

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As human being, we need to interact with other people because we can not live alone in this world. We must communicate to build relationship with each other.

Conversation is the way easiest to do this. Of course, conversation happens when there is the speaker and the hearer. In order to have a good conversation, the hearer has to know what the speaker means in producing an utterance. In linguistics, it is called pragmatics.

According to George Yule, Pragmatics is the study of speaker meaning (Yule, 1996, pg. 3). If the hearer can not understand what the speaker means, the conversation will not run smoothly. So, when the needs of information are fulfilled, a successful conversation is conducted.

In pragmatics, implied meaning within our speech is termed **implicature**. According to H. P. Grice, there are two different kinds of implicature. They are conventional implicature and conversational implicature.

Paul Grice (1975) introduced four conversational maxims. They are quantity, quality, relation and manner. He also introduces the *cooperative principle* which makes the conversation run smooth. But very often people fail to observe the maxim which can lead to conflict between them. Therefore, Grice discussed five ways of not observing a maxim. They are flouting a maxim, violating a maxim, infringing a maxim, opting-out of a maxim, suspending a maxim. The explanation and example of five types of the maxims will be shown in this topic.

I choose TV Series because I am interested to analyze the non-observance of the Gricean maxims, which are related to conflict from the characters' conversations in this TV Series, in which some actors and actresses often fail to observe the maxim. When they speak to one to another, sometimes they fail to observe the maxim so their conversation lead to conflict. That is why I used a television series as the data source.

The TV Series in *Beverly Hills 90210* Seasons 3 and 4 is chosen because I find many conflicts in their dialogue which are related to my topic, is the non-observance of Gricean maxims. Then, why I choose this TV Series from Seasons 3 and 4 because the *Beverly Hills 90210* Seasons 1 and 2 have already been analysed. So, I continue to analyze the next seasons. This TV Series tells about a Kansas family relocate to Beverly Hills and it is about the parental issues,

academic matters, career aspirations, and romantic concerns of the other characters.

In this TV Series, I would like to analyze the conversation by the characters who often fail to observe the maxim and produce the implicature which leads the conflict in the end. They are Annie Wilson, Liam Court, Dixon Wilson, Navid Shirazi, Adrianna Tate, and Naomi Clark.

One of the characters who fail to observe a maxim is Adrianna Tate. She is one of the main characters in this TV Series. Adrianna is a girl who has high ambition to be an actress. She will do everything so that she can be famous. For instance, she takes Javier's song, Javier is Adrianna's friend who already passed away in a car accident. Adrianna is left by her friends no exception Navid, her boy friend, who does not like Adrianna's behaviour after she becomes famous.

The second character is Navid Shirazi, a kind, easy going and rich person. One day he finds out about his father's illegal job from his schoolmates. It makes him disappointed with his father.

The third character is Naomi Clark, a broken-home teenager in this TV series. She is a beautiful girl and very popular in the high school. She always wants to be the best girl but her capability of controlling her emotion and her ego is very low. So it makes her not observe the Gricean maxims.

The fourth character is Annie Wilson, a teenager who just wants to find love and become a good friend in the school. Unfortunately, sometimes her ego as a teenager makes her not observe the Gricean maxims.

The fifth character is Dixon Wilson. He is Annie's adopted brother. Dixon is good-spirited and has a passion and talents in music. He has relationship with

some of female characters including Adrianna and Ivy. But he had a bit of an anger problem which often brings him to trouble.

The sixth character is Liam Court. He is a contemplative person with a lot of secrets. He remains pretty much a mystery to people around him. And sometimes it makes him in trouble and not observe the Gricean maxim.

The purpose I analyze this topic is to know that in our daily conversation, sometimes people are not aware what they are talking about and it can lead to conflict by failing to observe the Gricean maxims. I hope from this thesis, people can understand about type of the non-observance of the maxims and why people can fail to observe the maxims, which cause the conflict. For people who want to write thesis with similar topic, I hope this thesis can be useful for their research.

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1.2 Statement of the Problem

In this study, there are three problems to be analyzed, they are:

1. What types of non-observance of the maxims is done by the speakers in the *Beverly Hills 90210* Seasons 3-4?
2. What is the implicature in the speakers' utterance?
3. How do the non-observance of the maxims lead to conflict?

1.3 Purpose of the Study

1. To find type of non-observance of the maxims that is done by the speakers in the *Beverly Hills 9021*.

2. To find the speakers' implicature.
3. To find how the non-observance of the maxims leads to conflict.

1.4 Methods of Research

In analyzing my topic, I take five steps to collect my data. First, I searched the theory from some books and in the Internet, which is related with my topic. Second, I choose TV Series *Beverly Hills 90210* Season 3 until 4 as my data. Third, I watched TV Series and wrote down the conversation which contain non-observance of the maxims. Fourth, I analysed which type of non-observance of the maxims and the implicature from the characters' utterance. The last step, fifth, I analysed the way non-observance can lead to conflict. Finally, I wrote my thesis.

1.5 Organization of the Thesis

This thesis consists of four chapters. The first chapter is Introduction, containing Background of the Study, Statement of the Problems, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is Theoretical Framework. It contains the theory about non-observance of the maxims to analyze in this data. Chapter Three is the analysis of non-observance of the Gricean maxims related to conflict in the TV Series *Beverly Hills 90210* Seasons 3 until 4. Chapter Four is Conclusion. This thesis is ended by Bibliography and Appendix.