

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Human beings cannot live without having communication with others. That is why communication is a very important part of our lives. The importance of communication cannot be denied. Using effective communication skills is crucial to relationships and to success at work. There are, of course, many types of communication. We use verbal communication, non-verbal communication, written communication and many forms of each of those (Brinser).

When people communicate with one another, deliberately or not, the speaker sometimes tends to express his or her intention implicitly to the hearer. The speaker does not always say directly what he or she means. As written in *The Handbook of Pragmatics* by L.R. Horn, "What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood" (Nordquist). When the participants of a conversation fail to observe the Gricean maxims, they can misunderstand each other and we may find the situation funny. This misunderstanding or funny atmosphere happens due to the

speaker's utterance which gives more or less information than needed, is irrelevant, lacks adequate evidence, and creates an ambiguous situation (Thomas 63-64). For that reason, we have to be more aware when we are interpreting people's utterances. In order that we can interpret people's utterances accurately, we need to observe the maxims, which are introduced by H.P. Grice, because when a speaker says something, his utterance may not only contain literal meaning, but also figurative.

Non-observance of the maxim is often used for creating jokes. Frequently, misinterpretation happens within a conversation and this can cause humorous situations, especially in jokes. When a speaker says something to the hearer, the speaker sometimes does not say it straightforwardly. Still, the hearer feels that he or she understands the situation as intended and replies to the speaker with an answer that is actually totally unrelated to what the situation requires. As a result, when the wrong answer is given, a humorous situation is created. Generally speaking, humour is created from misinterpretation between a speaker and a hearer, as each of them has a different point of view, knowledge, and interpretation.

In this thesis I would like to observe the non-observance of the maxims in jokes. The title of my thesis is "Analysis of Non-observance of the Gricean Maxims in relation to Script Incongruity in Marriage Jokes". I choose this topic because I take an interest in how a joke, especially that in the form of conversation, is interpreted. In this thesis, I would like to analyse the types of non-observance of the maxims in a joke and the role they are playing in creating a

joke. I believe that many people like jokes, but they tend to fail to appreciate jokes due to lack of knowledge required to understand it.

This topic is significant because the readers can be conscious of how a joke creates the implicature and how the implicature works as the central of the jokes. It is expected that the new knowledge will help the readers to appreciate and interpret humour in the way it is aimed in the first place. Thus, after reading this thesis, the readers are expected to understand jokes better.

My topic belongs to the study of Pragmatics as its main field. Specifically, the theory that I am going to use to observe the utterances in the jokes for my thesis is non-observance of the Gricean maxim as one of the subfields of pragmatics. Non-observance of the Gricean maxims occurs when the speaker's utterance shows that he does not observe the maxims due to deception, ethical reasons, unwillingness to cooperate, and imperfect linguistic performance (72-76).

According to H.P. Grice, maxims are categorised into Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner (63). There are five categories of non-observance of the maxims of the conversational implicature. They are flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim (64).

I use Raskin's theory of script incongruity to enhance the explanation of humour. I choose these two theories because they are closely related with each other, and in a joke the relation between these theories has an important role in creating humour.

In this thesis, I am going to use marriage jokes taken from some Websites on the Internet as my data. I decide to take the data from the Websites because the

ample amount of data that the Websites contain can be used for my analysis. Moreover, Websites offer many categories of jokes, such as marriage, bar, doctors, lawyers, religions, and children, that I can analyse. Most of the jokes on the websites are in the form of conversation. Thus, it will be easy to analyse them in the study of pragmatics and script incongruity.

(800 words)

1.2 Statement of the Problem

The problems which I am going to analyse are:

1. What types of the non-observance of Gricean maxim are found in each joke?
2. What is the implicature?
3. In relation to Raskin's theory of script incongruity, how does the non-observance of the maxim lead to the occurrence of humour in the joke?

1.3 Purpose of the Study

This study is done:

1. to identify which types of the maxims are not observed in each joke.
2. to show the implicature generated by the speaker.
3. to explain the significance of the relation of the non-observance of the maxims with Raskin's theory of script incongruity in the occurrence of the humour in the jokes.

1.4 Method of Research

The first step in doing this research is searching for marriage jokes on the Internet. The second step is collecting all the jokes in which conversational maxims are not observed. The third step is categorising each data into the types of

non-observance and the conversational maxims, as introduced by Grice. Then I complete my analysis using Raskin's theory of script incongruity. The next step is analysing how the utterances lead to humour and the last step is writing the research report.

1.5 Organisation of the Thesis

This thesis is presented in four chapters. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organisation of the Thesis. Chapter Two is Theoretical Framework, in which all the theories used in analysing the data are provided. Chapter Three is the analysis of the data. Chapter Four contains the conclusion of the analysis. At the last part of this thesis, I put Bibliography, which contains all the references used, and Appendix, in which I provide screenshots of the data that I use.