

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

When having a conversation, we are sometimes unable to convey what we actually mean. We tend to give more or less information than we have to and it might lead to conflict, misunderstanding or even humour. The effects are variable, depending on the situation the person is in.

Furthermore, some people rarely say precisely what they mean. Some of the reasons are they do not feel comfortable to say the truth or they have an intention to mislead their hearer. To really know the implied meaning behind a speaker's utterance, the hearer needs to observe the situation and condition of the speaker, or else the hearer will fail to understand the message behind it. That is why I choose the topic *The Role of Non-observance of Gricean's Maxims in Building the Humor in 2 Broke Girls' TV Series Season 1*.

The reason I choose this topic is to examine the implied meaning of the speaker's utterance, which will help the reader to understand the utterance itself,

as some people fail to recognize the humorous effect of the joke simply because they could not understand it.

The topic I choose belongs to one of the areas of linguistics known as Pragmatics. Pragmatics is the study of meaning, both in use and in context, which involves both the speaker's meaning and the interpretation of an utterance. Meanwhile, the specific theories which I am going to use are four basic maxims of conversation and the conversational implicature of Herbert Paul Grice. Conversational implicature is concerned with the additional or implied meaning within one's speech. I use this theory because it is suitable for analyzing the verbal humour in *2 Broke Girls* TV Series.

People who are involved in a conversation need to follow certain rules in order to make a conversation flow smoothly. Those rules are called the four conversational maxims, which were introduced by Herbert Paul Grice on 1950. The four conversational maxims are Quantity, Quality, Relation and Manner. Each maxim has some important points and a speaker is obliged to follow those points to make the hearer get the message. However, a speaker might fail to observe a maxim. This happens because of many reasons, such as unwillingness to answer the question, nervousness, irrelevant utterance, imperfect language, drunkenness. Grice formulated five ways of failing to observe the maxims, namely flouting a maxim, violating a maxim, opting out of a maxim, infringing a maxim and suspending a maxim. Flouting a maxim itself is classified into four types, which are flouting the maxim of quality, flouting the maxim of quantity, flouting the maxim of manner and flouting the maxim of relation.

This thesis focuses on the analysis of humor in the *2 Broke Girls* TV Series, based on Grice's theory. The selection of this TV series is basically due to its amusing and comical dialogues. This TV series shows several non-observances of the maxims, which play a major role in creating humorous effects. The characters in this series tend to ignore the main topic of the conversation and answer it with sarcasm or words which are actually irrelevant. As the whole series is a comedy, the purpose of this thesis is not to analyze all verbal humours that occur in this TV Series but to show that the failure to observe maxims can give rise to jokes.

It is interesting to analyze *2 Broke Girls* simply because the situations which happen in that series are similar to our daily life. The amusing part is to see how the characters could use sarcasm and jokes at the right time. The language is also simple and easy to understand. Moreover, the main characters, Max and Caroline, can deliver the jokes so well. They always tease each other wittily, which creates humour in each episode. It makes this TV series entertaining and worth watching.

By writing this thesis I hope the reader will be more aware of the importance of observing maxims in daily conversation because the failure to observe maxims actually frequently happens. This thesis will help them, as speakers, to start to convey precisely what they mean in order to avoid misleading others. As hearers, it will help them to interpret speaker's utterances which have implied meanings.

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1.2 Statement of the Problem

Based on the background of the study above, the problems of this study are stated as follows:

1. What type of non-observance of maxims occurs in the utterance?
2. What is the implied meaning within the speaker's utterance?
3. How does the failure to observe the maxims lead to humor?

1.3 Purpose of the Study

From the problems that I presented previously, the purpose of the study are formulated as follows:

1. To find the type of non-observance of maxims that occurs in the utterance.
2. To observe the implied meaning within the speaker's utterance.
3. To reveal how the failure to observe maxims leads into humor.

1.4 Method of Research

First of all, I collected the data by watching three seasons of *2 Broke Girls* TV Series then analyzed it with the cooperative principles of Grice which I learned from some sources, either in books or on educational websites. After that, I identified the speaker's failure to observe maxims which creates humor and classified it based on Grice's theory. I also tried to observe the implied meaning of the speaker's utterance. Finally, I made some conclusions based on what I have done in this thesis.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter One is the Introduction, which contains the Background of the Study, Statement of the Problem, the Purpose of the Study, Method of Research and the Organization of the Thesis. The second chapter is the Theoretical Framework, which contains the theories used to analyze the data. Chapter Three shows the analysis of the non-observance of Gricean maxims in the dialogues of *2 Broke Girls* television series. Finally, in Chapter Four, this thesis puts forward the conclusion of the study. After the conclusion, there are Bibliography and Appendices which are considered as the end part of this thesis.