

CHAPTER II

THEORETICAL REVIEW

This chapter presents the theories are used in this study. It consisted of discourse analysis, pragmatics, discussion about Grice's theory of cooperative principle which also supported by the other experts, and the review of *Everything I Never Told You* novel.

A. Discourse Analysis

According to Widdowson, discourse means what a text producer meant by a text and what a text means to the receiver.¹ Gee stated if you put language, action, interaction, values, beliefs, symbols, objects, tools, and places together in such a way that others *recognize* you as a particular type of who (identity) engaged in a particular type of what (activity) here and now, then you have pulled off a Discourse.² Van Dijk defined that discourse has three dimension: (a) *language use*, (b) *the communication of beliefs*, and (c) *interaction in social situations*.³ It means in discourse there is a relationship between them. He also stated that discourse studies are about *talk* and *text* in *context*.⁴ According to Yule, discourse defined as “language beyond the

¹ H.G Widdowson, *Discourse Analysis* (Oxford: Oxford University Press, 2007), 7.

² James Paul Gee, *An Introduction to Discourse Analysis Theory and Method* (London: Routledge, 1999), 18.

³ Teun A. Van Dijk, *Discourse as Structure and Process*, 2.

⁴ Teun A. Van Dijk, *Discourse as Structure and Process*, 3.

sentence” and the analysis of

discourse is typically concerned with the study of language in texts and conversation.⁵

Discourse analysis is like translation. It involves taking foreign texts (whether in a foreign language or not) and making them meaningful in one's own terms.⁶ Foucault as cited in Fairclough stated discourse analysis is the analysis of the domain of 'statements' that is, of texts, and of utterances as constituent elements of texts. But that does not mean a concern with detailed analysis of texts, the concern is more a matter of discerning the rules which 'govern' bodies of texts and utterances.⁷ Paltridge defined discourse analysis as:

Discourse Analysis focuses on knowledge about language beyond the word, clause, phrase, and sentence that is needed for successful communication. It looks at patterns of language across texts and considers the ways that the use of language presents different views of the world and different understandings. It examines how the use of language is influenced by relationships between participants as well as the effects the use of language has upon social identities and relations. It also considers how view of the world, and identities, are constructed through the use of discourse. Discourse analysis examines both spoken and written texts.⁸

Discourse analysis considers the relationship between language and the context in which it is used and is concerned with the description and analysis

⁵ George Yule, *The Study of Language* (Cambridge: Cambridge University Press, 2010), 128.

⁶ Barbara Johnstone, *The Linguistic Individual*, (Oxford: Oxford University Press, 1996), 23.

⁷ Norman Fairclough, *Analyzing Discourse* (London: Routledge, 2003), 88.

⁸ Brian Paltridge, *Discourse Analysis*, 2.

of both spoken and written interactions.⁹ Discourse analysis are also interested in how people organize what they say in the sense of what they typically say first, and what they say next, and so on in a conversation or in a piece of writing.¹⁰

B. Pragmatics

Pragmatics is the branch of linguistics dealing with language in use and the contexts that is used. According to Yule, pragmatics has four meanings. First, pragmatics is the study of speaker meaning. Second, pragmatics is the study of contextual meaning. Third, pragmatics is study of how more gets communicated than is said and the last, pragmatic is the study of the expression of relative distance.¹¹ Yule also defined pragmatics as the study of the relationships between linguistic forms and the users or those forms.¹² Yule in the other book said pragmatics is the study of “invisible” meaning, or how we recognize what is meant even when it is not actually said or written.¹³

According to Griffiths, pragmatics is concerned with the use of these tools in meaningful communication. Pragmatic is about the interaction of semantic knowledge with our knowledge of the world, taking into account

⁹ Brian Paltridge, *Discourse Analysis*, 3.

¹⁰ Brian Paltridge, *Discourse Analysis*, 4.

