

CHAPTER ONE

INTRODUCTION

Background of the Study

As man is a social creature who cannot live by himself, man needs others to communicate and interact with him. One of the forms of communication is carried out by doing a conversation. Generally, a conversation is done to exchange messages or to share information and opinion; on top of that, it is done to describe what the speaker feels.

In a conversation there are a speaker and a hearer. Both the speaker and the hearer have to cooperate to make the conversation go well. Unfortunately, not all conversations are like that. A conversation is one of communication systems which “regardless of how simple or complicated they may be, operate on the same principle: signals transmit messages from a source to a destination” (Krauss 2).

However, there are times when the transmission of the signals is not strong enough to deliver the message. The utterance in the conversation sometimes does not fulfill what the speaker or the hearer wants to achieve. This problem can be caused by lack of information, an irrelevant answer, ambiguous meaning, or an

untruthful statement. It can also happen because the speaker wants to generate an implicature, which is an additional or different conveyed meaning (Yule 146), in order to make the hearer have their own guess about the speaker's meaning. Those four things may cause misinterpretation, which often leads to humor, suspense, or conflict.

There are rules of speaking called maxims, which were suggested by Herbert Paul Grice. This theory explains “how to make a hearer get from what is said to what is meant, from the level of expressed meaning to the level of implied meaning” (Thomas 56) in order to prevent misinterpretation.

The topic of this thesis belongs to Pragmatics, which is “the study of intended speaker meaning” (Yule 127). There are four types of maxims which have to be observed to make a good conversation: maxim of quantity, quality, relation, and manner (Thomas 61-2). When those maxims are not observed, the speaker will generate an implicature—additional or different meaning—within his speech. There are five types of non-observance of the maxims: flouting, violating, infringing, opting out of and suspending a maxim.

In this thesis I would like to analyze the dialogues in TV Series *Gossip Girl* Seasons 1 and 2. I use the theory of non-observance of Gricean maxims to find out the implicature and how it leads to conflict. Conflict happens when there are two contradictory ideas which often lead to a bad relationship—even violence—among the participants in a conversation. I decide to analyze the non-observance of Gricean maxims that leading to conflicts to show how non-observance of Gricean maxims can end in a conflict. I choose this particular topic because I find it interesting when we observe how people communicate with

others. Sometimes, their utterances sound simple; yet, they actually mean more than what is said. I realize that it is common for people not to apply Gricean maxims in their conversation. This non-observance of Gricean maxims may lead to misunderstanding. I find this phenomenon interesting to analyze as it frequently happens in our daily life.

In my opinion, watching a TV series can be a good way for people to understand the phenomenon of non-observance of the Gricean maxims in utterances, as the series reflects our daily life. That is why I chose *Gossip Girl* TV series Seasons 1 and 2 as the data source.

Gossip Girl is an American teen drama television series based on the book series of the same title written by Cecily von Ziegesar. The series is “created by Josh Schwartz and Stephanie Savage. It began playing on The CW for six seasons, released on September 19, 2007 and ended on December 17, 2012” (IMDb).

This series tells about the life story of several privileged teenagers on Manhattan's Upper East Side in New York City. The story is narrated by "Gossip Girl," voiced by Kristen Bell, an omniscient anonymous blogger.

As American TV series become more and more popular, especially among teenagers, the dialogues in them can be good examples for English learners to observe. Apart from good-looking casts and fabulous fashion items, *Gossip Girl* also reflects the way people of different social backgrounds communicate, especially in a big city. It can drive the audience to boost the interests of learning English in practice, as well as to understand the meaning of conversations in a variety of situation (Clair 1).

By doing this research, I feel sure that people who read this thesis will be more aware of the speaker meaning in a conversation so that they may avoid conflicts that are likely to occur in a conversation due to misunderstanding. Thus, observing the Gricean maxims in a conversation is really important for people to prevent them from causing a conflict between one another.

(802 words)

Statement of the Problem

In my thesis, there are four problems that I am going to analyze:

1. Which Gricean maxims does each speaker fail to obey in *Gossip Girl* TV Series Seasons 1 and 2?
2. What types of non-observance of maxim are found in the utterances of *Gossip Girl* TV Series Seasons 1 and 2?
3. What is the implicature of each of the utterances?
4. How does the non-observance of the maxims lead to conflicts?

Purpose of the Study

The purposes of this study are as follows:

1. To show the types of Gricean maxims that each speaker fails to obey in *Gossip Girl* TV Series Seasons 1 and 2.
2. To show the types on non-observance of the Gricean maxims that the speakers do in *Gossip Girl* TV Series Seasons 1 and 2.
3. To show the speakers' implicatures in the utterances that do not observe the Gricean Maxims.

4. To explain how the non-observance of the Gricean maxims leads to conflicts.

Method of Research

There are several steps taken in gathering the data. Firstly, I chose the topic that I was interested in. Then I collected certain information and theory related to it. After that, I chose *Gossip Girl* TV Series Seasons 1 and 2 as my primary data source. Next, I began to search for non-observance of the maxims in the characters' utterances to analyze which types of the maxims that each character does not observe. Along with that I analyzed the non-observance of the maxims and the implicature within the utterances. I also analyzed the way the non-observance of the maxims leads to conflicts. Finally, I wrote the thesis.

Organization of the Thesis

This thesis consists of four chapters, which are preceded by Abstract. The first chapter is Introduction, which consists of five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains Theoretical Framework, which is the elaboration of the Gricean maxims theory. In Chapter Three, I present the analysis of the data from *Gossip Girl* TV Series Seasons 1 and 2. Chapter Four is the conclusion of the analysis. At the end of the thesis, I put Bibliography and Appendix.