2. REVIEW OF RELATED LITERATURE

There are some theories and related studies that the writer reviews in this chapter. This review is important because it is used as a tool to analyze the data.

2.1.   Review of Underlying Theories

2.1.1   Grice's (1975) Theory of Implicatures

Grice made a distinction between what is said and what is implied. What is being implicated can be conventional and conversational. Conventional Implicature is produced by some linguistic expressions, such as 'but' and 'moreover', while Conversational Implicature depends on the assumption of the speakers who follow certain rational principles of conversational exchange. Those principles of conversational exchange are used as guidelines for the efficient and effective use of language in conversation. As guidelines for implicatures, Grice postulated a general "Cooperative Principle" and four "Maxims" specifying on how to be cooperative. Grice expressed the cooperative principle as follows:

> "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."

It means that the speaker has to be cooperative by following the maxim's rules, if he or she wants to achieve a successful communication in their conversation.

Maxim is a set of norm, which language users have to follow, in order to maintain the effectiveness and efficiency of communication (Hatim and Manson, 1990). The cooperative principle is divided into four maxims:

1. Maxim of Quality: Make your contribution true; so do not convey what you believe false or unjustified.

    The speaker should give a contribution that they believe to be true. This case, they should not say what they believe to be false, and should not say something if there is no adequate evidence.

2. Maxim of Quantity: Be as informative as required.

    The speaker should present their contribution as informative as is required, and they should not make their contribution more informative than is required.

3. Maxim of Relation: Be relevant.

   When the speaker give relevance question, the answer of the question should have a relevance to the topic of the conversation.

4. Maxim of Manner: Be perspicuous; so avoid obscurity and ambiguity, and strive for brevity and order. (as quoted by Levinson, 1983:101)

   The speaker should be perspicuous or clear with their utterance. They should avoid obscurity of expression, ambiguity, and unnecessary prolixity. On the other hand, they should be brief, be clear, and orderly.

An example should make this clear:

   A: Where's Bill?

   B: There is a yellow VW outside Sue's house.

   Here B's answer, taken literally, fails to answer A's question and seem that it violates the Maxim of Quantity and Relevance. Therefore, we expect that B's utterance to be interpreted as a non-cooperative response, a brushing aside of A's concern with a change of topic. Yet, we still try to interpret B's utterance as nevertheless cooperative at some deeper level. We do this by asking ourselves the possible connection there could be between the location of Bill and the location of a yellow VW, and thus arriving at the suggestion that, Bill has a yellow VW, he may be in Sue's house. (Levinson, 1983:102)

   All four of Grice's maxims are important for effective communication. Controls of manner (clarity), quality (truthfulness), quantity (enough but not too much), and relation (relevance) of contributions are important for communication to run smoothly among cooperative participants. However, along with the development of language, many researchers think that the Gricean maxims are conflicted. There is no way to determine what is required for conformity to the Cooperative Principle.

In the case of irony, for example, Manner clashes with Quality.

   Alan: Are you going to Paul's party?

   Candy: I don't like parties.

When the party animal Candy says, "I don't like parties" we cannot interpret her as meaning what she said because on that interpretation she would be violating the maxims of Quality. We also cannot interpret Candy as meaning the opposite of what she said, because on that interpretation, she would be violating the Maxim of Manner. Therefore, it is hard to see how any implicatures could be worked out on the basis of the maxims.

People use irony and other figures because they have conversational goals other than the efficient communication of information. Without following the cooperative principle, people can still be cooperative. For a speaker to implicate something is for the speaker to mean or imply something without saying it. It seems clear that what a speaker means is determined by the speaker's intentions.

Grice has also briefly mentioned some characteristics of conversational Implicature, including calculability, cancellability, non-detachability and non-conventionality.

1. Calculability refers to the fact that the speaker tries to convey implied meaning in his words, which can be possibly perceived and understood by the hearer.

2. Cancellability is also known as defeasibility, which means we can change the understanding of the conversational Implicature in terms of some factors affecting its production, expression and exchanging.

3. Non-detachability means that a conversational Implicature is detached to the semantic content of what is said, not to the linguistic form.

4. Non-conventionality means that the Implicature is indeterminate, which varies with the context.

However, this thesis will not further discuss these characteristics of Implicature, but mainly deal with the relationship between context and utterance with Implicature. However, from all factors involved to approve these characteristics, there is one similarity, that is, context, situational or linguistic, plays an important role in the production, expression and understanding of Implicature in daily talk exchange. In all, context cannot be canceled or ignored in the process of discourse analysis, especially that of Implicature analysis.

2.2   Supporting theory

2.2.1   Context of Situation

One of the occurrences of Conversational Implicatures is the result from the "environment," in which the speaker and the hearer are communicating at the present time. Such environment is called the Context of Situation. Hymes (1967) has developed the context theory of Firth, who is regarded by many people as the founder of modern British Linguistics. Those features are:

1. The addresser: the person who originates the message. This is usually the same as the person who is sending the message, but not always, as n the case of massager, spokes people, and town criers.

