CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is social interaction through messages, and one major activity that people recognize but only a few can define as satisfactory (Fiske, 1990:1). Communication is also a significant part of our active life and is considered a social activity. Therefore, communication plays an important role in human life. Communications involve assumption, thus the speaker's meaning is grounded in reasons (Grice, 1975:44). Communication among people is possible because to achieve our goals, we need to be able to express our wants and needs through interactions. Another expert stated that communication involves not only word recognition but also the meaning of recognition (Yule, 2006:57). It means communication relies not only on recognizing the word meaning in utterances but also on recognizing what the utterance means when spoken by the speaker. Some of the speaker utterances might contain hidden attention which will lead to misunderstandings and even a dispute if these intentions are not recognized. Thus, to avoid miscommunication, enhance the people skill of using language socially, and also being able to adapt it to different situations, studying pragmatics is essential.

Pragmatics is known as a study about the use of language when communicating with others, in particular, how we associate it with the contexts of situations (Richards, 1985:225). In other words, pragmatics is how language is

properly used in communication. The better we are in delivering the information, the more probably others would understand what we want to say. Understanding pragmatics will help the speaker to avoid misinterpretation that will cause misunderstanding in communication. However, considering the significance and the frequency of communication, we often convey the wrong information in a conversation. Thus, to achieve effective communications, people are expected to be cooperative.

To be cooperative in communicating with others, people need to follow a principle as a role in communications called Cooperative Principle. This principle not only deals with language but is also said to involve communication that is used to communicate effectively (Grice, 1975:45). The cooperative principle which was first put forward by linguist Paul Grice is a group of maxims used at describing principles that people begin to obey in guiding their conversations to achieve effective communication. Grice divides conversational maxims into four categories, and those maxim are used in communications because there are some cases where people tend to be uncooperative in their conversations which usually causes misinformation.

According to Cutting (2002:37), flouting occurs when people decide not to observe the conversational maxim while expecting the hearer to understand the implied meaning. Cutting determines the type of flouting maxim into four, which are flouting the maxim of quantity, quality, relevance, and manner. Speakers flouted the maxim when they purposely violate a maxim to initiate an implicature (Grundy, 2002:98). Here, the speaker's reason for not observing the conversational maxim

when they uttered something might be related to some motive. Thus (Leech, 1983:104) describes four types of illocutionary function of politeness in accordance with how they connected to the social goal of creating and maintaining comity. The four types are Competitive, Convivial, Collaborative, and Conflictive, which are used to analyze the motivation of flouting the maxim.

Flouting maxim are not only found in real-life conversation, but also in movies. The characters speak some utterances through the movie dialogs and those represent the condition as a daily conversation where they can possibly flout the maxims. Therefore, it is important for people to understand about flouting maxim in order to avoid miscommunication when speaking to others. *Harry Potter and the Order of the Phoenix* movie was used to analyze the flouting maxim through the character's utterances in the movie and also the motivation they flouted the maxim. *Harry Potter* is a really popular fantasy novel with the author J. K. Rowling as the writer, which was then published in 1997 and later adapted into a movie in 2001. The main story of *Harry Potter* is about the struggle of the main character "Harry Potter" as a young wizard against the villain of the story, a dark wizard "lord Voldemort" that has an intention to become immortal. One example of the flouting maxim found in this movie is presented below:

Harry   : Dumbledore asked you? Do you know Dumbledore?
Mrs. Figg: After you-know-who killed that poor Diggory boy last year, did you expect him to let you go wandering on your own?

The above conversation takes place after Harry defeats the dementors who almost killed him. Mrs. Figg who saw the incident advised Harry to return home

immediately. Halfway through, Mrs. Figg asked Harry a few things that made him wonder how Mrs. Figg found out. That is because, normal humans shouldn't know anything about magic, while Mrs. Figg stays calm as if she knows what's going on.

Here, Mrs. Figg flouted the maxim of relevance because the answer given by her is not in relation to what is being asked by Harry. Here, she wants to show that what Harry asked sounds ridiculous because there is no way that after what happened, they will leave Harry alone without protection. However, Mrs. Figg did not want to answer directly and thus she says something else to indicate that she knows Dumbledore by saying "did you expect him to let you go wandering on your own? If Harry observed the conversational maxim, he should be able to understand the underlined meaning that was uttered by Mrs. Figg to avoid misinterpretation. The motive in this conversation is categorized as collaborative. It is considered collaborative since Mrs. Figg's social goal is to answer Harry's question by informing him. However, her illocutionary goal is telling Harry without thinking whether he understood what she meant in her utterances.

