CHAPTER ONE

INTRODUCTION

Background of the Study

In daily life, communication is the most effective means for people to interact with others. People communicate for several purposes, such as expressing their feelings, giving their opinion, having fun, and others.

The most common way of communication is conversation. Through conversation people can interact with others directly using verbal language. Yet, sometimes people often make mistakes to observe the maxims in their conversation.

Pragmatics is the study of speaker meaning. In particular, it is the study of contextual meaning. Pragmatics is the study of how more gets communicated than is said (Thomas, 1995, p.21). One important thing to study in pragmatics is conversational implicature. People usually fail to show their true purposes of saying something because they do not directly say what they mean. Sometimes, they imply their feeling and opinion bluntly. Such a case is known as a failure in

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observing the maxim. In pragmatics, conversational implicature is something which is implied in conversation, which is left implicit in actual language use or the implicature is according to the context in utterance. Conversational implicature can be used to create humour or jokes.

In conversation or in our daily life, misunderstanding and misinterpretation happen between the speaker and the hearer, which creates funny situations. Usually, in conversation the hearer does not always grasp exactly what the speaker means. The hearer thinks that he or she has understood the speaker's meaning completely, and gives an answer which is actually irrelevant with the topic, which causes misunderstanding.

According to Grice's theory of the maxim, misunderstanding happens when "...a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading. Instead, it is simply because the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to the expressed meaning." (Thomas, 1995, p.65). This insight about the theory is very important to help people find out and understand what the speaker really means.

The topic of this thesis is *The Role of Gricean Maxims and Raskin's Theory of Script Incongruity in Family Jokes*. The reason that I choose this topic as my analysis is because I am very interested in one aspect of communication, namely humour. Moreover, jokes are interesting to analyze.

We can find jokes in daily conversation whether they happen deliberately or not. Sometimes, misunderstanding and misinterpretation of daily conversation can result in jokes. What I am going to analyze in my study is which types of non

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observance of the maxim are not observed in the jokes, the implicature of the maxim and how Grice's theory of maxim and Raskin's theory of script incongruity reveal the humour.

The significance of this study is to explain how the role of maxim becomes the humour of a joke. We are going to learn something which can be funny from an utterance. People create humour by making jokes and they can understand which part of jokes is considered funny. In many cases, a joke is just a word or a phrase that refers to some humourous situation; therefore, it makes people entertained.

Finally, the purpose of this study is to help people identify which part of an utterance is considered funny through the role of maxim and script incongruity theory in jokes.

The theory that I am going to use is Grice's theory on the role of maxim and Raskin's theory of script incongruity. According to Raskin's theory, script incongruity is the change of the script and it relates to non-observance of the Gricean maxim. It happens when a speaker fails to observe a maxim without any intention of deceiving or misleading. Sometimes, it creates a joke. Speaker's failure occurs when the hearer cannot catch what the speaker means.

The source of the data which I am going to use as the subject of my analysis is family jokes in *jokes.siliconindia.com*. Many categories of data which I can analyze in this web like funny jokes, families, colleges, managers and short jokes. However, I will choose family jokes because there are plenty of data which can be analyzed in this category.

Word count: 717 Words

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Statement of the Problem

In this study, the problem that are going to be analyzed are:

1. Which types of non-observance of the maxim are not observed in the joke?

2. What is the implicature?

3. How do Grice's theory of maxim and Raskin's theory of script incongruity reveal the humour?

Purpose of the Study

The steps I would like to take in gathering the data:

1. To find out which types of non-observance of the maxim are not observed in the joke.

2. To identify the implicature.

3. To explain how Grice's theory of maxim and Raskin's theory of script incongruity reveal the humour?

Method of Research

In writing this thesis, I have taken the following steps. I collected the data, analyzed and gave explanations about the whole data. I read family jokes in a form of conversation from the website as my primary source. Then, I also read as well as compiling some information from Guy Cook's *Language Play, Language Learning* and Jenny Thomas' *Meaning in Interaction: an Introduction to Pragmatics* to support my analysis of script incongruity and the role of maxims. Finally, I wrote the thesis.

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Organization of the Thesis

This thesis is organized into 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 is Theoretical Framework, which consists of the theories that are used in the analysis of the data. Chapter Three is analysis of the data. Chapter Four is Conclusion, which includes my opinions, comments and suggestions for further research. The next part is Bibliography. And the last is Appendices, which is presented at the last part of the thesis.

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