CHAPTER I

INTRODUCTION

1.1 Background to the Study

Pragmatics is a study which concerns about actual meaning of utterances that can be acquired from contexts (Yule: 1996). It means that same expressions of language expressed in different situations could lead to different meanings and intentions. So, context surrounding language expressions is an important factor in this study as it would determine actual meanings and intentions.

In expressing information, there are various manners that can be explicitly or implicitly shown whether it is intentional or unintentional. One of those manners is politeness. It is said that politeness is an important factor in communicating with others as it could prevent conflicts between participants. For that reason, politeness is considered as an important thing in expressing language.

In linguistic field, politeness has its own principles and theories. One of them is a theory introduced by Geoffrey Leech in 1983 which is known as politeness maxim. This set of maxims focuses on how to communicate in polite manner. In total, there are six maxims introduced by Leech. Those are Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy maxim.

However, in the process of communication, those maxims are sometimes violated either intentionally or unintentionally. Consequently, as politeness maxims are violated, the utterances could be considered as less polite. The speaker's

intentions in violating the maxim could be varied depending on the context occurs. Likewise, the implicature of the utterances whose maxims have been violated could also be varied. To obtain the speaker's intention and the implicature of those utterances, pragmatic theory, which focuses on context in obtaining actual meaning, is used.

Before this research was conducted, there were two previous researches whose focus is similar, about politeness. The first one is a research conducted by Annessia Cassandra in 2012 entitled *"Pragmatic Scales in Politeness Strategies Found in Beauty and the Beast Movie Script."* The focus of this particular research is to find which pragmatic scales can be found in different politeness strategies. The second one is a research that was conducted by Jingyou Deng and Xiaoliang Zhou in 2013 entitled *"Corpus Study in Politeness Principles in Desperate Housewife."* The focus of this research is to collect the examples of politeness maxim and its violation and make database from them. Even though both researches mention about politeness maxim, the deep analysis of violation in politeness maxim had not been done in those researches. Based on this issue, this research which is entitled *"Tact and Generosity Maxim Violations in The Great Gatsby Novel by F. Scott Fitzgerald"* was conducted.

The main purpose of this research is to find which maxim that has been violated in one utterance by firstly obtaining the speaker's intention and the implicature. Then, to which party the benefits and costs go is determined before concluding which maxim that has been violated. Moreover, by analyzing those two

aspects, intention and implicature, the purpose as to why the politeness maxim is violated could be discovered.

The primary theory used in this study is politeness maxim by Geoffrey Leech. This theory is used to determine what kind of utterances that contrasts with the rules—considered as politeness maxim violation. However, to limit the focus of the research, there are only two kinds of politeness maxim chosen to be the focus of this study. Those are Tact and Generosity maxim. They were chosen because of the similarity they have between them which is both maxims focus on the benefit and the cost of either the speaker or the listener. Only the focus of the participants that differentiates them, tact maxim focuses on the listener while generosity maxim on the speaker. Its functions as giving and taking benefits or cost are also considered to be another reason of this choosing. It is because in doing conversation, participants usually intend to give or obtain benefit.

The next theory used in this research is a pragmatic theory introduced by George Yule. According to Yule (1996:3), *"pragmatic is a study that concerns with contextual meaning*." It means that context is an important factor in determining the actual meaning of an utterance. This theory is chosen to determine what possible intention and implicature that can be taken from violated utterances.

To do the analysis, a novel written by Francis Scott Fitzgerald in 1923 entitled *The Great Gatsby* is chosen as the source of the data. This novel is chosen because it is considered to have many examples of politeness maxim. The time and place settings of the story are also used as a consideration in choosing this novel as

the data source. The time setting is in the 1920s and the story took place in America. At that particular time in America, politeness is considered to be one must-possessed attitude. Based on these reasons, this novel is chosen as the data source.

1.2 Research Questions

Based on the phenomena described above, the research questions are formulated as follows:

1. What is the speaker's intention in violating the politeness maxims?
2. What is the implicature taken from the violated utterances?
3. Based on the speaker's intention, which maxim violation occur in the violated utterances?

