

## CHAPTER II

### REVIEW OF LITERATURE

This chapter presents the theories which are related with the problems, in example: pragmatics, context, speech act, politeness principle, cooperative principle, and humor. Furthermore, this chapter also contains the definition of manga, including SHIN CHAN and Review of Related Researches. Those aspects will be the tool for the researcher to analyze the data in detail.

#### **B.1 Theoretical Framework**

##### **B.1.1 Pragmatics Theory**

Pragmatics is a linguistics study of meaning. According to Leech, Pragmatics has limited its exploration to speech situation and the speech situation in his notion is about the speech act between speaker and listener (Leech, 1983:8).

Moreover, Yule defines pragmatics into four points; those points are defined as (Yule, 1996:3):

- a. Pragmatics as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It considers that there is relationship between speaker (writer) and listener (reader) to run their communication well. The meaning of utterance is defined by them. The aspects of their communication are their words, including their phrase. Hence, Pragmatics can be defined as the study of speaker's meaning.

b. Pragmatics is also known as the study of contextual meaning. It involves the interpretation of what people mean in a particular context and how the context influences what is said.

c. Pragmatics is the study of how more get communicated that is said. Pragmatics has influence which comes from the listener to the speaker. The listener may influence the speaker to make conclusions about what is said.

d. Pragmatics is the study of the expression of the relative distance. Pragmatics raises perspective of the question of what determines the choice between the said and unsaid. The basic answer is tied to the nation distance.

Parker as quoted by Wijana (1996) states,

“Pracmatics is distinet in grammar; wich is study of the internal structure of language. Grammar is generally divided into a number of particular areas of study. semantics, syntax, morphology and phonology. Pragmatics is study of how language is used by the speaker to communicate”.

Hence, the researcher can conclude that someone needs pragmatic to know language use, including grammar. Furthermore, pragmatics is a study in linguistics which is focused on how of language using, how the utterances carry the meaning and all of those case can be reflected in speech situation between listener (reader) and speaker (writer).

### B.1.2 Context

Context is an important element in pragmatics. Its function is to convey the meaning of utterance. Furthermore, when a speaker states her/his utterance to the listeners, the context is delivered directly too. According to Asher (1994: 731) context is one of those linguistic terms which are constantly used in all kinds of context but never explained. It has the relationship with meaning and they are important in pragmatics. Finnegan et al. (1997: 345) state that the essential element in the interpretation of an utterance is the context in which it is uttered. The context can influence the speaker on how to use the language. In addition, Allen as quoted by Wijana (1997:27) explains an example about context:

(+) Do you want coffee?

(-) Coffee would make me awake

Based on the example above, contexts can be separated into two kinds; those are *kooteks* and context. *Kooteks* is a physical context of utterance, it is an antecedent utterance and utterances which follow analysis object. Whereas, it covers social setting and it includes spatial utterance which refers to the listener and speaker, setting, place, time, social setting, and activity in that situation).

According to Leech context deals with relevant aspect of physical or social setting of an utterance. Therefore, social setting in this case comes from the speaker and the listener (Leech, 1983:13). Thus, all meaning of utterances will be

depended by them. Hence, it can be concluded that all context relate with social setting and it includes spatial utterance which refers to the listener and speaker, setting, place, time, social setting, and activity in that situation included the physical aspect.

### **B.1.3 Speech Act**

Speech act is an important component in Pragmatics. Sadock (2005) stated, "Speech act is act done the process of speaking." While the speaker states his utterances, the result of utterance may influence the listener to do something. Those actions may be performed in direction, command, declaration, promise or even judgement.

In the pragmatic principle, the terminologies of speech act Austin (1962) has explained it to be 3 kinds of speech act. Those are Locutionary act, Illocutionary act, and Perlocutionary act (Leech, 1983: 199):

- a. Locutionary act is the act of simply uttering a sentence from a language; it is description of what the speaker.
- b. Illocutionary act is the act in which the speaker intends to do something by producing an utterance. Illocutionary acts would include stating, promising, thanking, congratulating, apologizing, threatening, predicting, ordering, and requesting.
- c. Perlocutionary act is the act done by the hearer affected by what the speaker has said. Perlocutionary acts would include effects such as: get the hearer to think about, bring the hearer to learn that,

get the hearer to do, persuading, embarrassing, intimidating, boring, irritating, or inspiring the hearer.

