

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Theoretical Framework

1. Pragmatics

Pragmatics is the study of meanings; it is concerned with what people want to say rather than what they actually say. The context and implied meaning of the speaker's remarks should be examined. According to Yule (1996:3–4), Pragmatics is the study of contextual meaning. This type of research requires an interpretation of what individuals mean in a specific situation and how the context influences what is said. It also assesses who they're speaking with, where, when, and under what conditions. Levinson (1983: 9) argues that Pragmatics is the study of the relationship between language and context that is grammatical or encoded in the structure of the language.

As a result, the context is the essence of this subject because it holds an enormous capacity to transmit meaning to the listener.

1.1 Cooperative Principles

Grice introduced cooperative principles to make communication as informative as possible. This theory attempts to create an understandable communication for both the listener and the speaker. By following and obeying the cooperative principles, the listener will find it easy to understand the information because the speaker talks straight to the context and is straightforward without giving any unnecessary information. Make your conversational contribution as needed, at the stage where it occurs, according to the accepted

purpose or direction of the talk exchange in which you are engaged (Grice, 1975). There are four sub-types of cooperative principles proposed by Grice in Levinson (1983: 101) that should be obeyed when communicating; they are:

1.1.1 The Maxims Quantity

Say something that is as informative as required, and do not speak information that is less or more than the requirement. This type of maxim requires the speaker to talk as much as needed; they are not permitted to give less or more information (Grice, 1975). For example:

A: What did you eat this morning?

B: I eat toast with jam for my breakfast.

Person B obeys this type of maxim because they answer with information needed by person A. According to Grice, the speaker should only give the right number of answers that the listener needs.

1.1.2 The Maxims Quality

Don't say something that is possibly be false or something that is not having adequate evidence and factual. This type of maxim only discusses truth when there is sufficient proof (Grice, 1975). For example:

A: A cat is a four-legged mammal.

The speaker follows the rule of this type of maxim because a cat has four legs.

1.1.3 The Maxims Relation

Make the conversation stick to the topic, be relevant. This type of maxim requires the speaker to avoid saying something unrelated to the topic (Grice, 1975). For example:

A: When does the class begin?

B: At 2 P.M

The speaker follows the maxim rules since they mentioned something related to the issue.

1.1.4 The Maxims Manner

Try not to say something is consists of any obscurity, ambiguity when transmit the information during the conversation, and be brief and orderly when giving the information. This type of maxim concerns attitude and saying something clear, not ambiguous, as concise as possible, and organized (Grice, 1975). For example:

A: Let's meet at the coffee shop

B: Which coffee shop?

A: It's the coffee shop near the lake. The biggest one.

Person A follows this maxim because providing precise information.

1.2 Conversational Implicatures

Philosopher Paul Herbert Grice coined the term implicatures in his book *Logic & Conversation*, which was published in 1989. Grice explained that what is implicated and what is said are intertwined with the speaker's meaning. The type of implicatures that is widely known is conversational implicatures.

Conversational Implicatures emerge when people do not follow and obey cooperative principles because, frequently, communication is beyond its necessities, encompassing the meaning behind an unspoken intention.

1.3 Maxim Violations in Political Discourse

Grice's conversational maxims became guidelines for speakers to promote effective communication. When these maxims are broken, either misunderstandings may occur or implications emerge within the communication. Below are examples of the maxims that have been violated.

a. The Violated Maxim Quantity

Violated maxim quantity occurs when someone gives information more or less than is required. For example:

A: Where does C live?

B: Somewhere in the South of France

Person B did not obey the rule of maxim because speaker B gave information less than what person A needed.

b. The Violated Maxim Quality

Violated Maxim quality occurs when someone says something that is not true and lacks evidence. For example:

A: Where does C live?

B: Somewhere in the South of France

The person B did not follow the rule of this maxim because person B did not have adequate evidence of where the C lives. They didn't know the exact place.

c. The Violated Maxim Relation

The occurrence of this violated maxim is when someone is irrelevant and says something that has no relation to the topic. For example:

A: Mrs. X is an old bag

B: The weather has been quite delightful this summer, isn't it?