The example above showed that the flouting maxim occurs in our daily life since the conversation between characters in the Harry Potter and the order of the phoenix movie reflects how people in real-life tend to flout the maxim unknowingly. Therefore, using the fifth series of Harry Potter as the data source was beneficial for the reader to understand that it is very important for us to be able to recognize the intended meaning, especially during communication. Moreover, the movie is popular and watched by many people, and misinterpretation may occur if the audience fails to understand the meaning of the character utterances. Also,

differences of opinion with other viewers may lead to many assumptions, hence conducting flouting maxim research with this data source could give an example of how to understand flouting maxim that might appear in our daily life.

1.2 Problems of the Study

Based on the background of the study, the problems of this study can be formulated as follows:

1. What type of flouting maxim is found in the utterances among the characters in the *Harry Potter and the Order of the Phoenix* movie?

2. What is the character's motivation for flouting the maxim in the *Harry Potter and the Order of the Phoenix* movie?

1.3 Objectives of the Study

1. To identify the type of flouting maxim conveyed by the characters in the *Harry Potter and the Order of the Phoenix* movie.

2. To analyze the character's motivation for flouting the maxim in *Harry Potter and the Order of the Phoenix* movie.

1.4 Limitation of the Study

The focus of this study is to identify the type of flouting maxim used by the character in the *Harry Potter* movie and also the character's motivation flouting the

maxim. This research used the theory from H.P Grice (1975) in analyzing the first research question and also the theory from Leech (1983) to support in finding the character's motivation for flouting the maxim in this movie.

1.5 Significant of the Study

The researcher expected this study to be useful and able to offer some information to the reader or other researchers especially research about the type of flouting maxim and the motivation maxim is flouted to give some theoretical and practical advantages.

1.5.1 Theoretical Significance

Theoretically, this research is expected to give some advantages regarding the development of pragmatic theory, especially theory that was related to flouting maxim. Therefore, this research could be able to improve reader or researcher knowledge about flouting maxim by understanding the theory provided in this research.

1.5.2 Practical Significance

Practically, the result of the research is expected to contribute to education, which can also be used as a reference and can be guidance for the next researcher who is interested in analyzing about flouting maxim. The researcher also hopes to

give the readers more knowledge about the flouting maxim especially for those who

usually uttered it through their conversation in real life.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT, AND THEORIES

Generally, this chapter is divided into three subchapters, which are a review of related literature, concept, and theories. The first part is reviewed from three previous studies that conducted the same topic with this study. The second part is the concept which contains the explanation of key terms that are relevant to be used in this study. The last part is theories that are used to answer the problem of this study. In this chapter, some previous researches are described dealing with flouting maxim topic. There are two theses and one article used in this research which has a topic related to the current study conducted by the researcher.

2.1 Review of Related Literature

The first related research is a thesis entitled *"Flouting Maxim Analysis on Dialogue of Characters in Pitch Perfect Movie"* which is written by Nuringtyas in 2018. The objective of this previous study is to describe what type of flouting maxim uttered by the character in *Pitch Perfect* movie and also to uncover the reason why a character in *Pitch Perfect* movie flouted the maxim. The previous researcher used documentation and observation techniques in collecting the data. To determine the type of flouting maxim, the previous research used Grice's (1975) theory, meanwhile to classify the reason, the previous researcher used theory from Christoffersen in Tupan & Natalia Classification (2008). The result of the research shows that the flouting maxim which is mostly uttered by the character is quantity

type of maxim 39, 2%, relation type of maxim 34, 8%, quality type of maxim 21,7%, and last manner type of maxim 4, 3%. In the second problem of the study, the reason for the maxim to be flouted is categorized into eight. There are hiding the truth, saving face, feeling jealous, satisfying the hearer, cheering the hearer, avoiding hurting the hearer, building one's believe, convincing the hearer. The result shows that the dominant reason for flouting maxim of quantity is building one's believe (5 times), maxim of relation is cheering the hearer (4 times), maxim of quality is hiding the truth (2 times) and maxim of manner is hiding the truth (1 time).