Whereas, Searle classifies his theory of speech act differently, he classifies it to be some categories. Those are Declarations, Expressives, Representatives, Directives, and Commissives. Furthermore Searle in Yule explains those aspects as (Yule, 1996:53-54):

1. Declarations: Declarations are those kinds of speech acts that change the world via their utterance. Some examples of declaration speech acts are:

- a. Priest : I now pronounce you husband and wife.  
(as stated by a priest in a wedding ceremony).
- b. Reference : You're out!  
(as stated by a referee in a match).
- c. Jury Foreman : We find the defense out guilty  
(as stated by foreman for his group).

In addition, Leech urged declarations as declaring something, naming, making a vow, sentencing, bidding at an auction (Leech, 1982:179). Leech stated his examples in some indicators such as:

- a. I vow... I banquet....
- b. I name this ship... I bid....

2. Representative: Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. This speech act includes with statement of fact, assertions, conclusions, descriptions. The speaker makes words fit the world (of belief).

Some examples of representative speech acts:

- a. The earth is flat.
- b. Chomsky did not write about peanut.

- c. It was a warm sunny day.
3. Expressive speech acts: Expressive speech acts are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statement of pleasure, pain, likes, dislikes, joy or sorrow. They can be caused by something the speaker does or the hearer does. However, they are about the speaker's experience. Some examples of expressive speech act:  
Some examples of expressive speech acts:
- a. I'm really sorry.
  - b. Congratulation.
  - c. Oh yes, great, mmm. Sshahh!! .
4. Directive speech acts: Directive speech acts are those kinds of speech acts that speakers use to get someone else to do something. Those actions are commands, orders, requests and suggestion even those actions are positive and negative purpose.  
Some examples of directives speech acts:  
Some examples of directive speech acts:
- a. Gimme a cup of coffee, make it black!
  - b. Could you lend me a pen, please?
  - c. Don't touch them!
5. Commissive speech acts: Commissive speech acts are those kinds of speech acts that speakers use to commit themselves to some future actions. They express what the speaker intends. They are promises, threats, refusals, and pledges. The speaker undertakes to make the world fit the words (via the speaker).  
Some examples of commissive speech acts:
- a. I'll be back.
  - b. I am going to get it right next time.

#### **B.1.4 Politeness Principles**

Politeness is a theory of pragmatics to exam politeness of utterances. Some researchers have examined this theory. As the one of researchers of politeness is Lakoff. Lakoff creates this theory which supposes that giving a bigger freedom to the speaker rejects a request (Lakoff, 1972). It will be related with increasing politeness. If there is a bigger rejection, it will be more polite (softer). In vice versa, it is too.

Yule urged politeness as the means employed to show awareness of another's person's face (Yule, 1996:60). Hence, Yule has made a concept of politeness by using face. Face in his theory is a main object to reflect the politeness.

Yule states that "Face is the public self-image of a person" (Yule, 1996:60). Yule defines politeness as a face and he states that there are two kinds of faces. They are positive face and negative face (Yule, 1996:61-62). Furthermore, he separated face into two kinds of faces. Those faces are Face Threating act (FTA) and Face Saving act (FSA) (Yule, 1996:61-62).

Positive face is the need to be accepted, even liked by others, to be treated as a member of the same group and to know that his or her wants are shared by others. Then, negative face is the need to be independent, to have freedom of action and not to be impolite on by others. In a brief, positive face is the need to be connected and negative face is the need to be independent.

Based on Yule some strategies may be applied for coping FTA in politeness. They are Off Record, On Record and Bald On Record (Yule, 1996:61-62).

A. Off Record : It is a strategy in politeness to face the effect of FTA. It is defined as the similar types of statement are not directly addressed to the other. The others can act as if the statements have not even been heard.

B. On Record : It is a strategy in politeness to face the effect of FTA. It is defined as a strategy in contrast to such off record statements. It can directly address the other as a mean of expressing it needs.

C. Bald on Record : It is a strategy in politeness to face the effect of FTA. It is the most direct approach using imperative forms. In positive politeness strategy, it leads the requester to appeal to a common goal and even friendship, via expressions. However, in most English speaking content, negative politeness strategy is often applied in FSA.

Moreover, Leech (1983) states that politeness as a strategy to keep and develop relationship. Leech (1983) also states that politeness is an important missing link between the cooperation principle and the problem.

In his theory, he uses some maxims to reflect politeness. Those are Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim. Those maxims exist in some kinds of utterances, such as impositive, commisive, expressive and assertive. Formerly describing

deeper about the six maxims above, it is important to explain those utterances above.