Speaker B is blatantly irrelevant, implying that the topic should not be discussed.

d. The Violated Maxim Manner

The violated maxim manner happens when someone gives obscure expressions, is ambiguous, does not give brief information, and does not give in order. For example:

A: Let's meet at the coffee shop

B: Which coffee shop?

A: It is somewhere near the lake we used to go to.

B: Can you please be specific?

A: You can find it.

Person A is violating the precept of manners because they need to provide transparent information about which coffee shop they will visit, leaving Person B perplexed. Person A should not provide ambiguous information in order to obey this type of maxim.

Maxim violations can be done intentionally to create implied meaning, and they happen not only in daily conversation but in political discourse as well. A study conducted by Rahmi et al (2018) showed that the dominant maxim that is violated when talking about politics is a maxim of quantity which occurred 18

times, whereas the other maxim, such as the maxim of relation, occurred 14 times, the maxim of quality 9 times and maxim of manner only occurred 6 times. The most dominant type of maxim violation is quantity because the speakers give as much information as possible to make it clear and to create a good image with good words to get sympathy from audiences.

2. Political Communication

Political communication is the study of political statements that investigates not just their literal meaning but beyond what is said, such as underlying meaning and goals within the context of politics. Researchers Graber and Smith (2005) analyzed four years of political communication articles and classified the area into four groups. "Well-covered topics" include election campaigns, new media, civic participation, international relations, information processing, public opinion, campaign advertising, framing, agenda shaping, and other related topics (p. 482). A study conducted by Rizka et al. (2020) has shown that presidential candidates violate the rules of the maxim to overestimate their electability by highlighting their accomplishments or criticizing their opponents. In contrast, Qizi (2023) remarked that most political promises are mainly for advertising purposes and are not intended to be fulfilled. The principle of relevance is frequently followed in political pledges, and violations of this rule prior to elections are quite uncommon. Political activists frequently employ effective and persuasive rhetoric in their election campaigns.

In a conclusion, political communication may happen not only in election campaign but also in other media such as news, trading information, public

opinion as well as advertising and the promises they've made usually told to answer the questions from the public and not intended to do it because they frequently use the efficient speech to show manner in their election campaign.

Non-political communication is different from political communication. Political communication happened during the election campaign, news media, trading information and public opinions, while non-political communication happened everywhere; in school, public places, etc. Non-political communication can be done by people who don't come from politic field and not involve any political parties, agendas, and ideologies. A study conducted by Isnaniah (2018) showed how maxim and non-political communication happened in university among the students of IAIN Surakarta.

3. Impoliteness Strategies

Impoliteness strategies, According to Locher and Bousfield (2008), is behavior that is face-aggravating in a specific context, while Lakoff (1989) defines it as impoliteness strategies in where they would be politeness expected existed in such a way that the utterance can be interpreted as a negative confrontation done with intention. In other words, impoliteness strategy is a tactic wherein politeness isn't expected to exist and is intentionally a way to attack or show a negative face in a particular context.

3.1 Bald On Record Impoliteness

The face-threatening act (FTA), or threat to a person's face, is carried out in a direct, clear, unambiguous, and concise manner when the face is not irrelevant or reduced (Brown and Levinson, 1987:69). It is the most plain and

straightforward example of disrespectful behavior. For example, when the face is covered in an emergency, it threatens the listener's face with phrases like "enter", "sit", and "stop complaining". In all of these cases, there is little face on the line, and the speaker does not wish to offend the listener (Culpeper, 1996, p. 356).

3.2 Positive Impoliteness

This impoliteness strategy involves measures intended to undermine the speaker's favorable image. For example, the approach fails to account for the interlocutor in the conversation. The positive impoliteness output (OS) strategies are; 1) does not pay attention/ignorance, 2) does not sympathize, is not interested, and does not care, 3) uses inappropriate identity markers, 4) uses unclear/secret language, 5) shows disagreement, 6) uses taboo language (such as bullshit, ass, shit, bad luck), 7) ignores, insults others, 8) calls listeners by other names, 9) jokes or uses small talk, 10) keeps away from others, 11) excludes others from an activity, and 12) make the others feel uneasy (Culpeper, 1996, p. 358).

