

AN ANALYSIS OF FLOUTING OF GRICE'S MAXIMS IN SHAZAF FATIMA NOVEL HOW IT HAPPENED: A PRAGMATIC STUDY

Amna Ilyas*

M.Phil. English Linguistics (Minhaj University Township, Lahore)

Zaryab Ahmed

M.Phil. English Linguistics (Minhaj University Township, Lahore)

**Corresponding author: Amna Ilyas*

DOI: <https://doi.org/10.71146/kjmr210>

Article Info

Abstract



This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license <https://creativecommons.org/licenses/by/4.0>

This study was conducted to investigate the condition of the change of Grice maxims in novel “How it Happened” by Shazaf Fatima. The reason why the researcher chose this study is because in social discourse it shows the frustration that occurs when each person does not use the intentions in order to persuade his or her audience to find the hidden meaning behind what is being said, that is, the speakers use recording. The main purpose of this study was to find out how flouting travel creates humor and what flouted frequencies are and the reasons behind it. It’s a good lesson that focuses on maximum beat. Details of this study are conversational patterns by different characters to create flouting by using unique contemporary language reflecting humor. Based on the analysis, the results have two points; Preliminary data analysis shows that all types of maxims are shown by all characters. Second, characters use ambiguous and hidden information in the novel from which it shows that the obscure and ridiculous situation is found in the content.

Keywords:

Implicature, Humor, Maxims, Flouting, Cooperative Principle.

Introduction

As social animals, individuals can't live without anyone else in light of the fact that they need each other to help their life. Individuals ought to have connection and collaborations with others to keep their life proceed. They should build a decent connection by doing some correspondence. Correspondence is moving data starting with one individual then onto the next, yet the data that moved must be reasonable to the recipient, the correspondence will happen when the members produce some discussion. Parvanch and Nikan (2011:122) contended that the discussion, itself, a proportional activity. It implies that the members must react whatever questioner said. At the point when the members give great equal activity, it can cause them to comprehend the articulations of one another and the outcome is smooth discussion. Nonetheless, in every day discussion at some point the listeners don't comprehend the importance of the speaker. To abstain from misconception in correspondence, individuals must think about the speaker aim or the speaker implies. The investigation of what speaker's meaning is called realistic (Yule 2010:127).

Correspondence will end plainly not just relies upon perceiving the significance of words in an articulation yet in addition perceiving what speakers mean by his/her/one's expression. Ateefah (2012:69) expressed in practical that the significant point of correspondence is viewed as the trading of data. What's more, Paltridge (2000) said that pragmatics is the investigation of significance according to the setting wherein an individual is talking or composing. It implies that when the members give clear data, it can develop great correspondence. In down to earth there is rule to develop great correspondence.

As indicated by Grice hypothesis, there are four rules to build great correspondence with others that identify with the honesty, giving required data, significance and clear. These rules are called as "helpful guideline". Mai (2009:43) contended that helpful is an assurance for fruitful correspondence and a reason for the age of any ramifications of discussion. It shows that helpful standard is one of significant thing in discussion. In light of explanation over, the member must comply with an overall helpful guideline to lead a proficient and powerful utilization of language in discussion. As indicated by Grice, discussion relies on how well is the participation among the members and at what levels of coordinated effort, the speaker and the audience work. The levels must be: Grice (1975) elaborates that "Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."

Cooperative Principle has four conversational maxims which are utilized to break down expressions and it gives an association between a message and its understanding. The guidelines gave by Cooperative Principle underpins the compelling communication and further clarifies how 'operational communication'

is accomplished with the assistance of these maxims. These maxims work like a contrast meter which assists with structure a viable discussion and afterward check it whether the articulations adhere to all the standards of Cooperative Principle or not.

Grice gave four Cooperative Principles which are clarified beneath:

Maxim of Quality: Your inclusion ought to be valid, don't advance bogus or inconceivable data

For instance: Should I get you uncle's home? I don't have any acquaintance with, it's not in a decent condition.

