

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Human beings are social creatures who cannot live only by themselves. In everyday life, we as human beings have to communicate with one another to share our thoughts, to tell our needs, and to live. That is why communication is inevitable for us. Thus, to fulfil the needs of communication, language is created.

According to *Oxford Advanced Dictionary*, 'language is the use by human of a system of sounds and words to communicate' ("Language", def. 2). Yet, for some reasons, people cannot simply say what they want to say, accordingly; Pragmatics exists.

It is not rare that people utter something opposite to what they actually want to convey, or they say ambiguous things, or saying something that lacks evidence, with or without any intention to mislead the hearer. All of those issues are studied in Pragmatics. "Pragmatics is the study of the speaker's meaning dealing with utterances. It is the study of the contextual meaning." (Thomas 1)

In a conversation, there is a rule. This rule of conversation is made so that the conversation can run smoothly. A philosopher from England who is a linguist, H.P. Grice, introduced the four conversational maxims and the cooperative principle. These four conversational maxims and the cooperative principle will be explained in details in Chapter Two. Basically, this rule becomes an identifier to categorize the utterances that fail to observe the principle into several categories of the types of non-observance. There are flouting the maxim, violating the maxim, infringing the maxim, opting out of the maxim, and suspending the maxim. (Thomas 65)

As I have mentioned earlier, people often say something which is different from what they really want to say. In Pragmatics, that speaker meaning is called implicature. According to H.P. Grice, "To imply is to hint, suggest or convey some meaning indirectly by means of language" (Thomas 1). The implicature could be understood by a lot of expectations and assumptions, and it all depends on the situation and condition at that time.

In Revenge TV Series, I find some utterances which fail to observe the maxims. In this thesis, I would like to analyze the conversation uttered by the major characters: Emily Thorne (the protagonist), Victoria (the antagonist) and the members of Victoria's family, such as her husband, Conrad, and her children, Daniel and Charlotte.

Because this TV series is about revenge, the characters have many secrets and lies. Thus, I can tell that the non-observance of maxims often happens because of those two things, secrets and lies.

The main character, Emily Thorne, is on the mission for revenge. Everything about her is a fake. Because of that, she often fails to observe the maxims.

Victoria often fails to observe the maxims because she does not want people around her to know about her past, especially her children. As a result, lying is not something rare in Victoria's life.

Conrad, who is Victoria's husband, apparently has an affair with Victoria's best friend. Hence, the same as Victoria, he has a tendency to lie or mislead people around him. In other words, he often fails to observe the maxim.

Victoria's daughter has family issues which make her use drugs and have a lot of problems. She lies to hide the truth of her using drugs and it makes her often fail to observe the maxims.

Victoria's son, who is also Emily's boyfriend, Daniel, knows nothing about the situation that happens in his family. He usually becomes the one who is misled by people around him because he trusts people easily." (IMDb)

I hope my thesis can be beneficial to the readers. Misinterpretation between the speaker and the hearer usually triggers a conflict. Through my thesis about the rise of the conflict due to the non-observances of Gricean maxims, the readers will become more aware of the implicature within one's utterances, the way they interpret what they hear or read, so that conflicts can be avoided. Moreover, they can become more cautions of those utterances which intends to mislead.

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1.2 Statement of the Problem

In my thesis, there are three problems to be analyzed:

1. Which utterance does not observe the Gricean maxim?
2. What type of non-observance of the Gricean Maxim does it belong to?
3. How do the conflicts arise due to the non-observances of Gricean Maxims?

1.3 Purpose of the Study

The purposes of this study are:

1. To find out which utterance does not observe the Gricean maxim.
2. To classify the type of maxim it belongs to.
3. To analyze how these non-observance of maxims arise the conflict.

1.4 Method of Research

The first step I did for this research is I read the theory of maxims until I really understood it. Second, I looked for a TV series which has so many conflicts because of the failure of observing the Gricean Maxims. I watched it and collected the data. Third, after I had sufficient data, I started to analyze the type of the maxims which the character fails to observe and relate it to the conflicts.

1.5 Organization of the Thesis

This thesis consists of four chapters. Chapter One is Introduction, which contains 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. Chapter Three contains the analysis of the data. Chapter Four contains the conclusion of the discussion in Chapter Three. At the end of this thesis, there is Bibliography, consisting of the sources and the references which are used to support this analysis, and Appendix.

