CHAPTER II

LITERATURE REVIEW

Grice's theory of Cooperative Principle is the main theory the writer used to analyze her data in this study which focuses on the flouting of Cooperative Principle that causes humor. There are also some other theories and related studies to support this study. This chapter contains the review and it is important to serve the basic thinking in writing and analyzing this study.

A. Grice's theory of Cooperative Principle

In conversation, it happens a lot that the receiver can not receive the exact or the whole meaning of what the sender is saying and if it truly happens, it can be said the conversation fails to run smoothly. The ideas of ideal conversation are the exchanging information process which can run well and the co-operative effort by both participants of the conversation occurs. The sender is hoped to proceed a conversation according to a set of guidelines known and applied by all human beings and the receiver, on the other hand, is hoped to cooperate in deriving the sender's messages from the words uttered.

In order to regulate an ideal conversation, Grice (45) proposed the Cooperative Principle in which he stated, "Make your conversational contribution

such required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. "

The following example illustrates how the receiver gives disconnected contribution to the sender's question :

A   : Do you mind opening those doors?

B   : I'm holding a basket full of oranges.

Response given above to A's request is disconnected contribution since it does not give appropriate direct response, but B's response suggests that he can not open the doors since he is holding a heavy basket. Though the reply does not contain a literal answer to A's request, the speakers of a language recognize it as a perfect utterance to respond a request.

Conveying information in this way is termed as conversational implicative and it means that a speaker of a language is able to draw inferences about what is meant but not actually said. Deriving from Grice's statement above, the sender is hoped to obey some codes of conversation in achieving an ideal conversation. The Grice's theory of Cooperative Principle is elaborated into four principal maxims and called Conversational Maxims. Those Conversational Maxims are :

1. Maxim of Quantity (be brief)

    - make your contribution as informative as it is required

    - do not make your contribution more informative than what is required

2. Maxim of Quality (be true)

    - do not say what you believe to be false

- do not say that for which you lack adequate evidence

3. Maxim of Relation (be relevant)

4. Maxim of Manner (be perspicuous)

   - avoid obscurity of expression and ambiguity

   - be brief and orderly

<div align="right">(Grice 45)</div>

Combining those maxims above as a cooperative effort by both of the sender and receiver with general knowledge of the world, the receiver can recognize from the literal and pragmatic meaning and identify what the sender's intention. The example below can illustrate what this paragraph is meant:

A   : I am out of petrol.

B   : There is a garage round the corner.

<div align="right">(Brown and Yule 32)</div>

The example above shows that A's not only stating his condition, but also a request for help. On the other hand, B's utterance requires A to understand general knowledge such as: the garage sells petrol, it is still open, and is located not far away. So it can be said, big amount of related issues have to be taken into consideration when intended meaning analysis runs further than sentence's literal meaning (Brown and Yule 33).

B. Flouting the Cooperative Principle

A participant in a talk exchange may deliberately fail to fulfill a maxim by flouting the Cooperative Principle. It means that the flouting done by the participant is on purpose and the other participant, the receiver, must recognize that the violation is purposeful. In simpler words, there is an addition to the literal meaning of the utterance. If the sender does not intend the violation to be recognized as such or if the receiver does not notice that it is deliberate, then communication will descend into lying, irrelevant, ambiguous, or not brief. So, the flouting process has to work in both directions, the sender and the receiver directions, and the last item to be added in achieving an ideal conversation is the receiver has to have the same background knowledge with the sender.

Grice (49) defined flouting as, "A condition when someone may blatantly fail to fulfill a maxim, on the assumption that the speaker is able to fulfill the maxim and to do so without violating another maxim."

The flouting of each maxim of conversation, was explained by Cook (32) as follows:

1. Maxim of Quantity

    - Creating prolixity, by giving too much information.

    - Creating terseness, by giving too brief information.

2. Maxim of Quality

    - Implying an irony or sarcasm, by giving false or less evident information.

3. Maxim of Relation

- Desiring to change the topic, by giving irrelevant information.

4. Maxim of Manner

- Creating humor, by deliberately tolerating the rival meaning or in order to establish solidarity between speakers.

- Excluding an overhear from private conversation, by misleading information.

The examples of flouting of each maxim below, except for Manner Maxim, was provided by Cook (33):

Quantity Maxim

Girl : Do you know that restaurant is the biggest in our town?

