations of the maxims. Third, the utterances are organized into a table, and edited unnecessary parts. Finally, the utterances are analyzed using Grice's Cooperative Principles and analyzes the implicature they contain.

#### **2.2.4. Method of Analyzing Data**

There are several steps to analyzing the data within this study, which are:

1. The writer compares the script to the movie to ensure it is accurate.
2. Then, a thorough read is done to pick out samples of utterances that contains at least one violation of the maxims. The utterances are listed in a spreadsheet.
3. The utterances are described using the theory of Cooperative Principles. Then, the implicature generated from the utterance will be analyzed further.
4. Selected data from the utterance list are shown in the discussion and analysis chapter of this thesis.
5. Finally, the conclusion is written, and suggestions are offered for future researchers wanting to study this area.