

ANALYSIS OF FLOUTING MAXIM IN THE YOON PICTURE BOOK SERIES BY HELEN RECORVITS

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ABSTRACT

The purpose of this research is to find out the types in Yoon's picture books series, and to analyze their implied meanings. The method used in this study is qualitative descriptive. The data used in this study are three series of picture books by Helen Recorvits, that is My Name is Yoon, Yoon and the Jade Bracelet, and Yoon and the Christmas Mitten. The data used in this study are utterances containing flouting maxims in the three series picture books by Helen Recorvits and to analyze the flouting maxim the researcher uses the theory of Paul Grice. The results of this study can be summarized as follow. Firstly, the types of flouting maxims found in the Yoon picture books series are flouting maxim of quality, quantity, relevance, and manner. Among the four flouting maxims, relevance flouting occurs most frequently, which means that the cases of irrelevance in the conversations show indirectly messages and irrelevantly rather than directly and relevantly. Finally, the meanings implied in the flouting maxims in the data analyze include the functions of flouting maxims to refuse, to adapt, to express a feeling of envy, to avoid disappointing, to educate, and to respect other.

Keywords: cooperative participle, flouting maxim, implied meanings, pragmatics, Yoon picture books.

INTRODUCTION

Pragmatics is the study of the meanings spoken by speakers and interpreted by listeners. It has more to do with analyzing what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. According to George Yule (1996: 3), "Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)." In addition, Kreidler (1998: 18) says that pragmatics is another branch of linguistics concerned with meaning. It means that pragmatics is concerned with what people

mean by their words, not the words or phrases in the speech itself. To understand the meaning of the ongoing conversation, participants must be cooperative. The cooperative principle describes how the listener and speaker act cooperatively and accept each other to be understood in a certain way. Yule (1996) stated 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." Both the speaker and the listener work together in verbal communication for better conversation to know what the message or the meaning of the conversation is to each other. To make better conversation, the participants should not only be cooperative, but the participants should also follow the maxim.

According to George Yule (1996: 37), maxims are rules of conversation. He says there are some types of maxims: the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manners. The maxim of quality is one of the maxims that the speaker tells the truth. The maxim of quantity is one of the maxims that gives as much informative contribution as necessary and does not make the contribution more informative than necessary or excessive. The relation (relevance) maxim is one of the maxims to make a good conversation between the listener and the speaker to be understood by each other. The maxim of manner is one of the maxims that requires the speaker to avoid ambiguity and obscurity. When the participants did not follow the rules of conversation, they flouted the maxim. Flouting maxims means that the participant intentionally breaks the rule of maxims with a specific intent and purpose. The speaker blatantly fails to observe the maxim in which the speaker does not deceive or mislead. The participants who flouted the maxims usually want to make an implicature. According to Thomas (1995: 58), "Implicatures to imply is to hint, suggest or convey some meaning indirectly by means of language." From this statement, implicature is the implied meaning of the speaker to the listener through language. Something the speaker does, not something the sentence does. What the speaker implies is different from what he says. Speakers make implied meanings aimed at sarcasm indirectly, asking for help indirectly, or praising indirectly.

According to Grice, as quoted by (Thomas 1995: 65), There are four types of flouting maxim: flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance, and flouting maxim of manner.

1. Flouting Maxim of quality

The maxim of quality occurs when the speaker says something which is blatantly untrue or for which they lack adequate evidence.

Example:

A: Teheran's in Turkey, isn't it, teacher?

B: And London's in Armenia, I suppose.

(Levinson, 1983: 101)

In the above case, statement A is false because Tehran is not in Turkey, then B also falsely states that London is in Armenia to show that statement A is not true.

2. Flouting maxim of quantity

When flouting the maxim of quantity, the speaker gives too much or too little information to the required listener.

Example:

A: Well, how do I look?

B: Your shoes are nice.

(Cutting, 2002: 37)

In this case, speaker B flouts the maxim of quantity because B provides little information. B only gave an opinion about the shoes while A asked for an opinion about the overall appearance.

3. Flouting maxim of relevance

The flouting maxim of relevance is exploited by making a response that is irrelevant to the topic at hand.

Example:

A: Where's Bill?

B: There's a yellow VW outside Sue's house.