Yohanes (2009) purposes those utterances as:

Impositive is a kind of utterance of the speaker used to state a command, beg or request something to the listener. For examples “Could you help me?” “I will come” those utterances contain command purpose (Yohanes, 2009).

Commissive is a kind of utterance of the speaker used to state an offer or promise to the listener. For examples “I will come”, “May I bring it”, “I will be loyal”, “Swear” (Yohanes, 2009).

Expressive is a kind of utterance of the speaker used to state the psychological statement of the speaker to something. For examples “It is a nice building”, “She is pretty beautiful” (Yohanes, 2009).

Assertive is a kind of utterance of the speaker used to state something. For examples “Bali is located in east side of Java”, “*Fakultas Sastra and Seni Rupa* UNS has 8 majors” (Yohanes, 2009).

#### **B.1.4.1 Tact Maxim**

It is a politeness maxim which is applied in impositives and commissives. It obliges a requirement to minimize cost to other and maximize benefits to other.

It emphasizes others. For example:

- A. May I bring it? (Leech, 1983).
- B. No, you don't have to (Leech, 1983)

Those utterances show politeness between speaker A and B; both of them try to minimize cost to others.

#### **B.1.4.2 Generosity Maxim**

It is a politeness maxim which is applied in impositives and commissives. It obliges a requirement to minimize benefits to self and maximize cost to self. It emphasis self, for examples:

- A. You can lend your car (Leech, 1983)
- B. I can lend you my car (Leech, 1983).
- C. You must come and have dinner with us (Leech, 1983).
- D. We must come and have dinner with you (impolite) (Leech, 1983).

Between B C are more polite than A D, some reasons are considered more polite because those utterances imply benefit, secondly less crucially because it implies cost to the speaker than in A D are reserved.

#### **B.1.4.3 Approbation Maxim**

It is a politeness maxim which is applied in expressives and assertives. It obliges a requirement to minimize dispraise of other and maximize praise of other. In addition, it emphasizes to other. For example:

- A. Her performance was magnificent (Leech, 1983).
- B. Was it? (Leech, 1983).

Assuming that both A and B listened to the performance, B's reply is evasive and implicates an unfavourable opinion. By questioning A's statement, B implicates that he is not sure whether A's judgment is correct. Politeness. A's statement reflects admiration for this maxim.

#### **B.1.4.4 Modesty Maxim**

It is a politeness maxim which is applied in expressives and assertives. It obliges a requirement to minimize praise of self and maximize dispraise of self, it emphasizes to self. For example:

- A. They were so kind to us (Leech, 1983).
- B. Yes, they were, were not they (Leech, 1983).

Those utterances above reflect A and B performance, A's statement reflects modesty maxim by maximize praising his statement and B's supports A's statement too.

#### **B.1.4.5 Agreement Maxim**

It is a politeness maxim which is applied in assertives. It obliges a requirement to minimize disagreement self and other and maximize agreement self and other, it emphasis to self. For example:

A. A referendum will satisfy everybody (Leech, 1983).

B. Yes, definitely (Leech, 1983).

Those utterances above reflect A and B performance. A's statement is supported by B. B reflects agreement about A's statement. It reflects Agreement maxim. B's shows agreement expression by saying "Yes, definitely".

#### **B.1.4.6 Sympathy Maxim**

It is a politeness maxim which is applied in assertives. It obliges a requirement to minimize antipathy self and other and maximize sympathy self and other. For example:

A. I'm delighted to hear about your cat (Leech, 1983).

That statement above states sympathy maxim, A's statement try to maximize sympathy himself to other. The indicator is "I am delighted as sympathy expression.

#### **B.1.5 Cooperative Principle**

The theory of cooperative principle is stated by Grice (1975), in Grice (1975) stating that participants expect that each will make a "conversational

contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange.”

Grice distinguished that the theory of cooperative principles in some of maxim Grice in Yule (1996:37). Those maxims are:

- a. **Maxims of Quantity** : This maxim has principle to make your contribution as informative as required (for the current purposes of the exchange) and don't make your contribution more informative than is required.
- b. **Maxim of Quality** : This maxim has principle to be truthful, don't say what you believe to be false; do not say what you lack adequate evidence for.
- c. **Maxim relevance** : This maxim has principle to be relevant.
- d. **Maxim manner** : This maxim has principle to avoid obscurity of expression, to avoid ambiguity, be brief (avoid unnecessary prolixity and be orderly.