¹¹ George Yule, *Pragmatics* (Oxford: Oxford University Press, 1996), 3.

¹² Yule, *Pragmatics*, 4.

¹³ George Yule, *The Study of Language*, 128.

contexts of use.¹⁴ Morris defined pragmatics as the study of “the relation of signs to interpreters”.¹⁵ Levinson defined pragmatics as the study of language usage.¹⁶ However, Paltridge defined pragmatics as:

Pragmatics is the study of meaning in relation to the context in which a person speaking or writing. This includes social, situational, and textual context. It also includes background knowledge context; that is, what people know about each other and about the world. Pragmatics assumes that when people communicate with each other they normally follow some kind of co-operative principle; that is, they have a shared understanding of how they should co-operate in their communications. The way in which people do this, however, varies across culture. What may be a culturally appropriate way of saying or doing something in one culture may not be the same in another culture. The study of this use of language across cultures is called *cross-cultural pragmatics*.¹⁷

According to Grundy, pragmatics is about explaining how we produce and understand such everyday but apparently rather peculiar uses of language.¹⁸

Yan defined pragmatics as the systematic study of meaning by virtue of, or dependent on, the use of language. The central topics of inquiry of pragmatics include implicature, presupposition, speech acts, and deixis.¹⁹

The advantages of studying language via pragmatics is that one can talk about people’s intended meanings, their assumptions, their purposes or goals,

¹⁴ Patrick Griffiths, *An Introduction to English Semantics and Pragmatics* (Edinburgh: Edinburgh University Press, 2006), 1.

¹⁵ Stephen C. Levinson, *Pragmatics* (Cambridge: Cambridge University Press, 1983), 1.

¹⁶ Levinson, *Pragmatics*, 5.

¹⁷ Paltridge, *Discourse Analysis*, 52.

¹⁸ Peter Grundy, *Doing Pragmatics* (London: A member of the Hodder Headline Group, 2000), 3.

¹⁹ Yan Huang, *Pragmatics*, (Oxford: Oxford University Press, 2007), 1.

and the kinds of actions (for example, requests) that they performing when they speak.²⁰

C. Implicatures

The term ‘*implicature*’ goes back to the philosopher Paul Grice, as laid down in his seminal article ‘Logic and Conversation’, which is published version of his William James lectures held in 1967 at Harvard University. In Grice’s approach, ‘what is implicated’ and ‘what is said’ are part of speaker meaning. ‘What is said’ is that part of meaning that is determined by truth-conditional semantics, while ‘what is implicated’ is that part of meaning that cannot be captured by truth conditions and therefore belongs to pragmatics. Several types of implicature are distinguished.²¹

Grice stated there is two kinds implicature which are conventional implicature and conversational implicature. Huang defined conventional implicature as a non-truth-conditional inference which is not deductive in any general, natural way from the saying of what is said, but arises solely because of conventional features attached to particular lexical items and/or linguistic construction.²² Meibauer said that conversational implicatures come about by

²⁰ Yule, *Pragmatics*, 4.

²¹ J. Meibauer “Implicature” in *Concise Encyclopedia of Pragmatics second edition*, ed. Jacob L. Mey (Denmark: University of Southern Denmark, 2009), 365.

²² Huang, *Pragmatics*, 54.

the *exploitation* (apparent flouting), observation of *cooperative principle* (CP) and a set of maxims.²³

D. Cooperative Principle

According to Grice, cooperative principle means make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.²⁴ It means that the speaker and the hearer should have a same perception to catch the context of the conversation and make communication successful.

The cooperative principle describes how people interact with other one. People who obey the cooperative principle in their language use will make sure that what they say in a conversation furthers the purpose of the conversation.²⁵ Liu says in her journal *Overcommunication Strategies of Violating Grice's Cooperative Principle in Ground Service*, that Grice also stated the purpose of cooperative principle is to get effective communication as informative as clearly.²⁶

²³ J. Meibauer "Implicature" in *Concise Encyclopedia of Pragmatics second edition*, ed. Jacob L. Mey, 365.