Maxim of Quantity: Speaker should be useful and as required

For instance: Where is the Airport? You can take an initially left, at that point on an indirect take a correct at that point go straight. You will see it.

Maxim of Relevance: Your support must be significant to the subject in conversation.

For instance: How's your investigations going? Mom is calling me, I ought to hear her out first.

Maxim of Manner: Express unmistakably, to dodge disarray and be in a particular structure.

For instance: An: I need to present my task tomorrow. I don't think so you are equipped for working.

Literature Review:

In this section, the specialist talks about Grice's hypothesis of conversational sayings. At that point, the author likewise gives clarification of the ways the mocking of proverbs. Additionally, past investigations are planned to make the correlation between this exploration and the others. In this piece of the proposal, the specialist will clarify the system of the examination which will assist the analyst with answering the exploration issues.

Transmission of data, articulation and communication is the fundamental reason for language. Communication, which happens between individuals in which they trade words, is known as conversation. Discussion is essential to move in the general public as speaking with various individuals encourages us to associate. It bolsters individuals to comprehend other individuals with clearness yet some of the time, discussion makes vagueness, immateriality, lies and misjudging which makes disarray among members of the conversation. It comprises of the participation and comprehension among speakers and listeners to have a smooth talk. The manner in which individuals attempt to have discussion is known as Cooperative

Principle. Grice's CP is known as the rudimentary idea of Pragmatics. Grundy (1999) expresses that "Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged".

Pragmatics:

There are numerous meanings of pragmatics and numerous etymologists characterize it in various adaptations. The study of discourse which looks at the technique and reason for verbal communication is known as one of the field of pragmatics; investigation of communication via gestures (Jan Renkema, 1993). The most utilized meaning of pragmatics is meaning which is "by and by" and which is importance in "circumstance" (Thomas, 1995). Fraser (1983) depicts that pragmatics is a theory which is should have been utilized as a form of linguistics conversation which is introduced in sentence sense. This hypothesis is progressively worried about language that individuals use as per "circumstance". Pragmatics as the thought regarding how the language is utilized and significance in pragmatics manages the reference of speaker or language user (Leech, 1983). Language has meaning on the off chance that it is utilized in some circumstance. Pragmatics as a connection between members to comprehend signs (Charles, 1938). More or less, it is an introduction of significance engaged with a discussion utilized by the speaker or writer and comprehended by the audience rouser. Pragmatics manages the understanding, supposition, implicature (Levinson, 1983). It for the most part relies on the comprehension of the world around the members to comprehend the language which is being used; guideline of language. He further explains that satisfaction of discourse circumstance is one of the explanations of language standard and it holds the things like addresser and recipient, circumstance, illocutionary act and utterance. He utilized S (speaker) and H (Hearer) for addresser and receiver. The circumstance includes any kind of earlier information utilized by the 's' and 'h' so as to comprehend the occasion, utterance by the speaker and causes the receiver to decipher what the addresser implies. Pratt and Traugott (1980) build up another point that to get discussion, one needs to comprehend discourse circumstance.

Implicature:

H.P Grice, a thinker gave a thought what professes to be known as Implicature. This term is gotten from an action word "to infer" which by and large intends to change over something into something different (Mey, 1993). Implicatures something that adds significance to an utterance (Yule, 1996). Meanwhile, Implicature is only a proposal induce to the utterances as indicated by the conditions. It neither turns into the piece of the expression nor deduct something from it. As indicated by Thomas (1995), Grice depicts two kinds of implicatures

Conventional Implicature

Conversational Implicature

Pragmatics:

Despite the fact that Austin (1962) gave a theory to clarify the distinction between what the speakers said and what they truly mean, Grice gave a different theory about how the audience members develops based on what is being said to what they truly implied. More or less, the departure from the 'expressed importance to suggested signifying' was given by Grice. Before heading towards the definite Gricean hypothesis, it is reasonable to clarify the contrast between the idea of 'implying and inferring'. "implying" is to give a "clue"; sign to communicate a backhanded significance in a discussion while "Inferring" is to expect importance from the "evidence". Thomas (1995) viewed Implicature is regarding life, is there any point to it comprehended by the audience or reader when it is made by the essayist or speaker and surmising differentiating to implicature is made by the audience or user. Levinson (2000) provided a methodology so as to clarify the significance of "meaning". He gave the distinction among 'suggestion' and 'saying' in three-level methodology as, sentence meaning, expression type significance and speaker meaning.