The similarities between the previous and current research are both researchers used Grice's (1975) theory in analyzing the type of floating maxim. Both researchers also used the same data source which is a movie. Meanwhile, the differences are, the previous researcher did not have the same second objective of the study as the current researcher. The previous researcher analyzed the reason for flouting the maxim, while the current researcher analyzed motivation for flouting the maxim. Both researchers also used different types of collecting data.

The second related research is a thesis entitled "A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup in 12 Years a Slave Movie" written by Siti Nur Khasanah Fatmawati in 2015. The previous thesis objective used the theory from Grice (1975) to analyze what maxims are flouted by Solomon Northup and used theory from Grundy (2006: 76) to discover the character's strategy and reason for flouting the maxims. The previous researcher used the theory from Wahyuni (2012) which is qualitative-quantitative research in analyzing

the data. The result shows that the most frequent maxim flouted is quantity type of maxim 48.65%, quality type of maxim 22.97%, manner type of maxim 16.22%, and the last is relevance type of maxim 12.16%. For the second problem, the strategy mostly used is overstatement 47.30%, understatement 27.03%, tautology and irony 9.46%, metaphor 6.76%, and rhetorical question 0.00%. The last one which is the reason for flouting the maxim dominated by conflictive 39.19%, competitive 27.03%, while convivial and collaborative reasons are 17.57%. The conclusion of this research showed that the character in this movie flouts all conversational maxims while using different strategies and reasons.

The similarities between this thesis and the current research are, both used the same theory from Grice (1975) for the first objective which is analyzing the type of flouting maxim. Then, used the theory from Leech (1983) for the third objective of the study about reason or motivation flouting the maxim. The previous researcher also used the same data collection as the current one which is a descriptive qualitative method. Meanwhile, the differences are, the previous researcher has three problems of the study which are analyzing type, strategy, and reason for flouting the maxim. On the other hand, the current one only has two problems of the study which were analyzing type and character's motivation flouting the maxim.

The third related research that conducted the same topic with this study was an article in a journal written by Norin Aisya and Fitrawati (2019) entitled "An Analysis of Flouting Maxim Performed by Politician Guest in *Mata Najwa* Talk Show in The Episode of *Adu Lantang Jelang Penentuan and Babak Akhir Pilpres*".

The previous research objective is finding out the types of flouting maxim uttered by the politician guest and also indirectness reason in flouting the maxim. The previous researcher used the theory from Grice (1975) in analyzing the type of flouting maxim. While, for the second problem, theory from Thomas (1995: 142) is used in analyzing the reason of indirectness in flouting the maxim. The method used by the previous researcher was the descriptive method. Utterances of the guest are used as the data for this research. The result shows that 55 utterances are considered as flouting maxim. The politician guests mostly flouted the maxim of manner and quantity with the percentage of 36.50% and 53.96%. While flouting the maxim of relation and quality infrequently appeared with the percentage of 4.76%. There are also many reasons for indirectness when the guest flouted the maxim such as interestingness, increasing the force of messages, competing goals, and politeness. However, two dominant reasons are increasing the force of the messages which are 60.71%, and politeness 25% that occurred more frequently in comparison to interestingness 5.37%, and competing goals 8.92%. This previous research implies that politician guests deliver their messages by flouting maxim with the reasons to obtain more support from the public.

The similarities between the previous research and the current research are the first objective of the study and also the theory used, which was the theory of Grice (1975) in analyzing the type of flouting maxim. While the difference is in the second objective of the study. The previous researcher is analyzing the indirectness reasons why politician guests flouted the maxim by using theory from Thomas (1995: 142). While, the current research analyzed the character motivation flouting

the maxim using theory from (Leech, 1983). The second difference is the data source of the research, the previous research used a Talk Show while the current research used a Movie.

2.2 Concepts

To support this research, there were several concepts used to help the writer and also the readers to understand the subject thoroughly. Some concepts were presented to give explanations about the meaning of a related key term to avoid misunderstanding about this study. Thus, it is a crucial part in understanding the basic concept of those terms which were used several times in this research. Below were the concepts that used to support the overall topic of flouting maxim.