1.3 Objectives

Based on the research questions above, the objectives of this research are as follows:

1. To identify the speaker's intention in uttering a violated utterance
2. To discover the implicature from the violated utterances
3. To discover which politeness maxim that has been violated

1.4 Significance to Knowledge

The result of this research is expected to be beneficial for readers both theoretically and practically. Theoretically, the readers of this research are hoped to understand politeness maxim theory and acknowledge the kinds of expressions that are considered as violation in politeness maxim. Practically, the readers are hoped to be capable in expressing language more polite by considering to use this theory. Furthermore, the discovery of this research is expected to be useful for the future researches that study in the same field. It is also expected to be used as the step for other researchers to make better and broader researches—thus this research could help them to develop theirs.

1.5 Framework of Theory

In order to communicate properly, there are rules that are made by many theorists. One of them is politeness maxim theory which contains six maxims that was proposed by Geoffrey Leech in 1983. This theory is chosen to be the main theory of this research. Politeness maxim itself contains six maxims in it as Leech (1983:123) proposed. Those are tact, generosity, approbation, modesty, agreement, and sympathy maxim. However, to limit the focus of the research, there are only two maxims chosen to be the tools of analysis. Those are tact and generosity maxim. Tact maxim only occurs in impositive or commissive utterances. This maxim demands oneself to minimize cost to other and maximize benefit to other. Generosity maxim, on the other hand, also occurs in impositive and commissive

utterances but the rules of this maxim demand oneself to minimize benefit to self and maximize cost to self. These two maxims are chosen because of the similarity both maxims have—focusing on cost and benefit. The rules of both maxim itself are quite similar. What differentiates them is only the focus of the participants. Tact maxim focuses on the *other* or the listener while Generosity maxim focuses on the *self* or the speaker.

Beside politeness maxim theory, Leech also introduced a theory relevant to politeness theory which is called pragmatic scales. There are five pragmatic scales introduced by Leech (1983:123). Those are cost-benefit scale, optionality scale, indirectness scale, power/authority scale, and social scale. However, as the chosen maxims only focus on the cost and benefit of the speaker or the listener, only the cost-benefit scale is chosen. It is chosen to determine which participant obtains cost and which participant obtains benefit. By using this scale, maxim violation can be then determined.

The next theory used for this research is pragmatic theory. According to George Yule (1996:3), *"pragmatic is the study of contextual meaning"* which means that context is important to determine the actual meaning of one utterance. Therefore, this theory is used in this research to discover the intention of the speaker and implicature of one utterance so that the maxim violation can be determined.

The framework of the theories of this research would be as follow:

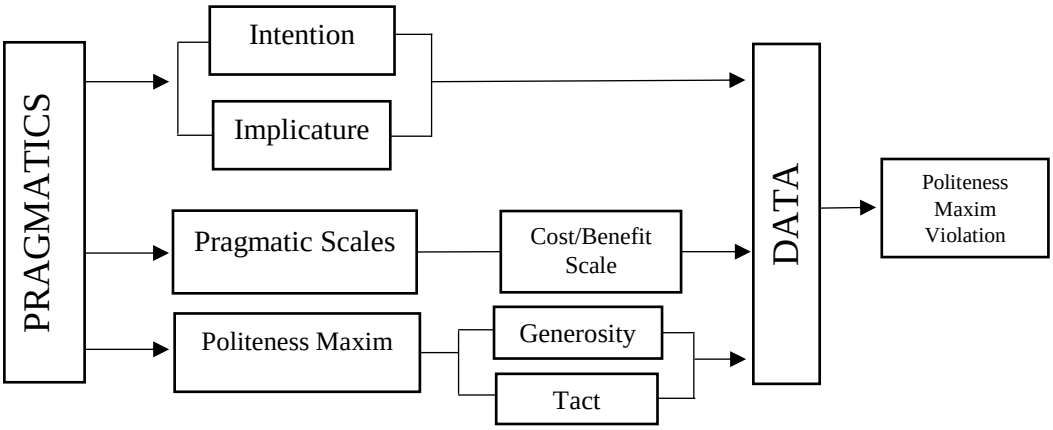


Figure 1.1. Framework of Theories