

# CHAPTER ONE

## INTRODUCTION

### Background of the Study

In daily life, people as social beings communicate in order to express their feelings, give their opinions or ideas, or just to have fun. One way of communicating is by having a conversation. Through a conversation, people may give their opinions or ideas to others and they may also get some information that they need to know from others. However, in many cases, many people often ask questions or say things that might be misinterpreted by others.

Pragmatics is the study of speaker meaning, and one important thing to study in pragmatics is conversational implicature. In a conversation, people do not always directly say what they mean. Sometimes they might imply their feelings, opinions or ideas instead of saying them bluntly. By doing so, they actually fail to observe the maxim.

Maxim is a kind of 'rule' in an utterance. Conversational implicature in pragmatics studies how capable a person is to catch the implicature correctly from others who fail to observe the maxim. This means that pragmatics also studies to

recognize what a speaker implies in the utterance in order to make the hearer understand.

Furthermore, conversational implicature is also used in creating humour. We might get many examples in daily life because there is a chance that a misunderstanding or misinterpretation happens in a conversation. Moreover, the misunderstanding or misinterpretation that occurs in this conversation could be funny in certain circumstances. In a conversation, the hearer might not always understand what the speaker actually implies within the utterances. Still, when the hearer thinks that he or she understands it clearly, and replies it with an answer that actually is not in relation with the topic, it may turn out to be funny. As a result, humour occurs as the hearer replies to the speaker's utterances in an unrelated way. From this situation, we might say that humour occurs when the hearer fails to get what the speaker actually implies. In other words, humour may be created from the misunderstanding or misinterpretation of the conversational implicature.

The topic of this thesis is *The Role of Maxims and Script Incongruity in Revealing Humour in Jokes.com*. The reason why I choose this topic for my thesis is because I am one of many people in the world who are very interested in humour. One of the ways humour can be found is in jokes that are considered funny.

There are a lot of categories of jokes from around the world. Each of the categories has different types. It can be in a type of word play or a riddle. However, I find that effective one way of telling jokes is by making them like

conversations. It is interesting to be able to know how jokes in the form of conversations are interpreted.

In addition, jokes are universal and they are easily found in a misinterpretation of a conversation from anywhere. Therefore, in this thesis I would like to analyze the conversational implicature in the jokes, the types of non-observance of the maxims in relation with Raskin's theory of incongruity and the use of their role in revealing humour in the jokes.

The significance of the study is in explaining how a conversational implicature is created in a joke and how the implicature becomes the source of the joke itself. This study could open our mind in trying to understand the meaning of conversational implicature in creating humour. This topic that I am studying makes me hope that from what we are about to study in this thesis, the readers are helped to be able to interpret humour within the jokes which are intended to entertain and to be interpreted and appreciated by the people from around the world.

This topic belongs to the area of linguistics called pragmatics, as it concerns with implicature in a conversation. The theories that are going to be used in my analysis are Grice's theory of maxims and Raskin's theory of script incongruity. These theories are needed to elaborate the explanation of the humour within the joke explicitly. The importance of these theories is to reveal the humour within the joke itself, to make the people consider and believe that the joke is funny.

The source of the data which is going to be used in the analysis is *jokes.skem9.co.uk*. This source is chosen because it is relevant with the analysis;

besides, the actual data that is provided in this site is daily updated. There are at least thirty data which could be gathered and analyzed from the source.

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### **Statement of the Problem**

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

1. Which type of non-observance of the maxim occurs in the joke?
2. What is the implicature?
3. How do Grice's theory of maxims and Raskin's theory of script incongruity reveal the humour in the joke?

### **Purpose of the Study**

Based on the statement of the problem above, I would like to:

1. Classify the type of the non-observance of the maxims that occurs in the joke.
2. Find out the implicature.
3. Explain how Grice's theory of maxim and Raskin's theory of script incongruity reveal humour.

### **Method of Research**

The first thing I do in completing this thesis is by gathering the data from the source, which is *jokes.skem9.co.uk*, then specify the data which are going to be analyzed. The next thing to do is to determine the theories that are going to be used in the analysis. After the data and the theories are gathered, I begin the data analysis according to the statement of the problem, and then writing the research report and finishing the thesis.

## **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. Chapter Three is Data Analysis, which is about the analysis of the provided data. Chapter Four is Conclusion, which includes my comments, opinions and suggestions for further researches. The last part is Bibliography. Appendix is presented at the end of this thesis.