There are rules as assumptions (maxims) structure by reasonable worries to follow while planning a discussion and a technique is verbalized to make a discussion capable and useful (Grice, 1975). Discussion isn't without 'bearings' as considered. Notwithstanding, there are some suggested "guidelines" that everyone thinks about after, to have a smooth and powerful discussion. There are endeavors required by every individual from discussion or they are prevailing to some particular heading. Grice-model chips away at the terms of collaboration during talk. To exhibit how the Cooperative Principle functions, Grice (1967) expresses Cooperative Principle of Conversation. Grice hypothesizes the accompanying Maxims to exhibit how ordinary location can be comprehended in a typical circumstance.

1. Maxim of Quality: Your association ought to be true and valid, don't advance bogus or false information
2. Maxim of Quantity: speakers ought to give data which is vital, not more than required at the very least requested.
3. Maxim of Relevance: Your cooperation must be important to the subject in conversation.
4. Maxim of Manner: Express plainly, to stay away from disarray and be in a specific form."

These terms are utilized to add significance to the literal conversation. Grice separated between obvious meaning and implied meaning of a conversation. With this distinction Grice gave theory to clarify the model of concealed significance which is named as "Conversational implicature". As indicated by this model the hidden meaning which has been made purposely by flouting maxims has separate rationales other than literal meaning. At whatever point somebody flouts a maxim or maxims he/she needs the audience to translate the concealed meaning to comprehend the substance. More often than not audiences realize that, some contortion has been done inside the maxims to interpret.

Cooperative Principle:

The discourse members follow up on a supposition that they share a shared objective (or if nothing else its rough course) and along these lines additionally common endeavors – to impart effectively and to arrive at this objective in the most adequate manner; as it were – with the best impact and at any rate cost. "This sense of cooperation is basically one in which individuals having a conversation are not normally assumed to be trying to confuse, trick, or withhold relevant information from each other" (Yule 1996).

Research Methodology

In this section, research methodology is under consideration. It gives justification of the research design and framework of the study; it discusses about the novel which is involved in this research. It also elaborates Grice's Cooperative Principle (1975) and its maxims. With names as the maxim of quality, the maxim of quantity, the maxim of relevance and the maxim of manner are discussed in this chapter. This chapter also explains about how the data is collected and analyzed.

Research can be explained as organized and impartial study that contains logical procedures in order to collect data, design a research, to collect relevant material, for analysis and to solve a problem and in order to draw a conclusion, a specific type of methodology is required. So the method involve in a research is known as Research Methodology.

Research Questions:

In this research, the researcher aims to focus on the following questions:

1. How many kinds of maxims are flouted by the main characters of novel "How It Happened"?
2. What are the reasons of flouting of Grice's maxim uttered by main characters in How It Happened by Shazaf Fatima?

Data analysis:

This section contains how the flouting of maxims employed in the conversation which is taking place between characters and which maxim has been flouted the most during the conversation.

Data 1:

'Haw hai! Picky? Me?' asked my grandmother in wide-eyed innocence. 'What demands have I made, just tell me?'

'Okay,' my sister challenged, 'what if Haroon Bhai married someone dark?'

'My Haroon has good taste, so he would never pick someone who wasn't pretty. "And if, God forbid," "he does," "there is an excellent paste of turmeric and yogurt that can make the blackest girl shine white like the moon....."

Analysis:

In this dialogue through rhetorical question utterance is made by Dadi and Zeba baji which shows flouting of quality. There is also found element of overstatement by dadi towards her granddaughter. Zeba is also elaborating the ironical statement by saying unexpected towards dadi's utterance. Dadi started her conversation by saying the Rhetorical Question Haw Hai picky? and in a satirical and humor like scenario conversation is going on, which again shows the flouting of maxim of quality.