2.2.1 Pragmatics

Pragmatics study is about how people used language when communicating (Leech, 1983: 1). The study of Pragmatic is necessary to ensure that communication inaccuracies and misunderstandings are avoided. Some of these conversational mistakes are relatively small and only slightly less effective, while the other mistake is relatively major and might lead to severe misunderstandings. Pragmatics copes with utterances in conversation and also the deliberate actions of speakers at times and places that usually involve language. That is means, studying pragmatics is about how the same word that was uttered by the speaker might have another meaning in different settings. As a branch of linguistic, pragmatics is sometimes

regarded as a branch of semantics, which is the study of meanings (Matthews, 1997: 290). However, different from semantic which understanding more about meaning in general, pragmatics is more concerned with the meaning of an expression concerning their context. Thus, it is important to study pragmatics because it is the key to taking part in conversations and interactions in socially acceptable ways.

2.2.2 Flouting Maxims

Flouting maxim is a theory that was proposed by Grice (1975: 49) describing how implicature is created by manipulating the conversational maxims. According to Cutting (2002: 37), flouting occurs when the speaker disobeys the conversational maxim but expects the listener in their conversation to realize the hidden meaning that might lead to misunderstanding. That is means, flouting maxim happens when the speaker decides not to observe conversation maxims with the intention of creating an additional intended meaning or an implicature. Flouting maxim can also be done by a cooperative speaker. They are able to flout a maxim as long as it contributes enough information for the listener to realize it. Speakers who intentionally disobey the maxims usually expect the hearer to understand the underlying implicature. In flouting, speakers do not provide the correct information as required by maxims, the implicature however allows the listener to reach the meaning.

2.2.3 Movie

A movie is defined by Hornby (2006: 950) as moving images, captured with audio that tells a story and is displayed in a cinema. The movie is made by capturing world images with cameras, or by creating images using animation or even special effects. A movie can be based on a true story since it represents real-life events. A movie is also one of the most popular forms of entertainment that allows people to enter an imaginary world without actually experiencing it. In addition, Lorimer (1995:506) claimed that movies are not only able to record culture but also deal with other social aspects such as communication issues in society. Thus, it can also take people's imagination to a distant world, full of fantastic characters and scenarios. Since movie reflects people's real life, it is often used in analyzing research. A movie is a good object for analyzing since a movie depicts the gesture, intonations, and expression of the characters better than a novel. Researchers can analyze the conversations that occur between characters and use them as a data source. Here, *Harry Potter and the Order of the Phoenix movie* will be used in analyzing the type of flouting maxim and also the motivation of the character flout the maxim in their conversation.

2.3 Theories

In analyzing the data, there are two main theories used for this research. The first theory proposed by Grice (1975) about the cooperative principle is used in identifying the type of flouting maxim in *Harry Potter and the Order of the Phoenix*

movie. The second theory is proposed by Leech (1983) used in identifying the character's motivation for flouting the maxim.

2.3.1 Cooperative Principle

Grice (1975: 45) proposed a conversational principle which is a cooperative principle, stating that a conversational contribution should be made by participants such as is required directly in which it happens whether for the goal or direction of the conversation. It refers to how people are able to communicate effectively in common social situations. Meanwhile, speakers and listeners need to act not only cooperatively but also to accept each other to be understood in a particular way. Thus, Grice (1975: 45) divided the cooperative principle into four conversation maxim which is known as the Gricean maxim. The four basic maxims of conversation namely: Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner. Those four maxims are the principles that people unintentionally pursue in order to communicate effectively.

2.3.1.1 Maxim of Quantity

Maxim of Quantity happens when people attempt to be as informative as they possibly can and only give the necessary information. In other words, do not provide more information than is necessary. As a speaker, make your contribution as informative as is required by the listener and only for the accepted purpose or direction of the talk exchange (Grice, 1975: 45).

Example:

> **A: Where have you been?**
> **B: I have been to Megan's house.**

<div align="right">(Grice, 1975: 37)</div>

From the example above, speaker B gave information that was in accordance with what was expected by speaker A. Speaker B also gave enough contribution about what was being asked which is where have he or she been before returning home. This means that speaker B knows how to be cooperative in a conversation.

