

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Communication is one of the most important things in life. Everybody communicates to give and receive information, to understand each other, and also to get on well with other people. Most people think that communication is a very simple thing that happens in daily life all the time and therefore they think there will be no problems in communicating with people. However, sometimes when people communicate, they say something that actually has a hidden meaning that can cause conflict between the speakers.

Sometimes in our daily life a speaker does not seem to follow the rule in communication, which can cause conflict in a conversation. Based on this reality, I am interested in analyzing some problems which occur in communication. By analyzing the problems that can cause conflict in communication, I hope that we can reduce conflict in communicating.

The study of learning about communicative meaning is termed as pragmatics. Pragmatics is a study about meaning in sentences (Thomas 2). One of The sub-studies in pragmatics is implicature, which was introduced by Grice. Grice introduced four conversational maxims and the cooperative principle needed to make a conversation run smoothly. The Cooperative Principle suggests that a speaker should give informative information in a conversation, which means giving enough information in the right context (Grice 45). There are four kinds of maxims that he introduced; they are Maxims of Quantity, Quality, Relation and Manner. Quantity means that we have to give an information in which we do not give more or less information than is required in a conversation. Quality means we have to give the real information, not the wrong one. Relation means the question has to be relevant with the answer. Manner means the answer that we give have to be clear to avoid ambiguity.

Based on Grice's theory there are five ways in which people fail to observe the maxims; they are flouting a maxim, violating a maxim, infringing the maxim, opting out of a maxim, and suspending a maxim (64).

I will use *Pretty Little Liars* TV series, which was released in 2010, as my source of data. This TV series is about five girls who live in Rosewood named Alison, Aria, Spencer, Hanna, and Emily. One summer, one of their friends, Alison, is missing. The disappearance of Alison makes the group separated; they only come back together after the police discover Allison's body. They are still trying to find closure because they cannot believe the fact that Alison is murdered. When they are still struggling to accept it, they are blackmailed by someone called

“A”, who threatens to reveal their darkest secrets. They are trying to figure out the mystery of the murder of their best friend, Alison, and who “A” is. (IMDb)

The reason why I choose this TV series is because we can find lots of conflicts between the main characters and other characters. The conflicts happen because the characters do not seem to say things directly to their conversation partners. In this TV series we can find that the characters often fail to observe the maxims.

I would like to analyze the main characters: Aria, Spencer, Hanna, and Emily as well as some other characters: Toby, Peter, Spencer’s father; Lucas, Kate, Ashley, Hanna’s mother; and Ella, Aria’s mother. I choose to analyze all the characters mentioned above because they are the ones who are mostly involved in the conversation and their utterances, which do not follow the rules introduced by Grice, lead them to conflicts.

The topic of my thesis is “The Occurrence of Conflicts Due to The Non-Observance of The Gricean Maxims in *Pretty Little Liars* TV series, seasons 1-2.” To analyze the data, the theory that I would like to use is the non-observance of the Gricean maxims theory from Pragmatics, which discusses about hidden meaning in a conversation. I believe with this theory I can analyze the reason a conflict occurs in communication.

This study is done to prove that conflict can happen due to failure in observing the maxims between the speakers, which happens lot in *Pretty Little Liars* TV series. Conflicts happen all the time in our daily life conversation. We can avoid it by knowing the rules which can make conversation run smoothly.

Therefore, the significance of my study is so that people are able to know that sometimes in conversations people have hidden meaning behind what they say. This analysis is also important for people so that they know Gricean maxims are important in communication. With this analysis, people can also know that failure in observing the maxims may lead to conflicts.

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1.2 Statement of the Problem

The problems that I am going to analyze are:

1. What types of non-observance of Gricean maxims are found in *Pretty Little Liars*?
2. What is the implicature of the utterances?
3. How does the non-observance of Gricean maxims give rise to conflict?

1.3 Purpose of the Study

1. To know what types of non-observance of Gricean maxims are found in *Pretty Little Liars*.
2. To know the implicature of the utterances.
3. To know how the non-observance of Gricean maxims give rise to conflict.

1.4 Method of Research

Before writing my thesis, I watch *Pretty Little Liar TV* series and choose the data where the speaker fails to observe the maxim. After that I consulted books for references to make the analysis. Finally, after finding the references, I apply it to the problem to finalize my analysis and I draw a conclusion about my findings.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter One is Introduction. It consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, consisting of the theory which is used to analyze the non-observance of the maxims. Chapter Three is the analysis. The discussion of non-observance of the Gricean Maxims in the *Pretty Little Liars TV* series is elaborated in this chapter. Chapter Four is Conclusion. It consists of my personal opinion about the discussion. This last chapter is followed by Bibliography and the Appendices.