Boy : Hmmh, the building stands in area of $960m^2$, it has three levels in which every serves different theme of food, the waiters about 150 persons, and serves us almost 250 menus. How about that?

Girl : Ohh. (The fact is the first utterance only a filler to fill a gap in the beginning of conversation).

Quality Maxim

Host : How about the meal? Do you like it?

Guest : This meal is delicious. (The fact is the guest finds the food disgusting and he can not admit it in order to avoid hurting the host's feeling)

Relation Maxim

Husband : Is there money left, honey?

Wife : Am I pretty in this clothes, darling? (The fact is the money is too well-spent).

Manner Maxim

Child : Bye, mum. I have a match with my friends on square.

Mother : Oh really? How about the maths exam you said you gonna have tomorrow?

When the flouting of Conversational Maxims is not recognized, a misunderstanding may result. But besides that, the flouting can produce humor. Deliberate flouting is uncommon and only occurs in such special cases as humor, irony sarcasm, and hyperbole, for example:

A : I can jump higher than the Empire State building.

B : Can you?

C : Yes, because buildings can't jump at all. (Children's joke).

(Cook 32)

Cook also recognized this phenomenon and suggested that there might be a relation between humor, irony and those above with the maxim violation (Cook 32) or in simpler words the flouting is truly meant to arouse humor and make the audience laugh.

The flouting (of Conversational Maxims) intended to produce humor also depends on the text, the situation or context of the communication, and the shared-background knowledge between the participants of conversation.

C. Humor

Humor is something or anything as a stimulus and an entertainment that can make people laugh. But for the humor experts, defining humor is not as easy as previous sentence illustrates. As Jaya Suprana (96) has mentioned, defining humor is a quite hard thing to do since the object of humor is not real but the result is. The humor observers cannot find the perfect words to answer 'what humor is?'. There is annual conference discussing humor, *Humor World Congress*", and its special program is finding the right definition, at least closest, of humor. The program always faces a failure in satisfying it.

Humor existence to relieve human's tension by laughing that can not be argued more. Its presence becomes one of human's needs in facing and gaining a higher quality of life.

According to Apte (14), humor is any stimulant, verbal or not verbal, which is potential to provoke smile and laughter, as the most obvious indication to signal the presence of humor. One of the non – verbal stimulants is humor discourse, including comic book as the source of the data of this study. Another suggestion is mentioned by Blaise Pascal (qtd.in Suprana 95) that humor is something that creates unmatch condition between what is expected to happen and what is seen or heard.

The closest satisfying definition of humor is served by Arthur Koestler (qtd. in Suprana 96) who says that humor is, "The only form of communication in which a stimulus in a high level complexity produces a stereotyped, predictable response on the physiological reflex level."

Suprana (96) suggested that, this definition is interesting since the use of the words 'only' and 'high level of complexity' suggests that Koestler admits the unique and the complexity of humor. Avoiding using the words 'funny' and 'laughter', Koestler uses 'response' that is free value and this becomes another special point that makes Koestler's definition the most satisfying definition.

Other theory of humor is also provided by Christopher P. Wilson (10) in which suggests that humor contains two distinct meaning united into one complex idea and they can be either inconsistent or unsuitable parts of circumstances. Sigmund Freud in Wilson (17) states that there are two features that make humor funny and they are: (1) it deviates from normal thought or representation, and (2) it expresses its meaning economically.

The result of humor can be different from person to person. When humor can stimulate laughter to X, it does not necessarily happen the same way to Y. the reactions towards humor can be non-verbal as groans and laughter, or verbal as responding in sentence from like, "That's disgusting" or most commonly-both. The absence of such reactions indicates a failure in making humor. The humor is considered unfunny, inept, embarrassing, out of place, or too subtle.

D. Comic

Comic is not a luxurious thing to peoples' life since it is familiar and usually so identical with people's childhood. Every generation has its own idol, a super hero, a sophisticated girl, or even a criminal, and it is truly admitted that comic is one part

of people's entertainment. Comic specialist tend to believe that comic is one of the final creations of human being in serving the desire to illustrate their experiences into pictures. According to F. Laccasin (qtd. in Bonnef 4) comic is a truly original conveying medium since it fuses pictures and texts. There are two forms of comic: comic strip and comic book, and both are different in packaging but the same in structure.