2.3.1.2 Maxim of Quality

According to Grundy (2000: 96), maxim of quality can be defined as truthful as required. In other words, the speakers only need to deliver the right information and do not say something in which you have no evidence.

Example:

> **Lyla   : Do your farm contain 400 acres?**
> **Addie : I do not know that it does and I want to know if it does.**

<div align="right">(Levinson, 1983: 105)</div>

The example above shows that Addie is telling the truth and does not add or lessen the information given to Lyla. When Lyla asked about the farm owned by Addie, he answered the question given to him by not denying that the farm belong to him. However, the problem is that Addie does not know the exact measurement, and thus he only said what he know to Lyla.

2.3.1.3 Maxim of Relevance

To obey this type of maxim, the key is that speakers should only speak relevantly in uttering something, especially in a conversation. Grice states in his theory "be relevant", which means the speaker needs to say something that is related to the topic being discussed and should be truthful with the fact.
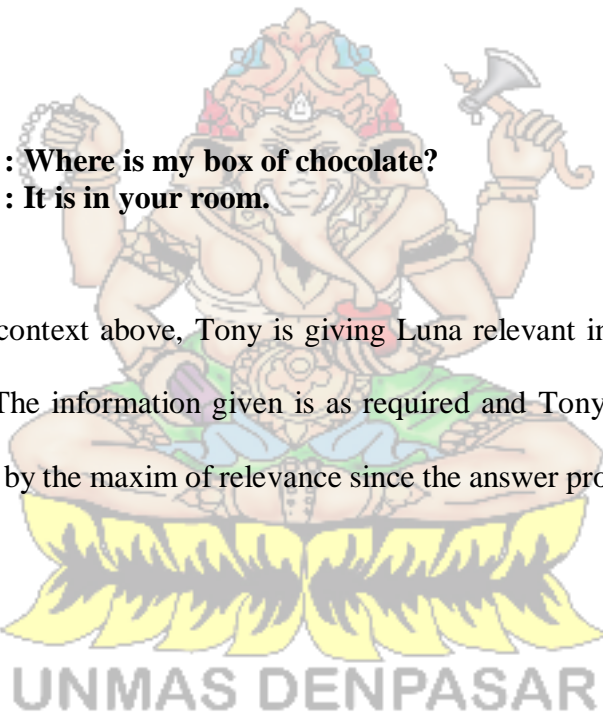
Example:

Luna : Where is my box of chocolate?
Tony : It is in your room.

(Leech, 1983: 94)

In the context above, Tony is giving Luna relevant information regarding her question. The information given is as required and Tony contributions in the example abide by the maxim of relevance since the answer provided was direct and appropriate.

2.3.1.4 Maxim of Manner

Understanding the maxim of manner means that the speaker should not use words that the listener would not understand or say something that could be misunderstood. Thus, to obey this type of maxim, the speaker needs to be brief, orderly, clear, and also avoid ambiguity through the conversation (Grice, 1975: 47).

Example:

A: Where was Alfred Yesterday?
B: Alfred went to the store and brought some whiskey.

(Levinson, 1983: 108)

The example above obeyed the Maxim of manner considering speaker B is able to give the explanation orderly since he/she explained what was being asked correctly. If the conversation was done smoothly and obeyed the maxim of manner without answering with ambiguity, there will be no misunderstanding between them.

2.3.2 Flouting of Conversational Maxim

The Gricean maxim and also the cooperative principle are not particularly only about understanding the conversation but also connected the relation between speaker and hearer. However, a conversational maxim can be deliberately flouted and thus convey different implicature to what the speaker has spoken. According to Grice (1975: 49), flouting maxim happens whenever the speaker is not able to distinguish the maxim whether deliberately or accidentally and categorized the flouting maxim into four types as follows:

2.3.2.1 Flouting the Maxim of Quantity

The flouting maxim of quantity happens when a speaker gives too little or much information (Grice, 1975: 49). That is means that the speaker deliberately gives more or less information than needed by the hearer in a conversation.

Example:

A: How do I Look?
B: Your shoes look nice

(Cutting, 2002: 37)

The example above is categorized as the floating maxim of quantity. The reason is that speaker B did not answer what was asked by speaker A. Instead, Speaker B only answered that A's shoes looked nice, even though the speaker asked about the overall appearance. Not only that, speaker B deliberately answered differently than what was expected by speaker A because he did not want to say that except her shoes, the girl does not look nice, thus speaker B said it indirectly by flouting the maxim of quantity.