#### **B.1.5.1 Conversational Implicature**

Implicature is a part of pragmatics scope, In the pragmatics, there is a term that be called “implicature”, we can define the implicature as a pragmatic contained in the conversation that arise as a result of the branch of the principle of conversation. Implicature is defined as a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said (Horn, 2005:1). Briefly, it can be concluded as a beyond

meaning of meaning. There are two types of implicatures, they are conventional and conversational.

According to Grice in Amalia (2008) stated that implicatures are inductive conclusion which is created by the listener and it can be canceled. It means that, the listener is the creator to make implicature itself.

Conversational implicature : Implications derived on the basis of conversational principles and assumptions, relying on more than the linguistic meaning of words in a sentence. Grice stated that Conversational implicature is based on the Speaker's meaning (Grice, 1975).

"Conversational implicatures are not tied to linguistic form. To make a conversational implicature, a listener must have already parsed the sentence, assigned it its literal interpretation, realised that additional inferences must be added to make it conform to the Gricean maxim, and determined what these inferences are. Such activity could not reasonably affect the initial steps of parsing." (Grice, 1975).

According to Grice in Amalia stated that conversational implicature is intended to the speaker to understand what he or she said (Amalia, 2008:11). Meanwhile, Grice in Lx (2008) Conversational implicatures are pragmatic inferences: unlike entailments and presuppositions, they are not tied to the particular words and phrases in an utterance but arise instead from contextual factors and the understanding that conventions are observed in conversation Grice in Lx (2008:1). It is due, conversational implicature may flout maxims of cooperative principles.

For examples in Yule (1996:43):

A. Leila has just walked into Mary's office and noticed all the work on her desk. Mary's response seems to flout the maxim of relevance.

(18) Leila: Whoa! Has your boss gone crazy?

Mary: Let's go get some coffee.

In order to preserve the assumption, Leila will have to infer some local reason (for example, the boss may be nearby) why Mary makes an apparently no-relevant remark. The implicature here is essentially that Mary cannot answer the question in that context.

B. The speaker appears not to adhere to the maxim of manner.

Ann : Where are you going with the dog?

Sam : To the V-E-T

In the local context of these speakers, the dog is known to recognize the word "vet" and to hate being taken there, so Sam produces a more elaborate, spelled out (i.e., less brief) version of his message, implicating that he does not want the dog to know the answer to the question just asked.

#### **B.1.6 Humor**

Humor can be defined as a funny thing, MSN Encarta's entry in Jensen explained that humor is a funny quality, it is the quality or content of something such as a story, performance, or joke that elicits amusement and laughter. Besides on that it is an ability to see that something is funny, or the enjoyment of things that are funny and funny things as genre, its writings and other material created to make people laugh (Jensen, 2009:1).

Humor can be used as a textual genre from jokes to the comic narrative. Supported by Ermida "Comic defines as the faculty of causing laughter or

amusement,” (Erinda, 2008:2). Furthermore, Erinda stated that humor as a textual genre entails sketching the necessary and sufficient conditions for a text to be humorous, regardless of the themes it covers, the forms it assumes or the reactions it causes (Erinda, 2008:83). It means that by using humor text can be humorous and it contains funny proposal meaning to the readers and as a printed product which contains humor is comic.

Audrieth (1998) distinguished humours into five types form. They are practical joke, recovery, repartee, switching and wisecrack.

- a. **Practical joke** : It is a joke which is combined by act in purposing to make others confused
- b. **Recovery** : the combination of mistakes and intelligence to save self from correction.
- c. **Repartee** : the branch of wit that covers clever replies and retorts. The double insult is a situation when one person affronts another only to be crushed in return (Anthony L. Audrieth,1998: 16).
- d. **Switching** : An irrelevant statement is created with what the main topic.
- e. **Wisecrack** : A clever comment about a certain thing or people

In Quantity, Audrieth (1998) classified it into five types of humours. They are absurd, incongruous, ridiculous, ludicrous, and funny.

- a. **Absurd** : An illogical and consistent event or statement with what is known by the speaker and the listener.
- b. **Incongruous** : Compatibility and incompatibility in relevant component of object, event and thought.
- c. **Ridiculous** : A funny event in purposed to mock others
- d. **Ludicrous** : A funny event that makes others laughing due to incompatibility, illogicalness and exaggeration.
- e. **Funny** : a confusing event or a confusing incompatibility.