(Levinson, 1983: 10)

B's contribution fails to fulfill A's questions in the case above. A asks where Bill is, but B's answer is irrelevant. But A can draw the implicature that the bill has a yellow VW. He's probably at Sue's house.

4. Flouting maxim of manner

Flouting the maxim of manner happens when a speaker says something unclearly.

Example:

A: Where are you off to?

B: I was thinking of going out to get some of that fanny white stuff for somebody.

A: OK, but don't belong – dinner's nearly ready.

(Cutting, 2002: 39)

In the case above, B ambiguously says something by mentioning 'that funny white stuff' to replace 'ice cream' and 'somebody' to replace 'his daughter.' B does not say clearly; therefore, B flouts the maxim of manners. B does not want his daughter to know the meaning, which causes her not to eat her dinner before eating ice cream.

METHODOLOGY

The researcher used qualitative descriptive research to collect the data in this research. According to Creswell (2014: 32), "Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem." From this statement, the writer can explore the conversations through the picture books and the maxim of every conversation.

The data source of this research was collected from the utterance that contains flouting maxim. In this research, the researcher read picture books (*My Name is Yoon, Yoon and the Jade Bracelet, and Yoon and the Christmas Mitten*), choose the conversation, select the utterances which contain flouting maxims, classifies the data into four classifications of flouting maxim.

DISCUSSION

1. Types of Flouting Maxims

The researcher found eleven data of flouting maxim from the four types of flouting maxim in Yoon's picture book. The researcher then categorized the utterance that contains flouting maxims as follows:

Table 1

No	Books Title	Types of Flouting Maxim			
		Quality	Quantity	Relevance	Manner
1.	<i>Yoon and the Jade Bracelet</i>	2	2	2	1

2.	<i>My Name is Yoon</i>	-	-	3	-
3.	<i>Yoon and the Christmas Mitten</i>	1	-	-	-

From table 1, it can be seen there are three flouting maxims of quality, two flouting maxims of quantity, five flouting maxims of relevance, and one flouting maxims of manners. The type of flouting maxim that occurs the most is the flouting maxim of relevance from all of Yoon’s picture books. Flouting maxim of relevance occurs most often in analysis because it provides information and avoids certain topics of conversation. In addition, the flouting maxim of manners is the least flouts in the analysis because it is used to clarify something, such as clarifying a statement. There are some types of flouting maxim found in Yoon’s picture books series.

A. Flouting Maxim Occur in *Yoon and the Jade Bracelet*

Here is the flouting maxim that occurs in a conversation of *Yoon and the Jade Bracelet*.

- a. Quality Flouting: *“Do you have something that belongs to Yoon?”* My teacher asked her. *“Is that her bracelet you are wearing?”*
“No, no!” The older girl said with her tricker tongues.
“It is mine!”
- b. Quantity Flouting: *“When will I jump?”* I asked. *“Tomorrow,”* the older girl said. The bell rang. It was time to go inside, and she took the rope from me. *“I really like your bracelet,”* she said. *“In America friends share things. If we are going to be friends, you should share your bracelet with me. You should let me wear it – just for today.”*
- c. Relevance Flouting: After lunch when the children ran outside, I found the older girl again. *“You have my bracelet and I want it back,”* I said. *“Stop bothering me! Do not be a pest!”* She pushed me away and laughed. I was just like the silly girl in my storybook. I had been tricked by a tiger.
- d. Manner Flouting: *“So, tell me about the inside of this bracelet,”* she asked the older girl. *“Well...it is smooth and green,”* she repeated. The teacher looked inside and saw the dancing Korean symbols.

B. Flouting Maxim Occur in *My Name is Yoon*

Here is the flouting maxim that occur in a conversation of *My Name is Yoon*

- a. Relevance Flouting: "You make us so proud, little Yoon," My mother said.
"Maybe America will be a good home," I thought.
"Maybe different is good, too."

C. Flouting Maxim Occur in *Yoon and the Christmas Mitten*

Here is the flouting maxim that occurs in a conversation of *Yoon and the Christmas Mitten*.

- a. Quality Flouting: My mother came to tuck me in. "What is this?" she asked.
"Please, Mother. Please let me keep it there." I begged. "It is my Christmas mitten."