2.3.2.2 Flouting the Maxim of Quality

Flouting the maxim of quality happens when the speaker's utterance cannot be interpreted literally or the speaker simply said something different from what she or he thinks (Cutting, 2002:37). It is considered disobeying this type of maxim, when the speaker uttered something that does not have sufficient evidence, and it makes their contribution inaccurate through the conversation. Flouting this type of maxim is usually done when the speaker does not give the correct information to the listener, but it is not necessarily wrong. Thus it is unlikely to deceive the listener.

Example:

John   : Teheran's in Turkey isn't it, teacher?
Theo   : And London's in Armenia I suppose.

(Levinson, 1983: 110)

In this example, Theo answered John's question with a sentence that does not really answer John's question. Theo shows that what John said is wrong but without saying "no". Thus, Theo uttered an implicature or additional intended meaning to give an indication to John by saying that London is located in Armenia. With that implicature, John should have realized the meaning behind the word uttered by Theo which obviously making fun of him. Indirectly Theo state that what John said was wrong, which is why Theo flouted the maxim of quality in order to see if John realize the underlined meaning.

2.3.2.3 Flouting the Maxim of Relevance

Flouting the maxim of relevance happens when the speaker gives irrelevant information to the listener and he or she might be failed to observe the topic at hand when trying to convey something (Cutting, 2002: 37). Therefore, the speakers unconsciously provide irrelevant information.

Example:

Bert   : Do vegetarians eat hamburgers?
Ernie : Do chickens have lips?

(Yule, 1996: 44)

In the conversation above, Ernie unintentionally being irrelevant to Bert but she did not realize that. When Ernie answered Bart's question, she does not expect him to get an answer since she just answered it casually. She uttered those answers as a statement unconsciously when Bert was hoping that she would at least say a "yes "or "no "answer. However, instead of saying "No", she said something else.

Therefore, she is considered irrelevant although at the end she tells him indirectly. With that kind of an answer, Ernie is considered as flouting the maxim of relevance.

2.3.2.4 Flouting the Maxim of Manner

The Flouting Maxim of Manner occurs when the speaker used ambiguity in his or her conversation (Cutting, 2002: 37). Thus, what the speaker said may utter something that is not brief or orderly and make the hearer sometimes misunderstand what the speaker tries to convey. However, on some occasions, the speaker deliberately floated the maxim of manner because he or she wanted to avoid the ongoing topic of conversation.

Example:

> **Interviewer** : **Did the United States Government play any part in Duvalier's departure? Did they, for example, actively encourage him to leave?**
> **Official** : **I would not try to steer you away from that conclusion.**
> (Thomas, 1995: 75)

In the interview above, it can be seen that the official answer to what was asked by the interviewer is very ambiguous and it can make the interviewer who heard it misunderstand. The reason was not very clear whether the official agreed with what the interviewer said, or the official just did not want to lead the conversation into an argument later, so he decided to say that he would not steer away from the interviewer's conclusion about what happened.

2.3.3 The Characters Motivation Floated the Maxim

Motivation refers to the reason underlying behavior. It emphasizes that every kind of action and behavior that people conduct is accompanied by a motive. One of the objectives of this research is to find out the character's motivation flouted the maxim. Usually, the speaker deliberately flouted the meaning with the intention for the listener to realize the hidden meaning behind his or her utterances. Thus, sometimes it causes the listener in assuming another implicature. There is a theory that can be used in analyzing the motive which is named the illocutionary function of politeness. Leech (1983:104) divided the illocutionary function of politeness into four types to how they are connected to the social goal of building and maintaining a good relationship through conversation. In other words, using the illocutionary function of politeness that is proposed by Leech (1983), the researcher will be able to find out the Character's motivation for flouting the maxim. Those functions are categorized as the following:

2.3.3.1 Competitive

Competitive is the first type that occurs when the illocutionary goal competes with the social goals in terms of asking, ordering, begging, and demanding as an imposing illocutionary act. There is also another negative purpose involving refusing, criticizing, and disagreeing as offensive illocutionary acts (Leech, 1983: 104). This type of function points out not only the case when its goal in social interaction, but also compares with the social goals that have the potential to degrade the relationship between the speaker and hearer. Thus the offensive

illocutionary is often avoided since it can damage the relationship between the speaker and hearer.