#### **B.1.7 Manga**

Manga is a kind of Japanese Comic, it is known as “whimsical sketches” or in generally it means “comic” or cartoon”(Wikipedia: Manga). Manga is a unique comic, it has special feature. Toni Johnson-Woods in Dalila (2013:38) stated, “Manga featuring characters with disproportional bodies and large eyes are becoming “...the new comic-book art format”.

Furthermore, Manga can be defined as the Japanese word for comic. The development of Manga has begun in 19 century. Fujiwara (2010:11) states that Manga development instead that the modern and postmodern Manga has less than 100 years of history since. Japanese Manga artists learn the concept of comic books after their birth in the UK and U.S.A at the end of 19th century.

Manga has three kinds of audiences. They are boys and girls (*shōnen* and *shōjo* manga), young adult men (*seinen* manga) and ladies too (*redikomi* manga) (Dalila, 2013:39). The history of Manga was started in 900 years ago and it was together with historical art tradition in Japanese Culture (Brener, 2001:1 as cited by Dalila, 2013:39).

Nowadays, there are many famous Manga which have been aired in Television as serial or movies. Some examples of those Manga are Doraemon by Fujiyo Fujio, Naruto by Masashi Kisimoto and by Yositho Usui.

#### **B.1.8 SHIN CHAN**

SHIN CHAN is known as Crayon SHIN CHAN, it is a Japanese Manga which was written by Yusitho Usui in 1990 SHIN CHAN Manga tells about family daily life in Japan. The main character is Nohara Shinosuke or Shin Chan. He is five years old and Shin Chan is very different with another child. He has different traits and he is like an adult in his age. Some his traits are uncommon. Shin Chan likes teasing a young woman, adoring to beautiful woman and he often express his feeling to a beautiful woman.

The development of SHIN CHAN manga has been changed since the author passed away in 2009. New manga would begin in the summer of 2010 by members of Usui's team.,[1] titled New Crayon SHIN CHAN (新クレヨンしんちゃん Shin Kureyon Shin-chan?) (Wikipedia: Sinchan). Moreover, Shin Chan

express his jokes in his utterances, he often makes others upset. SHIN CHAN manga reflect Pragmatics case through his utterances.

## **B.2 Review of Related Researches**

The politeness study has been analyzed in different points by previous researchers. The first research entitled *“Analisis Pelanggaran Prinsip Sopan Santun Dalam Komik Shin Chan Volume 2 Karya Yoshito Usui.”* It was researched by Laoura Winda Franzischa (2012). In her research, she used pragmatics approach in Politeness by Geoffrey Leech and Speech Act theory by Searle. She used descriptive quantitative for her research and she found 33 violations.

Based on the related research above, this research will use same theories in the same object in another language version, English. In addition, Grice theory (1975) also will be applied in this research. The series episode in this research is also larger than Franzischa’s research, this research will use 2 series volumes, those are 12th and 13th than in her research, and she only used SHIN CHAN in volume 2nd.

The second relevant research was researched by Farah Attamimi in Tintin and Asterix Comic Series (2011), she used theory of Speech Act to know misunderstanding Speech Act labeling in Theory Taxonomy by Yule and Erving Goffman as theory of face notion. She found 34 misunderstanding labeling in Speech Act.

Atamini's research is different with this research. This research only focuses on Speech Act Searle (1969) in five categories of Speech Acts and Politeness Principle by Leech (1983) in face threatening act and Yule (1996) in politeness maxims and Grice cooperation principle (1975). Although, the object is similar, it is comic. Yet, in this research, SHIN CHAN will tell about daily life than in Tintin which contains adventure. Furthermore, in SHIN CHAN has humor genre too.

The third relevant research was conducted by Ifeoluwa in 2011 in comic Strips Efe and Jude. The researcher examined speech act in that comic strip and found 160 act based on Austin Speech Act (1962) and Searle theory (1969). The researcher also used some theories such as Bach and Harnish theory (1979), Lawal theory (1997) and Grice theory (1975).

Although the object is same but the content of the story is different. This research will use SHIN CHAN as the main object than Ifeoluwa (2011). Among those objects also contain different stories level, in Ifeoluwa (2011), the story level is about a comic who tells the story of husband-wife and the readers may be narrowed in a specific reader, adult. Then, SHIN CHAN, the story is in general description, it is about daily life, it is quite easy understandable and all readers in different age possible read it.