3.3 Negative Impoliteness

Negative impoliteness is usually used by someone who intends to damage or attack the listener's negative face. This can be done by sharing strategies; (1) scaring someone, (2) belittling/harassing someone, (3) ridiculing/mockng/degrading, (4) insulting, (6) belittling the interlocutor, (7) taking the other person's space, (8)) identifying other openly with bad aspects, (9) put someone on the record as a dependent or indebted. Sometimes this strategy can work if you underestimate someone. When you degrade someone, you can use

this method. You might use the diminutive tiny in phrases like little mouth, little act, little ass, and little body, for example. (Culpeper, 1996, p. 356).

3.4 Off-Record Impoliteness

The FTA is performed by means of an implicature but in such a way that one attributable intention clearly outweighs any others. (Culpeper, 1996).

3.5 Withhold Politeness

This means politeness that is expected in a particular situation but is left out for some reason. Some instances of withholding impoliteness involved the absence of manners that are expected from anyone in a typical interaction (greeting, saying goodbye). Culpeper (1996: 357) notes that impoliteness may be realized through "...the absence of politeness work where it would be expected." Then, Culpeper gives an example that "failing to thank someone for a present may be taken as deliberate impoliteness."

4. Broadcast Interview

According to Clayman and Heritage (2002: 12), A broadcast interview is conducted using a unique style of discussion in which the interviewer and interviewee closely monitor the exchange of questions and answers. The media broadcast industry makes heavy use of interviews, which are a specific sort of interaction. More generally, the interview format is prevalent in broadcast media, including news and variety shows. Furthermore, our everyday exposure to interviews is increasing (Atkinson and Silverman, 1997:304-25). Hutchby outlines the characteristics of media discourse forms (2006:1-2). In addition to

professionally produced monologues, alternative media formats include "unscripted" or "fresh" forms of discourse.

4.1 Mata Najwa

Mata Najwa is a broadcast interview hosted by Najwa Shihab, a journalist from Indonesia since 25 November 2009 and still aired until now on her official YouTube channel Narasi TV. Previously this show aired on Metro TV and Trans 7 before she opened her own channel on Youtube.

B. Relevant Studies

Many researchers have investigated the concept of violated maxims, and in this section, they will present the relevant studies studied by numerous researchers that align with this current research.

Laila (2020) has examined how cooperative principles were applied and broken during the 2019 Indonesian presidential debate. The purpose of this study is to find the cooperative principles that were followed and breached by 2019 Indonesian presidential candidates. The result from this study were two maxims violated by the 2019 Indonesian presidential candidates during the debate, namely maxim relation and maxim manner.

Further study Paraswanty (2020) also carried out the same study which aimed at describing the forms of violations of speech act maxim and to find out the functions of violation of speech act maxim in the presidential candidates election debate of the Republic of Indonesia in 2019. The results show that the candidates violated the maxims. Quantity maxim violations take the form of

assertions with answers that provide necessary information. Quality maxim violations take the form of statements that have less persuasive responses, answers that are similar or agree with the questions, and answers for which the evidence is not accurate. The form of relevance maxim violation consists of statements that comprise answers that are irrelevant to the questions and contain the contents of the correct answer but are not relevant. Method maxim violations take the shape of statements with verbose and wordy answers. The questions are vague, and the responses are extensive and wordy. The function of the speech acts has four functions: Representative function which consists of statements of affirmation, conclusion, and facts. Expressive function consists of statements of praise, difficulty, happiness, and misery. Directive function consists of statements of ordering, advising, and commanding function consists of statements of promise, rejection, and threat.

Another study, Sofiana & Hermaliza (2021) also studied about the presidential election in 2019. The aim of this study is to find out the maxim violations. The results showed there were 14 speeches that breached the maximum quantity and quality maxims 25, 3 remarks were found to be in violation of relevance, and maxim of manner found 19 violations.

Moreover, a study conducted by Pujiati, et al (2020) aimed to analyze conversation analysis and implicature of maxims being flouted by Adel Al-Jubeir regarding the Yemeni campaign. The result showed that institutional lectures are made up of three parts: introduction, substance, and conclusion. Al-Jubeir was deemed to be over-informative (82%), make misleading, illogical, and untruthful

statements (100%), give irrelevant meaning to comments (65%), and provide confused and indirect responses (77%).