Findings:

Tables given below present the findings which show the correct facts and figures. The instances taken from the novel i.e. from chapter no 3,4,5, and 6 were analyzed according to the Grice's Cooperative Principle and its maxims. There were fifty instances taken from these for chapters out of 18 chapters of the novel, and all of them considered to flout Grice's Cooperative Principle and its four maxims.

Discussion:

First section deals with the flouting of CP and its kinds in the novel. The other part discusses the most flouted maxim and reason behind it.

Flouting of Conversational Maxims Create Comedy in the Novel How It Happened:

In order to answer the research questions, the researcher analyzed the conversation between the different characters of the novel. The researcher observes the violation of maxims of standard of conversation. The researcher has found flouting of Gricean (1975) maxims in their conversation, flouting of quantity, quality, relation, and manner maxim.

The researcher read the novel and its character thoroughly and found 50 instances from selected chapters. After the analysis of the instance the researcher found out that Flouting does creates humor and it supports the previously done researches on the same theory.

Conclusion:

The researcher of this dissertation has studied the occurrences of flouting of maxim in Pakistani modern novel. How It Happened. According to the finding and discussion of this research, the analysis of instances according to the implications taken from the flouting of maxims, makes it easy to understand meaning. Grice stated some rules through which some expressions convey more than literal meaning. There are few chances that the semantic meaning of core words provides non-literal meaning to the participants involved in a conversation but words with figurative meaning provides a vast range of meanings which in association with other words related to the core word gives multiple senses to a literal form.

According to the finding's kinds, four kinds maxims are flouted, the flouting of maxim of quantity, flouting of maxim of quality, flouting of manner and the flouting of relevance maxim. There are 50 data set of conversation taken from various chapters. According to the findings and by comparing results of this research with other researches most flouted maxim depends various factors.

References:

- Allen, George & Unwin. (1982). *Foundations of general Linguistics*. London: Department of language and linguistics.
- Betten, A. (2005). *Dialogue Analysis IX: Dialogue in Literature and the Media, Part 2: Media*. Germany: Max Niemeyer Verlag Gmbh.
- Bilal, H. A, & Naeem, S. (2013). Probing into the dialogue of the president of Pakistan: Application of Grice's maxims. *International journal of linguistics*, 5(4), 1.
- Budiman, F. H. (2015). *The flouting of the Gricean maxims in mata najwa talk show* (Doctoral dissertation, unika soegijapranata semarang).
- Center, P. (2004). Cable and Internet loom large in fragmented political news universe: Perceptions of partisan bias seen as growing especially by democrats. Pew Internet and American Life Project.
- Diastuti, N. R. (2012). The analysis of maxims in “Tears of the Sun” movie.
- Dining rum, A. &. Musyahda, L. (2016). *Conversational Implicature in “Sarah Sechan” Talk Show of Go Green Episodes* (Doctoral dissertation, Universitas Airlangga).
- Dornerus, E. (2005). Breaking maxims in conversation: A comparative study of how scriptwriters break maxims in desperate housewives and that 70s show. Retrieved from <http://kau.diva-portal.org/smash/get/diva2:5829/FULLTEXT01.pdf>
- Evidoyanti, & Siti Kustini. (2012). A pragmatic analysis of the flouting maxims in Kick Andy talk show 'laskar pelangi' based on Grice's cooperative principle. *Jurnal Intekna*, 12(1), 91-95.
- Fakharzadeh, M, & Rasekh, A. E. (2010). On the applicability or non-applicability of the Gricean maxims to nursery rhymes. *Journal of Linguistics and Language*, 1(1), 37-73.
- Frascr, B. (1987). Pragmatic formatives. In J. Verschueren, & M. Bertuccelli-Papi (Eds.), *Pragmatic perceptive* (pp. 177-192). Amsterdam/Philadelphia: John Benjamin Publishing Company.
- Gamson, J. (1999). *Taking the talk show challenge: Television, emotion, and public spheres*.