In *Yoon and the Jade Bracelet*, seven data flout the maxims. There are two flouting maxims of quality, two flouting maxims of quantity, two flouting maxims of relevance, and the last one flouting maxims of manners. All of the maxim flouting maxim, not only Yoon (as the main character) but also the older girl (Yoon's school friend), Yoon's mother, and Yoon's teacher. There is the most flouting maxim of the three Yoon books in *Yoon and the Jade Bracelet* because there are the most conversations in this book.

In the second book, *My Name is Yoon*; there are three flouts. The three flouts that occur in this book is the maxim of relevance. In this book, Yoon commits all of these flouts. This flout occurred because Yoon refused to cause irrelevance between speaker and listener. But in the flouting maxim of relevance, this can be used to express our feelings at that very moment. The last book is *Yoon and the Christmas Mitten*. This book has the fewest flouts maxim among Yoon's books. There is only one flouting maxim in this book. This flouting maxim of quantity occurs because the listener does not speak directly to the point. Listeners do this out of fear. If someone is scared or does not know what else to say, they will talk a lot.

2. Implied Meaning of Flouting Maxims Found in Yoon's Picture Books Series

There is the implied meaning of flouting maxims that the researcher found in Yoon's picture books. The participant flouts the maxim because they have several reasons. Such as to express sadness, happiness, gratitude, and so on. The following is a table of the implied meaning of flouting the maxim of Yoon's picture book series.

Table 2

Meaning in Yoon's Picture Books						
Type of Flouting Maxim	<i>Yoon and the Jade Bracelet</i>			<i>My Name is Yoon</i>		<i>Yoon and the Christmas Mitten</i>
	To Avoid Disappointing	To Express Feeling of Envy	To Educate	To Express Refusal	To Adapt	To Appreciate
Quality	√	√	-	-	-	√
Quantity	-	√	√	-	-	-
Relevance	-	√√	-	√	√√	-
Manner	-	-	√	-	-	-

From data table 2, it can be seen that there are many implied meanings in Yoon's picture books series. In Yoon's book, participants make implied meanings for several purposes. In *Yoon and the Jade Bracelet*, envy is the most common implied meaning found in this picture book. Children dominantly carry this envy between Yoon and her friends at school. But in *My Name is Yoon*, the most common implied meaning is to adapt. Yoon is from Korea and then moved to America, so there are many differences between Korea and America. She needs time to adapt to her new environment. And in *Yoon and the Christmas Mitten*, an implied meaning occurs in this book to honor other cultures by following the celebrations of other cultures.

Yoon's picture books have many implied meanings. *Yoon and the Jade Bracelet* the participant flouts the maxim of quality because it has a hidden meaning. In flouting the maxim of quality, the participants make an implied meaning for two reasons. The first meaning is wanting to have other people's things. Because the older girl likes Yoon's bracelet and the second meaning is because she is afraid of disappointing others. Yoon feels unable to keep her mother's gift. She did not want her mother to be disappointed because she lent her bracelet to her friend without her mother knowing. Next, in the flouting maxim of quantity, the participant hides the hidden meaning of wanting to borrow Yoon's bracelet but forcibly, and another

hidden meaning is then that the mother wants her child to learn from the meaning of this bracelet to be more confident and appreciate other people's gifts. Then, in flouting the maxim of relevance, the older girl wants to continue wearing the Yoon bracelet. She did not want to return things that did not belong to her. After that, in flouting the maxim of manners, the teacher gives an implied meaning in this flouting because she wants to test the honesty of the older girl.

In addition, in *My Name is Yoon*, participants indirectly make implied meanings to reject and express a sense of comfort. Yoon does not want to learn a new language. She does not want to write her name in English spelling and Yoon begins to feel comfortable in her new environment and begins to adapt. Furthermore, in *Yoon and the Christmas Mitten* participants also make implied meanings. In this book the participants create hidden meanings to respect other cultures. In this flouting maxim, Yoon wants to join in celebrating Christmas like her friends. She wants to respect other cultures.

CONCLUSION

Based on the discussion, the researcher would conclude that eleven flouting maxims occur in Yoon's picture books series. There are three flouting maxims of quality, two flouting maxims of quantity, five flouting maxims of relevance, and one flouting maxims of manners. The implied meaning of Yoon's picture books series is to express feeling afraid of disappointing, envy, educating, rejecting, adapting, and respecting other cultures. To express envy is the most dominant implied meaning in this picture book.

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