Example:

> **Sarah : The phone is ringing.**
> **Mery : I'm in the bath.**

(Cutting, 2008:38)

It can be seen that there is competition between Mery's social goals with her illocutionary ones. Her social goal is to help Sarah in answering the phone since Sarah told her. However, her illocutionary goal is to finish her bath. Here, Mery intentionally flouted the maxim of relevance because she wants Sarah to understand that she is not available at the moment by answering that she is still in the bathroom.

2.3.3.2 Convivial

Convivial is the second type of illocutionary act that happens when the illocutionary goals occur simultaneously or coincide with the social goals. The aim is to invite, offer, and congratulate. Here, there is no disadvantage side, since both illocutionary goals and social goals are getting advantage from the conversation (Leech, 1983: 104).

Example:

> **Samira: I can't imagine for sure. Perfect score for your grammar.**
> **Julie : It's also you in charge.**

(Leech, 1983: 104)

In the example above, the social goal of the conversation is Julie receiving a compliment from Samira, while the illocutionary goal is Julie responding back to the compliment given by Samira. There is no such thing as competition between both of them. Thus, Julie considered flouting the maxim of relevance to say her thanks, which means that both sides of the goals aim to obtain satisfaction in the conversation.

2.3.3.3 Collaborative

The collaborative is the third type that occurs when the illocutionary goals are unconcerned with the social goals in a conversation such as asserting, announcing, reporting, and instructing (Leech, 1983: 104). This refers to the case when the illocutionary act is positioned in the middle of social goals which are used to build the relationship between the participants at a similar level.

Example:

Charlene : **I hope you brought the bread and cheese.**
Dexter : **Ah, I brought the bread.**

Yule (1996: 40)

In the example above, when Dexter does not mention the cheese, he means that he did not bring it, but instead, he brought the bread with him. It can be seen that Dexter's social goals urge him to answer Charlene's statement by informing her even though he did not bring what she hoped for. Thus, by just saying the words, Dexter's illocutionary goal is expecting Charlene to understand his motivations by not mentioning the cheese since he only brought the bread.

2.3.3.4 Conflictive

Conflictive is the fourth type that occurs when the illocutionary goal is against the social purpose (Leech, 1983: 104). That is why, there will be disagreement between the illocutionary goals and the social goals which result in accusing, threatening, cursing, and reprimanding. When the conversation takes place, the speaker is overcome with emotion and intentionally gives an offensive act.

Example:

Anne : How about your meal?
Willy : Yum, this is lovely undercooked egg you have given me here,
**   as usual.**

(Leech, 1983: 104)

In the conversation above, Willy deliberately says a rude thing to Anna as he flouted the maxim of quality. The social goal of Willy is to give Anna some advice that might be good for her. However, his illocutionary goal is offending Anna without considering her feeling. Willy flouted the quality type of maxim because he uttered something opposite to the truth. Even though he used the word "Lovely" but in fact, it tastes the opposite. Thus the motivation of the flouting maxim is conflictive.

2.3.4 Context of Situation

According to Halliday (1986: 12), context of situation is the environment in which meanings are being exchanged. In other words, the context in which linguistic interaction occurs provides participants with a lot of information about the meanings that are being expressed. There are three features of the context of situation categorized as the following:

2.3.4.1 Field

The field discourse refers to the subject matter or topic of discussion, it involves the thing that happens or the activity that is taking place. Therefore, it reveals what the participants are engaged in (Halliday, 1986: 12).

2.3.4.2 Tenor

The tenor discourse refers to who is participating, which means the participant, including their status, roles, and relationships (Halliday, 1986: 12). In other words, the social relationship that exists between the speaker and listener in a speech situation.

2.3.4.3 Mode

The mode discourse identifies which aspect of language is being used (Halliday, 1986: 12). What do the participants hope the language will accomplish for them? That is means, the role of language in interaction is simply referred to as

mode. Mode also involves the channel of communication, whether written, spoken, or a combination of the two.