²⁴ Paul Grice, *Studies in the way of words*, (Cambridge: Harvard University Press, 1989), 26.

²⁵ Ernawati Fitri and Laila Ulsi Qodriani, "A Study on Flouting Maxims in *Divergent Novel*", *TEKNOSASTIK*, Vol. 14, (2016), 32.

²⁶ Liu Xiaoqin, "Overcommunication Strategies of Violating Grice's Cooperative Principle in Ground Service", *English Language Teaching*, Vol. 10 No. 11, (October, 2017), 163.

According to Grice, cooperative principle which consists of four maxims (maxims of quantity, quality, relation and manner) are the suggested principle for the speaker and the hearer to show their cooperation by giving appropriate contributions in their conversation.²⁷ These are Grice's categories of cooperative principle and relevant maxims:

a. Maxim of Quantity

Maxim quantity relates to the quantity of information to be provided, and under it fall the following maxims:

- Make your contribution as informative as is required (for the current purposes of the exchange).
- Do not make your contribution more informative than is required.

b. Maxim of Quality

- Try to make your contribution one that is true
- Do not say what you believe to be false
- Do not say that for which you lack adequate evidence

c. Maxim of Relation

- Be Relevant

d. Maxim of Manner

- Be perspicuous
- Avoid obscurity of expression

²⁷ Liu Xiaoqin, "Overcommunication Strategies of Violating Grice's Cooperative Principle in Ground Service", 163.

- Avoid ambiguity
- Be brief (avoid unnecessary prolixity)
- Be orderly²⁸

Cutting in her book *Pragmatics and Discourse Analysis A resource book for students* defined the four maxims of the principle, by seeing how they are observed. The first maxim is **quantity**, which says that speakers should be as informative as is required, that they should give neither too little information nor too much. Some speakers like to point to the fact that they know how much information the hearer requires or can be bothered with, and say something like, ‘Well, **to cut a long story short**, she didn’t get home till two.’ people who give too little information risk their hearer not being able to identify what they are talking about because they are not explicit enough; those who give more information than the hearer needs risk boring them.

The second maxim is that of **quality**, which says that speakers are expected to be sincere, to be saying something that they believe corresponds to reality. They are assumed not to say anything that they believe to be false or anything for which they lack evidence. Some speakers like to draw their hearers’ attention to the fact that they are only saying what they believe to be true, and that they lack adequate evidence. In

A I’ll ring you tomorrow afternoon then

²⁸ Grice, *Studies in the Way of Words*, 26.

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.

B says 'as far as I know' meaning 'I can't be totally sure if this is true', so that if A rings up and finds that B is not there, B is protected from accusations of lying by the fact that she did make it clear that she was uncertain. Most hearers assume that speakers are not lying and, most speakers know that.

The third is the maxim of **relation**, which says that speakers are assumed to be saying something that is relevant to what has been said before. Thus, if we hear 'The baby cried. The mommy picked it up' (Garfinkel 1967), we assume that the 'mommy' was the mother of the crying baby and that she picked the baby up because it was crying. Similarly, in the following exchange:

A There's somebody at the door.

B I'm in the bath

B expects A to understand that his present location is relevant to her comment that there is someone at the door, and that he cannot go and see who it is because he is in the bath. Some speakers like to indicate how their

comment has relevance to the conversation, as in the following from a market research meeting:

A I mean, **just going back to your point**, I mean to me an order form is a contract. If we are going to put something in then let's keep it general as possible.

A Yes

The last is maxim of **manner**, which says that we should be brief and orderly, and avoid obscurity and ambiguity. In this exchange from a committee meeting, the speaker points to the fact that he is observing the maxim:

Thank you Chairman. Jus – **just to clarify one point**. There is a meeting of the police Committee on Monday and there is an item on their budget for the provision of their camera.