In spite of that, Putri et al. (2019) The politeness maxim breach was researched, and the study attempted to describe the usage of linguistic politeness utilizing Leech principles conducted by Najwa Shihab with Jakarta Governor Anies Baswedan in the talk show Mata Najwa. The findings of this investigation are as follows. First, the research discovered a manner of using the principle of linguistic politeness, namely the maxims of wisdom and compatibility. Second, violations of the concept of politeness are discovered, including maximizing wisdom, maximism, humility, and compatibility.

Another study investigated political communication in the field of impoliteness strategies. This study, conducted by Latifi & Alemi (2019), intended to illustrate how linguistic features of impoliteness are manifested in the debates between two of the main American political parties, Republicans and Democrats, in the 2013 government shutdown issue. The study aimed to explore the realizations of the impoliteness strategies between the two parties regarding impoliteness strategies. This study used Bousfield theory. The result showed challenge approach was the most commonly used technique by both groups, while the threaten/frighten strategy had the lowest frequency of all. This strategy is used when a participant refuses to associate with others and avoids finding common ground.

In aligned with previous study investigated by Neshkovska (2020) aimed to investigate the impoliteness strategies employed by politicians of Macedonia

during electoral debate. This study found that Macedonia's candidates did all the impoliteness strategies during the final presidential debate. The politicians used vocatives to mock the other.

Moreover, Siburian (2019) explored on the Impoliteness Strategies in Governor Election Debate 2017. The study aimed to characterize and explain impoliteness methods and their underlying motivations. The results of this study were three out of five impoliteness strategies found in both debates, namely bald on record impoliteness, positive impoliteness and negative impoliteness. The main reason to use the impoliteness strategies was to show power. Moreover, it is also revealed that both two different types of impoliteness strategies and two different realizations were used at the same moment.

On the same political discourse, Akporokah (2023) This research examined the impoliteness strategies used by Nigeria's president-elect on campaign speech. This research found that the president of Nigeria employed Bald-on record impoliteness strategy, Positive impoliteness strategy and Negative impoliteness strategy in his speech. Negative impoliteness tactic was used as a campaign strategy because it was notably used to attack the faces of his opponents in opposition parties while he recounted his political accomplishments while serving as governor of Lagos State.

Another study conducted by Putri, et al (2021) focused on the reasons for using impoliteness that occurs in the dialogue on the Indonesia Lawyers Club talk show. The results of this study indicate the discovery of 4 impoliteness strategies and 3 reasons for using impoliteness. The 4 strategies are bald on record, positive

impoliteness, negative impoliteness, and mock politeness. The reasons for using impoliteness in the Indonesia Lawyers Club talk show include the feeling that their opinion is the most correct and wanting to embarrass the speech partner and the speaker's personal interests.

Furthermore, Sukmawati, et al (2022) The purpose of this study is to determine how people employ impolite communication tactics, as well as to identify the impoliteness strategies used in the Vice-Presidential debate between Mike Pence and Sen. This study found four out of five impolite strategies were used, with negative impoliteness as the most commonly used strategy. The other four strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm and mock politeness. Meanwhile, withholding politeness was never used in the debate.

Similarly, Adai & Mahdi (2022) aimed to identify the strategies used by politicians to gain authority and power using Max Weber's theory, as well as the persuasive appeals they use to influence public opinion. It will also explore the various types of authority (traditional, rational-legal, and charismatic). The findings highlight the complexities and subtleties inherent in political communication. Politicians use both polite and disrespectful ways to assert their authority or dispute the authority of others.

Meanwhile, a study examined by Panggabean (2023) aimed to find the function of impoliteness strategies used by Donald Trump and Hillary Clinton during the third U.S Presidential debate in 2016. The study found the use of

positive impoliteness as a defensive communicative strategy and negative impoliteness as an attacking communicative strategy.

In contrary, Izzah (2022) studied on the online communication about political discourse. This study aimed to investigate the impoliteness strategies done by Donald Trump on his twitter account. The most common impoliteness strategy used by Joe Biden was inappropriate identity markers (23.59%), followed by threaten/frighten (21.13%) and condescend, scorn, and ridicule (20.59%). These strategies were employed to attack and discredit Trump's political opponents as well as to attract prospective voters.

