

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses several theories related to the problems which are investigated to support the writer's discussion. The review covers the discussion about pragmatics, Grice's theory of implicature, the concept of face, strategies of doing FTA, *Pesbukers* reality show, and previous studies.

2.1 Pragmatics

According to Yule (1996, p. 3), "Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)". In other words, pragmatics is the study of what a speaker means about something from the speaker to the listener, or from the writer to the reader.

Furthermore, Yule (1996) states that pragmatics is also called as the study of contextual meaning because this type of study necessarily involves the interpretation about what people meant in a special context and how the context affected toward what is said. It is also necessarily a consideration about the way of the speaker arranges what they want to say. It is appropriate with who the person is, where the place is, when it happens, and in what condition. In addition, Yule (1996, p.3) defines "pragmatics also called by the study of how more gets communicated than is said". It means this type of study investigates the way of

the listener can conclude about what the speaker says, in order to arrive at an interpretation of the speaker's intended meaning.

Furthermore, Akmajian (2001, p. 361) states that "Pragmatics is a study of language use, and in particular the study of linguistic communication, in relation to language structure and context of utterance". Pragmatics covers several parts of theory of language. They are speech act theory, deixis, conversational implicature, the cooperative principle, relevance theory, politeness, and face threatening acts.

So, the writer concludes that pragmatics is the study which concerns with language use in context.

This study focuses on two theories, namely implicature especially in flouting maxim of relevance and face threatening acts. The writer chooses these theories because both of theories concerning with communication, and they are closely related to each other.

2.2 Grice's Theory of Implicature

Grice was an English language philosopher, who firstly introduced the term conversational implicature. Grice makes a distinction between what is said by a speaker of a verbal utterance and what is implicated. Grice (1975) distinguishes between two kinds of implicatures, namely conventional and conversational or non-conventional implicature.

Grice (1975, p. 25) defines "the conventional implicature happens when the conventional meaning of words used to determine what is implicated". Thus, Grice also illustrates the following of the previous definition with an example.

“He is an Englishman; he is, therefore, brave”, (Grice, 1975, p. 25)

This sentence implicates something, but it does not mean that it is brave that is a consequence of him to be an Englishman. This is based on the conventional meaning of the word used in uttering that sentence.

Grice (1978, cited in Levinson 1983, p. 101) defines the conversational implicature is a message that is not found in the plain sense of the sentence because the speaker implies it. He states that conversational implicature is an utterance which violates one of his four basic maxims. Then, he also identifies as guidelines of those maxims of conversation or general principles the efficient cooperative use of language. These four maxims are the quantity maxim (provide information as much as required), quality maxim (speak the truth or have sufficient evidence), the relation maxim (be relevant) and manner maxim (be clear).

2.2.1 Flouting Maxim

Flouting maxim means people do not follow the rules of the four maxims for some reasons, usually to imply something the speaker wants the listener to understand. A speaker is not required to follow conversational maxims all the time. According to Cutting (2002, p. 37) “flouting maxims is when the speaker appear not to follow the maxims but expect the hearers to appreciate the meaning implied”. Besides, Grice (1975) states that a ‘flout’ occurs when a speaker blatantly to observe a maxim at the level what is said. Grice formulates the term “flouting” for contributions in which the speaker’s utterance leads the listener to

understand the meaning beyond the grammatical system while assuming that the speaker is following the Cooperative Principle. This implies that the speaker says something which is not true or completely true but implies something which is true. Grundy (2000, p. 76) “whenever a maxim is flouted, of course there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation”. In other words, the maxims have close relationship with implicature.

2.2.1.1 Flouting Maxim of Quantity

Cutting (2002) says that flouting maxim of quantity is the speaker who flouts the maxim of quantity seems to give too little or too much information, for example:

A : Well, how do I look?

B : Your shoes are nice . . . (Cutting, 2002)

The explanation of that example, the speaker B does not give as much information as the speaker A expects. The speaker A expects the speaker B to provide more information about his or her whole appearance instead of commenting on his or her shoes.

