

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Human beings are not just biological creatures; we are also social creatures. In our lives, human beings need other people to socialize and communicate with. Conversation is the easiest way to communicate with other people. Of course we have conversations with other people every day.

In a conversation, there should be a hearer and a speaker. When we are having a conversation, sometimes it does not go well. This can create some conflicts. This happens because what the speaker wants is not fulfilled. This may happen because the speaker can not deliver her/his intention well to the hearer. There are some factors that affect the conversation, such as ambiguous meanings, too little or too much information, the fact that the speaker says something untrue, or gives irrelevant answers.

The topic of my thesis is Analysis of the Non-Observance of the Gricean Maxims in Building the Conflict in *Brothers & Sisters* Drama Series Season 3. The reason why I choose this topic is because I am curious how the conversation does not end well caused by misunderstanding and I want to prove it in my thesis.

I also want to know deeper the speaker's implication from their utterance. The conflicts between people in this drama series is caused when the speaker fails to observe a maxim proposed by Paul Grice, and it caused the hearer to misunderstand the speaker's utterance meaning. I also choose to analyze the conflict between two people in the conversation. Therefore, it is not difficult to find which utterance that breaks Gricean maxims.

I take the data by watching the drama series *Brothers & Sisters* season 3. I choose this film because it is a drama series that has a lot of conflicts between the characters, so I can get varieties of conflicts from the film. And non-observance of the maxims mostly occur in the conflict of this TV series. I also choose the conflict between major characters who have a lot of conflict, so the conflict I am going to analyze will be more significant.

The area of linguistics that my topic belongs to is Pragmatics. Pragmatics is the study how people use language (Channell). Pragmatics itself is "the study of the aspects of meaning and language use that are dependent on the speaker, the addressee and other features of the context of utterance" (Martinovski). I use non-observance of Gricean Maxims as the specific theory.

Paul Grice says that conversation is a cooperative activity. According to him, when we communicate we assume, without releasing it, that we and the people we are talking to, will be conversationally cooperative- we will cooperate to achieve mutual conversational ends ("Task A – What is Grice's Cooperative Principle in Conversation").

Grice proposes four types of flouting maxims. They are maxims of quantity, quality, relation, and manner. He also says that there are four types of

non-observance, which are violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. Through this theory, I can analyze how the speaker in the film does the non-observance of Gricean Maxims. So, I use this theory to analyze the conflict in the film. It helps me to get the point that a speaker wants or intends to say.

The significance of my thesis is that people will be able to realize that the non-observance of the maxims can cause conflict in the conversation. Sometimes people do not always say what they mean directly. Through this thesis, I want to make people more understand that sometimes in daily conversation or formal conversation, we have to get what the speaker actually means or intends from their utterance. People are expected to know the actual meaning of those particular words and not be misled.

This thesis can help people to notice that the speaker sometimes tries to mislead or tries to lie to the listener on purpose. Sometimes the speaker utters ambiguous statements so that the hearer must search for the meaning. Thus, I hope people who read this will be able to understand how to make the conversation ends well. The speaker should say what he or she means directly, so there will not be ambiguous meaning and cause misunderstanding between the speaker and the hearer. As well as the hearer should search for the meaning of what the speaker means. So, there will not be the conflict or misunderstanding.

(Word Count : 727 words)

## **1.2 Statement of the Problem**

Based on the topic that I choose, I would like to discuss the following problems:

1. Which type of non-observance of the Gricean Maxim is found in *Brothers & Sisters*?
2. Which type of maxim is unobserved in *Brothers & Sisters*?
3. What is the implicature of the utterance?
4. How does the non-observance of Gricean maxim create and heighten conflict in the film?

### **1.3 Purpose of the Study**

The purpose of this study is:

1. To find out which type of Grice non-observance of maxim found in *Brothers & Sisters*.
2. To find out which type of the maxim is unobserved in *Brothers & Sisters*.
3. To find out what is the implicature of the speaker's utterance.
4. To find out how the non-observance of Gricean maxim create and heighten conflict.

### **1.4 Method of Research**

There are three steps that I used in writing this thesis. First, I learned the theory of the non-observance of Gricean maxims and searched for the data. Second, I chose some TV series in DVD stores and I chose *Brothers & Sisters* as my data. Third, I watched and found the conversation related to conflict and analyzed it. Finally, I wrote the research report.

### **1.5 Organization of the Thesis**

This thesis consists of four chapters. Chapter One is Introduction, which have 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 the theoretical framework in which shows the theories that are used to analyze the data are explained. In Chapter Three, I present the analysis of the data. Chapter Four is Conclusion. At the end of the thesis, there are Bibliography and Appendix.