Another study by Hassan (2023) aimed to investigate the types of impoliteness strategies used by Putin during his speech at the annexation ceremony. This study revealed Putin primarily employed the negative impoliteness tactic, directly criticizing the West and its policies. Furthermore, he believed his authority was superior to Kyiv and the West, so he attacked, belittled, criticized, and accused them. In multiple texts, he used the phrase "bald on record" in a direct, succinct, and clear tone when speaking with Ukraine's President and his elites. The other two tactics, positive and fake impoliteness, were rarely used.

C. Conceptual Framework

Maxim violation refers to the situation when individuals do not follow the rules of cooperative principles when communicating with each other. It involves

several kinds of communication, such as daily conversation, discourse, political communication, and many more.

Maxim violation in political communication focuses on how a political figure use the maxim violation to convey his intended meaning during the politic interview with the media.

Understanding maxim violation in political communication is crucial. This will help people understand political communication and give students a thorough understanding of pragmatics, particularly maxim violation.

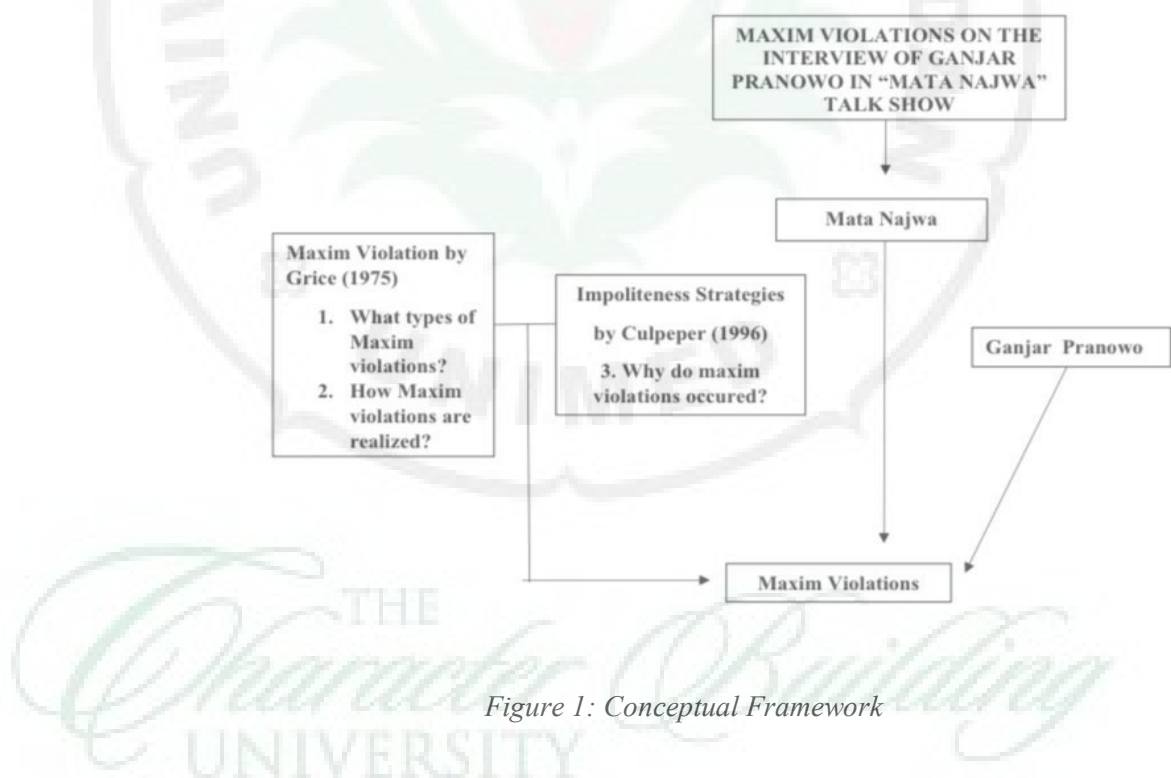


Figure 1: Conceptual Framework