2.2.1.2 Flouting Maxim of Quality

According to Grice (1991, p. 27) states that flouting the maxim of quality is saying what the speakers believe to be false and lack adequate evidence. For example:

Woman : I am a man (Grundy, 2000, p. 76)

Based on the example above, a woman said that she is a man is self-evidently false. This will alert the listener to an implied meaning.

2.2.1.3 Flouting Maxim of Relevance

Cutting (2002) says that if the speaker flouts the maxim of relevance, they expect that the listeners will be able to imagine what the utterance do not say, and make the connection between their utterances and the preceding one (s), for example:

A : So what do you think of Mark?

B : His flatmate's a wonderful cook. (Cutting, 2002, p. 38)

Based on the example above, B does not say that she was not very impressed with Mark, but by not mentioning him in the reply and apparently saying something irrelevant, she implies it.

2.2.1.4 Flouting Maxim of Manner

According to Cutting (2002, p. 39) defines “the speaker who flouts the maxim of manner, it is appearing to be obscure”. It means that the speaker gives unclear information. For example:

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. (Cutting, 2002, p. 39)

From the example, B speaks in ambiguous way, he or she says “that funny white stuff” and “somebody” because he or she avoids to say “ice-cream” and “Michelle”. So that, his or her little daughter does not become excited and ask for the ice-cream before her meal.

2.3 The Concept of Face

Our notion of face is derived from Goffman (1967, cited in Brown and Levinson, 1987, p. 61) and from English folk term, which ties face up with notions of being embarrassed or humiliated, or losing face. Then, Brown and Levinson (1987, p. 61) state that the definition of face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction. Furthermore, Brown and Levinson (1987, p.61) state that it is normally everyone's face depends on everyone else's being maintained, since people defend their faces if they are threatened and they defend

their own face to threaten others' faces. Brown and Levinson divide face into two, positive face and negative face.

2.3.1 Positive Face

According to Brown and Levinson (1987, p. 63), positive face is a person's public self-image or personality to be respected or desirable. It means that everyone wants others to find a desire with his or her possessions. Yule (1996, p. 62) defines positive face is a person's need to be accepted by others, to be treated as a member of the same group and to know that his or her wants are shared by others. Moreover, according to Grundy (2000, p.156), "positive face is the desire to have what we admired admired by others, the desire to be understood by others, and the desire to be treated as a friend and confidant". From those definitions, it means that everyone wants his or her need to be liked or accepted by others, also to be recognized as a member in a group. For example, when someone shows his or her creative writing to others, it is expected that creative writing is liked by others.

2.3.2 Negative Face

According to Brown and Levinson (1987, p. 62), "negative face is derivative politeness of non-imposition". It means that everyone wants to be free and not to be imposed by others. Then, Yule (1996, p. 61) states that negative face is person's need to be independent, to be free, and not to be imposed by others'

action. Moreover, Grundy (2000, p. 156) defines negative face as a person's wish not to be imposed on by others and to be allowed to go about his or her business unimpeded with the rights to be free and self-determined action intact. In short, negative face is the desire to have freedom or person's public self-image to be free of imposition, for example, when the doctor can not meet the patients at the time of their appointment.

Brown and Levinson (1987, p. 65) says that an action which indicates the speaker does not satisfy about his or her own face or his or her addressee's face is referred as face threatening acts. It means that when a speaker says something that represents a threat to another individual's expectations regarding self-image, automatically he or she is threatening the other's face. Conversely, seeing or believing that an action can pose a threat to another person's face, a speaker can lessen the possible threat which is called a face saving act.

In order to avoid a face threatening act, a person may use a face saving act which employs positive or negative politeness strategies. A positive politeness strategy is one that appeals to a common goal, and even friendship while a negative politeness strategy allows the other person freedom to say 'yes' or 'no'.

