

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Everybody needs to communicate with one another because we are social beings. It is a must for us to communicate. Communication is the key to express our feelings, emotions, and thoughts. On top of that, people can socialize and connect with each other through communication. Therefore, it is really important to deliver our message through communication.

People usually utter something directly. However, in reality, when a speaker communicates, his message is sometimes not delivered explicitly. It creates an implicature, which in Pragmatics, is a hidden meaning that occurs in an utterance.

In order to avoid misinterpretation between the speaker and the hearer, Grice established the Cooperative Principle (1975). The principles should be obeyed by the participants by following the rules of speaking, which consist of four maxims. They are quantity, quality, relation and manner. However, when

people are engaged in a conversation, they usually do not obey the rules. Moreover, according to Grice, people do not always say what they actually mean. This can produce an implicature.

Basically, people like funny things in order to reduce their stress in life. There are a lot of things to make people laugh, such as situation comedy, stand up comedies, and also jokes. Commonly, people like jokes a lot.

Jokes lead to laughter and help our mind relax and it recharges our spirit. Laughter can reduce the level of stress hormones. (Laughter and Health, n.d.). Some people find it difficult to express their emotions, especially the negative ones such as anger, sadness, and fear. In the research of *American Association for Therapeutic Humor*, these emotions can be released harmlessly by laughter (Brain, n.d.). Based on the explanation above, it can be said that people need to laugh.

According to *Oxford Advanced Learner's Dictionary* 8th edition, joke is “something that you say or do to make people laugh” (2010). Jokes are necessary and have many benefits for life. In many kinds of jokes, it is possible for implicature to exist and the implicature makes the jokes funny.

Jokes can be found in magazines, newspapers or other media. We can read many jokes in our free time. However, when we read some jokes we sometimes do not understand which part of the joke makes us laugh. The writer of the jokes sometimes gives an implied meaning in their jokes to make their jokes funny. However, the readers may not understand the implied meaning. Thus, we do not laugh at all. Instead, we become confused.

The explanation above is the reason why I choose Pragmatics for my thesis topic. Pragmatics is the branch of linguistics which studies speaker's meaning or contextual meaning. Pragmatics is appropriate to be used to analyze jokes. In this thesis, I will give an explanation of each joke and how they become funny by relating it to the Gricean maxims.

My source of data for this thesis is "Laugh It Up" section in the Cool 'n Smart Magazine the years of 2001-2010. The C 'n S magazine is published once per four months. I will focus on occupational jokes.

The Cool 'n Smart Magazine or called C n' S Mag for short, is published in East Jakarta. It is aimed for teenagers. Updated info, tips, and articles are included to make teens interested in reading this magazine. The articles themselves contain some funny stories and jokes that make us laugh. Usually, the writer gives the story or conversation happening in our daily life, so that the humor makes sense.

I choose **The Analysis of Occupational Jokes in Relation to Non-Observance of the Gricean Maxims in "Laugh It Up" Section in The Cool 'n Smart Magazine** for my thesis title. The jokes do not always give the messages explicitly; they also come implicitly. The reason for me choosing this topic is because jokes are fun to be read.

The implied meaning in the conversation is sometimes difficult to guess, thus I would like to discuss it in jokes and analyze using the Gricean maxims. I also use the theory of incongruity to strengthen my analysis.

My analysis is significant because it is useful for people to be more aware to find out the implicit meanings in jokes. I hope my analysis will increase the capability of the readers to enjoy jokes even more understandable.

(Word count : 720)

1.2 Statement of the Problem

The problems that will be analyzed in this thesis are :

1. What types of non-observance of the Gricean maxim are found in the joke?
2. How does the non-observance of the Gricean maxim lead to the occurrence of humor?
3. In relation to Raskin's theory Script of Incongruity, how does the script incongruity help the jokes become funny?

1.3 Purpose of the Study

The purpose of the study are:

1. To know types of non-observance of the Gricean maxim found in the joke.
2. To find out how non-observance of the Gricean maxim leads to the occurrence of humor.
3. To explain how the script incongruity help the jokes become funny.

1.4 Method of Research

There are some steps that I used in writing this thesis. First, I learned the theories of Non-Observance of the Gricean maxims, especially flouting a maxim, and then the Theory of Incongruity to support my analysis. I collected the jokes “Laugh It Up” section in Cool ‘n Smart Magazine. Next, I analyzed the role of conversational implicature in each joke. After analyzing the humor by using theory of Incongruity, I wrote the research report.

1.5 Organization of the Thesis

This thesis consists of four chapters. Chapter One is Introduction, which is divided into 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 Theoretical Framework, which is the elaboration of the theories that will be used in analyzing the data. Chapter Three presents the analysis of the data. The last chapter, Chapter Four, is Conclusion. At the end of the thesis, there are Bibliography and Appendix.