Comic strip is usually found in daily newspapers and it is built from serial pictures in panels telling a story with one or more characters. The story of comic strip usually changes everyday following the latest issues or continues from day to day until it is finished. The other form is comic book. It is an extension of comic strips into a book (Crystal 423). Most books contain a single story that is built from serial pictures in panels telling a complete story. The pictures illustrate a set of characters carrying direct conversations and actions. The words uttered in a comic book are placed in balloons over a speaker's head to indicate the person speaking and usually there are few sentences used to bridge a gap in a story.

Types of story served by both of comic strip and book are varied. They are adventure, humor, animal, biography, detective, history, romance, satire, science-fiction, and teenage. Some types, such as adventure and humor, are sold better. Those many types of story represent the goal (intended) to please different groups of age and interest.

Both forms of comic are also used to teach as well as to entertain, such as when it is used to help explain complicated subject or educate in forming good habits.

The comic specialists see that telling a story through comic medium will probably continue to be a popular means of entertainment and education.

Tintin comic book

Tintin comic book was created by Remi Georges, a Belgian, in 1929. The name Remi Georges was later abbreviated into Herge following French pronunciation. This interesting comic book serves us stories about a journalist life which is full of adventures and it also consoles us with its silly, funny, and attractive stories.

Many themes involving treasure hunts, political intrigues, ancient tribes, Egypt, technologies and innovations, antiques, wars and even crime, become the stories of *Tintin* as a journalist and a truly adventurer. *Tintin* comic books have many background of places that spread all over the world such as: Middle East, High Land Tibet, Russia or even Indonesia.

The characters in *Tintin* comic books are also varied just as the same as the themes. The first is *Tintin* himself, a journalist, who always succeeds in overcoming his problems. The second is *Snowy*, a white dog, a loyal companion of *Tintin*. This character is special because although it is only a dog, Herge created it with a sense of humor. This brave dog likes to grumble about (almost) everything what *Tintin* is doing and it makes the character more important. The third character is *Captain Haddock*, an emotional captain but often placed to be the leading character. *Thomson* and *Thompson* are the next characters. They are identical twins and also careless detectives. Their fact of being twins is also often repeated to arouse humorous effect.

The last three important characters are *Cuthbert Calculus*, a genius deaf professor; *Bianca Castafiore*, a singer; and *Jolyon Wagg*, an insurance employee. All of them build the amazing story together, but unfortunately the editions had to stop in 1983 when Herge died and left us with unfinished *Tintin* comic book entitled *Tintin and Alp-Art*. The list below mentions all of the editions of *Tintin* comic books :

1. *Tintin in the Land of the Soviets (1929)*

2. *The Blue Lotus (1934)*

3. *The Black Island (1938)*

4. *King Ottokar's Sceptre (1939)*

5. *The Crab with the Golden Claws (1941)*

6. *The Shooting Star (1942)*

7. *The Secret of the Unicorn (1943)*

8. *Red Rackham's Treasure (1944)*

9. *The Seven Crystal Balls (1948)*

10. *Prisoners of the Sun (1949)*

11. *Land of Black Gold (1950)*

12. *Destination Moon (1953)*

13. *Explorers on the Moon (1954)*

14. *The Calculus Affair (1956)*

15. *The Red Sea Sharks (1958)*

16. *Tintin in Tibet (1960)*

17. *The Castafiore Emerald (1963)*

18. *Flight 714 (1968)*

19. *Tintin and the Picaros (1976)*

20. *The Cigars of the Pharaoh*

21. *Tintin in America*

22. *Tintin and Broken Ear*

23. *Tintin and Alp. Art (1986)*

E. Related study

     A Study of Implicature in Jokes in the Serial Comedy Film "Hope and Gloria" is a title of the related study of this thesis. Ilham Surya Mustofa, the writer of the study and also an UNAIR student, focused on the implicature that can be used to analyze jokes. The implicature itself emerges from the violation of Conversational Maxims.

     The theory used is implicature by Grice that a speaker can imply, suggest or mean, as distinct from what the speaker literally says. The data of study consisted in serial comedy film "Hope and Gloria" shown by Indosiar where he applied the implicature elements to analyze the jokes in it. The data were analyzed according to each maxim, namely quantity, quality, relation, and manner maxim. Most of the data he analyzed contain a combination of some maxims and can produce jokes.

CHAPTER III

DATA PRESENTATION AND ANALYSIS