Hence, the negative politeness strategy contains expressions which do not impose or at least use words that lessen the imposition, as Yule (1996, p. 62) has demonstrated.

2.4 Strategies for doing FTAs

People who want to avoid the face threatening acts and minimize the threat, they usually use some strategies. Based on Brown and Levinson (1987, p. 68) states that there are five possible strategies in performing face threatening acts, they are (1) do the FTA on record without redressive actions, (2) do the FTA on record with redressive action addressing positive face, (3) do the FTA on record with redressive action addressing negative face, (4) do the FTA off record, and (5) do not do the FTA (the most polite strategy).

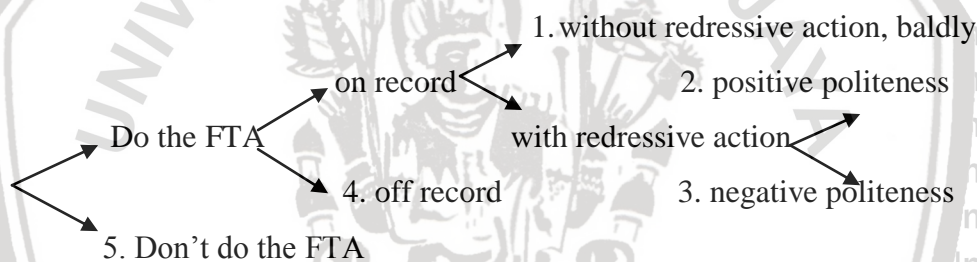


Figure. 1. Possible strategies for doing FTAs

Source: Brown and Levinson (1987)

2.4.1. Baldly – on Record

According to Yule (1996, p. 63), this strategy uses an imperative forms. It means that the speaker can address the other to show what they need. A person who uses this will most likely shock, embarrass, or offend the person to whom he or she is speaking to unless he or she knows the other person very well and they

are both comfortable with each other as among family members and friends, for example, the other person asks for something directly.

(1) a. *Open the door!*

b. *Turn on the lamp.*

This strategy will be done only if the speaker does not fear retribution from the addressee. There are some situations that support to use this strategy, one of them is (a) S and H both tacitly agree that the relevance of face demands may be suspended in the interests of urgency or efficiency, (b) where the danger to H's face is very small, as in offers, request, suggestions that are clearly in H's interest and do not require great sacrifices of S, for example 'come in' or 'sit down', (c) where S has power over H, or can support to destroy H's face without losing his own.

2.4.2 Positive Politeness

Based on Brown and Levinson (1987, p. 70) "positive politeness is oriented toward the positive face of H, the positive self-image that he claims for himself". It is usually seen in noticing the hearer's interest, exaggerating (interest, approval with H), intensifying interest to H, using in group identity, avoiding the disagreement, joking, offering and promising (whatever H wants and S wants), being optimistic, and including both S and H in activity, for example:

(2) Noticing the H's interest:

a. *You must be hungry, it's a long time since breakfast. How about some lunch?*

b. *Goodness, you cut your hair! By the way, I came to borrow some flour.*

(3) Offering and Promising:

a. *Ok, I'll be there at 7 o'clock!*

b. *Ok, I will drop by sometime next week.* (Brown and Levinson, 1987)

2.4.3 Negative Politeness

Negative politeness is the opposite from positive politeness. This is oriented in partially satisfying H's negative face, his or her basic want is to maintain claims of territory and self determination. The speaker indicates respect for the hearer's face wants and the wish not to interfere with the hearer's freedom of action. In addition, the negative politeness attempts to soften the utterance, for example:

(4) Asking forgiveness/ apologizing :

(a) *Excuse me, but. . .*

(b) *I hope you will forgive me if. . .* (Brown and Levinson, 1987).