Grice said that hearers assume that speakers observe the cooperative principle, and that it is the knowledge of the four maxims that allows hearers to draw inferences about the speakers' intentions and implied meaning. The meaning conveyed by speakers and recovered as a result of the hearers' inferences, is known as 'conversational implicature'.²⁹

²⁹ Cutting, *Pragmatics and Discourse A research book for students*, 34-35.

So, the connection between cooperative principle, the four maxims and also conversational implicature according to Grice is :

A participant in a talk exchange may fail to fulfill a maxim in various ways, which include the following:

- He may quietly and unostentatiously *violate* a maxim; if so, in some cases he will be liable to mislead.
- He may *opt out* from the operation both of the maxim and of the cooperative principle; he may say, indicate, or allow it become plain that he is unwilling to cooperate in the way the maxim requires. He may say, for example I cannot say more; *My lips are sealed*.
- He may be faced by a *clash*: He may be unable, for example, to fulfill the first maxim of quantity (be as informative as required) without violating the second maxim of quality (have adequate evidence for what you say).
- He may *flout* a maxim; that is, he may blatantly fail to fulfill it.³⁰

Those all the relation between each other. The next number is about flouting maxim which is the main focus of this study.

E. Flouting Maxim

According to Cutting, flouting maxim is when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. She

³⁰ Grice, *Studies in the Way of Words*, 30.

also said when flouting maxim, the speaker assumes that the hearer knows that their words should not be taken at face value and that they can infer the implicit meaning.³¹ Paltridge believes when someone is flouting a maxim, they are not *deliberately* trying to deceive or mislead their interlocutors, but they are deliberately not *observing* the maxims, in order for the interlocutors to understand another set of meaning.³² Thomas stated that a flout 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.³³ Thomas also stated a clash between maxims can be a reason of flouting maxims.³⁴

Levinson stated the second kind of implicatures come about by overtly and blatantly not following some maxim, in order to exploit it for communicative purposes. Grice calls such usages **floutings** or **exploitations** of the maxims, and they can be seen to give rise to many of the traditional 'figures of speech'.³⁵ Cutting determined the flout of maxims as follows:

a. Flouting Maxim of Quantity

Maxim quantity is flouted when the speaker blatantly give more or less information to the hearer. Thomas stated that a flout of the maxim of quantity occurs when a speaker blatantly gives more or less information

³¹ Cutting, *Pragmatics and Discourse A research book for students*, 37.

³² Paltridge, *Discourse Analysis*, 65.

³³ Thomas, *Meaning in Interaction: an Introduction to Pragmatics*, 65.

³⁴ Thomas, *Meaning in Interaction: an Introduction to Pragmatics*, 65.

³⁵ Levinson, *Pragmatics*, 109.

than the situation requires.³⁶ Cutting stated that the speaker who flouts the maxim quantity seems to give too little or too much information.³⁷ She also gives an example:

A Well, how do I look?

B *Your shoes are nice ...*

B don't answer A's question with all the informations that A needs. B did not tell A about A's whole apperiance but just part of it. From this example we know that B flout the maxim of quantity because B gives a less information and A catch the meaning implied.

b. Flouting Maxim of Quality

Maxim quantity is flouted when the speaker implies the information which is it is not the fact. Cutting stated that speakers flouting the maxim of quality may do it in several way.³⁸ They may quite simply say something that obviously does not represent what the think which is can be exaggerating as in the hyperbole and using a metaphor in sentence. The other ways of flouting the maxim of quality are irony and banter. Meyer

³⁶ Thomas, *Meaning in Interaction: an Introduction to Pragmatics*, 69.

³⁷ Cutting, *Pragmatics and Discourse A research book for students*, 37.

³⁸ Cutting, *Pragmatics and Discourse A research book for students*, 38.

stated when we communicate, there is a tacit assumption that what each communicant says or writes will be truthful.³⁹ Meyer also gives an example:

For instance, when speaker A below asks B who she is going to spend the evening with, A expects B to give a truthful answer.