2. The addressee: the person whom the message is addressed. This is usually the person who receives the message but not necessarily so, as in the case of intercepted letters, bugged telephone calls, and eavesdropping.

3. The Channel: the medium through which message travels (how is the contact between the participants in the event being maintained by speech, writing, signing, smoke signal, etc.)

4. The message form: the particular grammatical and lexical choices of the message (what form is intended, chat, debate, sermon fairy tale, sonnet, love letter, etc.)

5. The topic: the information carried in the message (what is being talked about)

6. The code: the language or dialect or style language being used, for example, Swedish, Yorkshire, Japanese, Formal English, etc)

7. The setting: the social or physical context (where the event is situated in place and time, and in term of the physical relations of the interactions with respect to posture and gesture and facial expression.)

Linguist has become aware of the importance of context in Discourse Analysis. Following the functional-semantic tradition pursued by Firth, Halliday (1978:64) finds the concept of register "a useful abstraction linking variations of language to variations of social context" and suggests "that there are three aspects in any situation that have linguistic consequences: Field, Mode, and Tenor".

These concepts serve to interpret the social context of a text, the environment in which meanings are being exchanged.

- ❑ The Field of Discourse refers to what is happening, to the nature of the social action that is taking place: what is it that the participants are engaged in, in which the language figures as some essential component?

- ❑ The Tenor of Discourse refers to who is taking part, to the nature of the participants, their statuses and roles: what kind of role relationship obtain among participants, including permanent and temporary relationship of one kind of another, both of the types of speech role that they are taking on in a dialogue and the whole cluster of social significant relationships in which they are involved?

- ❑ The Mode of Discourse refers to what part of language is playing, what is it that situation: the symbolic organization of a text, the status that it has, and its function in the context, including the channel (is it spoken or written or some combination of the two?) and also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, and the like. (Brown and Yule; 1983)

2.2.2   Truth Value

The truth value takes part about the fact that will be used to analyse the utterance with Implicatures. In logic, truth value is a value indicating to what extent a statement is true. Not only expressions in a language have meaning and denotation, they are also used to say things which are true ad false. According to Akmajian, no semantic theory can predict which sentences are used to say something true and which are used to say something false, in part because truth and falsity depend upon what is being referred to, and because the same words can be used in identical sentences to refer to different things. (Chierchia, 1996)

There are many options we could consider when asking *what* exactly has a truth value; for example, beliefs, statements, sentences, propositions and theories. These are all candidates, but some have proven problematic; take sentences or beliefs, for instance. There have been many versions of truth put forward, each subject to critique in general terms or in favor of another that purports to address

these shortcomings. There are many versions of truth-values concept, that is the Correspondence theory, The Semantic Theory, The Coherence Theory, The Pragmatic Theory, and The Deflationary Theory. The writer decides to use The Correspondence Theory because she thinks that The Correspondence Theory has an understanding meaning of truth-value that is closely needed by the writer. The Correspondence Theory will be used as a fact to judge whether the implied meaning of an utterance with Implicatures is correct according to the facts in "Desperate Housewives."

Many people use a form of the *correspondence theory* when speaking of truth: a proposition is *true* if it corresponds to the facts, or reality, or how things actually are. There is a subtle difference here, though: are "facts" and "how things actually are" the same thing? If we look at how we would state that a proposition is *false*, we can see the distinction: in the first case, the proposition would be false if it does *not* correspond to any fact; in the second, it would be false if it corresponds to how things are not. In the latter, then, we have a kind of comparison to something that doesn't exist—the way things are not.

2.3   Review of Related Studies

2.3.1   The study of Djatmiko (1993)

Djatmiko's study (1993), which is about Grice's theory of Implicature in Shakespeare's "Othello", concerns with the characters (Iago, Desdemona, and Othello) consciously or unconsciously use language in their discourse that lead or keep Othello astray along the play. From her findings, she concludes that violations of the Maxims of Quality and Quantity are implied to tell lies and the violations of the Maxims of Relevance and Manner can cause curiosity.

2.3.2   The Study of Tan (1999)

Sialy Tan (1999) tried to find out the maxims that are flouted in the comedy film entitled "The Nanny." In the finding, she found out that maxim of manner is the most flouted, and then the second most flouted is maxim quality. Her study also shows that in a conversation, people might flout the maxim to cause humor and show their close relationship. It also proves that the flouting of

maxim does not always break the communication, but it might be used to cause humor.

From these related studies, the writer gets some input to do her analysis. She finds that Implicatures can be used for several reasons depending on the speaker's intention. It can cause a humor, curiosity, and used to tell lies. In a conversation, people might flout the maxim to cause humor and show their close relationship. It also proves that the flouting of maxim does not always break the communication, but it might be used to cause humor. Also, the violations of the Maxims of Quality and Quantity are implied to tell lies and the violations of the Maxims of Relevance and Manner can cause curiosity