2.4.4. Off Record

Off record is the opposite of baldly on record. Brown and Levinson (1987,

p. 69) states that "there is more than one unambiguously attributable intention so the speaker cannot be held to have committed him or herself to one particular

intent”. In other words, it is performed by means of an implicature. This strategy includes metaphor and irony, rhetorical question, understatement, tautologies, and all kinds of hints as to what a speaker wants or means to communicate without doing something directly. So, the speaker removes himself or herself from any imposition, for example:

(5) Hints (clue):

(the context is there are two people sitting in a room, one of them says “It is hot here”).

The hints from this situation may be:

- *Please, open the door!*
- *I need some water*
- *Turn on the AC!*

2.4.5 Do Not Do the FTA

This strategy means the speaker actively refrains in order to avoid performing the face threatening act. In other words, the speaker tries hard to avoid the face threatening act.

2.5 *Pesbukers* Reality Show

Pesbukers is one of television programs in a private television (ANTV) presented by Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Melaney Ricardo and Opie Kumis. *Pesbukers*’ name is taken from *Facebook* that is one of social

networking media being popular in society. This name can make people remember it easily. *Pesbukers* gives humorous things and hot gossips that can entertain the audience. This television programme can be enjoyed every Monday until Friday at 6 pm in ANTV. Based on Detik (2013) *Pesbukers* is still in a good rank that always reaches up to 10%, since this reality show has gotten *Panasonic Gobel Award* as comedy category. It proved that *Pesbukers* is liked by most of people.

It has a comedy reality show that the hosts and the guest stars tease each other, so in this reality show there are many utterances that flouting maxim, especially in flouting maxim of relevance. The hosts and the guest stars do this flouting maxim of relevance as a joke.

2.6 Previous Studies

Dealing with this study, the witer reviews two previous studies that are concerning in FTA. First, the writer chooses Fauzi (2011) as the previous study who conducted the study concerning with FTA entitled “An Analysis of Face Threatening Act (FTA) Used by the Main Characters in “Super Nanny” Reality Show”. Fauzi conducted her study by using Brown and Levinson’ theory. She used a transcription of video “Super Nanny” reality show. She focused on utterances produced by the nanny and parents. She analyzed whose face is threatened in “Super Nanny” reality show, the kinds of strategies used by the nanny and parents in threatening positive and negatives faces, and the possible reasons of nanny and parents who use certain kinds of the strategies in threatening

both positive and negative face. She found 48 utterances in her analysis of FTA and Politeness strategies. The four main strategies of politeness which are used by the nanny and parents are Bald on Record as the biggest (16 utterances), followed by Off the Record (14 utterances) in the second position, Positive politeness (13 utterances) in the third position and the last is Negative politeness (five utterances).

The second previous studies is conducted by Kurniasari (2011) entitled "Face Threatening Act in Email Sent by Prita Mulyasari about Omni International Hospital Health Service". Kurniasari used Brown and Levinson's theory. She analyzed the sentences are containing FTA in an email sent by Prita Mulyasari about Omni International Hospital Health Service, the FTA strategies are found in Prita Mulyasari email about Omni International Hospital Health Service, and the possible factors that cause Prita Mulyasari use these FTA strategies in complaining to Omni International Hospital about the health service in her email.

In her study, she found 50 sentences containing FTA about Omni International Hospital in Prita's email are mostly threatening Omni's positive face that Prita ruined the public self image of Omni by criticizing its health service. The mostly used strategies are off record (37) including be vague (12), overstate (15), presuppose (6), be ironic (1), and over-generalized (3). Besides, there are 21 bald on record strategies in the email which threaten Omni's positive face. Then, the FTA strategy in threatening negative face of Omni includes negative politeness.

In this study, the writer focuses on flouting maxim especially, flouting maxim of relevance related to face threatening acts. It is different from two

previous studies because they only focus on one topic that is face threatening acts.

Besides, the other differences between this study and two previous studies are the

problems of the study. Although this study has some differences from the two

previous studies, it also has similarities with the theories used to analyze the data,

they are Brown and Levinson's theories. Those theories have clear explanations

and they are easy for the writer to understand.