A: So who are you going out with tonight

B: Koosh and Laura

This may seem like a fairly obvious point, but conversational implicatures definitely result when an utterance is judged as not being truthful.⁴⁰

c. Flouting Maxim of Relation

Thomas defined the maxim of relation is exploited by making a response or observation which is very obviously irrelevant to the topic in hand.⁴¹ According to Cutting, if speakers flouting the maxim of relation, they expect that the hearers will be able to imagine what the utterance did not say, and make the connection between their utterance and the preceding one.⁴² Here is Cutting gives an example:

A So what do you think of Mark?

³⁹ Charles F. Meyer, *Introducing English Linguistics* (Cambridge: Cambridge University Press, 2009), 57.

⁴⁰ Meyer, *Introducing English Linguistic*, 58.

⁴¹ Thomas, *Meaning in Interaction: an Introduction to Pragmatics*, 70.

⁴² Cutting, *Pragmatics and Discourse A research book for students*, 39.

B His flatemate's a wonderful cook

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.⁴³

The example above is clear enough to show the flouting of maxim relation. Another example give from Grice in his book *Studies in the Way of Words*:

At a genteel tea party, A says *Mrs. X is an old bag*. There is a moment af appalled silence, and then B says *The weather has been quite delightful this summer, hasnt it?* B has blatantly refused to make what he says relevant to A's preceding remark. He thereby implicates that A has committed a social gaffe.⁴⁴

d. Flouting Maxim of Manner

Maxim of manner is flouted when the speaker appears utterances with ambiguity. Cutting defined those who flout the maxim of manner, appearing to be obscure, are often trying to exclude a third party. She also gives an example as in this sort exchange between husband and wife:

A Where are you off to?

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

⁴³ Cutting, *Pragmatics and Discourse A research book for students*, 39.

⁴⁴ Grice, *Studies in the Way of Words*, 35.

A OK, but don't be long – dinner's nearly ready

B speaks in an ambiguous way, saying 'that funny white stuff' and 'somebody', because he is avoiding saying 'ice cream' and 'Michelle', so that his little daughter does not become excited and ask for the ice cream before her meal. Sometimes writers play with word to heighten the ambiguity.⁴⁵

F. **Everything I Never Told You Novel**

Everything I never told you Novel is a 2014 debut novel by Celeste Ng. Celeste Ng was born in Pittsburgh, Pennsylvania in 1980. She graduated from Harvard university and earned an MFA from the University of Michigan. Her fiction and essays have appeared in the New York Times, The Guardian, One Story and elsewhere. She is also a recipient of the Pushart Prize and a fellowship from the National Endowment for the arts.

Everything I Never Told You novel tells about a sensitive family portrait, the cultural differences, and the rifts within a family. It also told about the relationship between mothers and daughters, fathers and sons, and husbands and wives struggle to understand one another and the most important thing is a meaning of a home to each other.

⁴⁵ Cutting, *Pragmatics and Discourse A research book for students*, 39.

The novel won the *Amazon Book of the Year Award* in 2014, beating out works by Stephen King and Hilary Mantel. It also received the 2015 Massachusetts Book Award, the American Library Association's 2015 Alex award, the Asian/Pacific Librarians Association Award for Literature (Adult Fiction), and the Medici Book Club Prize, and was a finalist for the Ohioana Book Awards, The John Creasy/New Blood Dagger Award. and the VCU/Cabell First Novelist Award.⁴⁶

The researcher interested in using *Everything I Never Told You* as the object of analysis because the uniqueness of the utterances of this novel. The flouting maxims of cooperative principle in this novel show the the connection between the characters in their conversations which is signaling how their relationship as a family.

⁴⁶ Celeste Ng, "Everything I Never Told You" <https://www.celesteng.com/everything-i-never-told-you>.