CHAPTER ONE

INTRODUCTION

Background of the Study

Human beings are social creatures who always need other people in their lives. Therefore, they socialize with others, beginning from the smallest social environment like a family to some larger communities. They live together in this world and one of the ways that help them to develop their relationships is through communication. Communication makes people able to have an interaction with others.

Generally, having a good communication is mandatory for people to build a good relationship with others. However, making a good communication is not easy; sometimes people cannot cooperate when they are speaking because of some reasons. Also, the conversation may cause some conflicts when someone has different interpretations of the speaker's meaning.

In our society, we often find many different situations where people may have a conflict. Sometimes, conflicts happen just because of daily conversations. A conflict can appear when there is disagreement in communication.

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The conflict in communication may be difficult to solve if the speaker and the hearer misunderstand each other.

The title of my thesis is <u>Non Observance of Maxims That Leads to Conflict in "*Ugly Betty"* TV series Seasons 2-4</u>. *Ugly Betty* is about a girl named Betty Suarez. She is a-23-year-old woman living in New York; she is smart, sweet and hard working. However, she has a problem with her appearance. Unlike all her co-workers at MODE, the company where she works, she is neither slim nor beautiful. MODE is a high-fashion industry for a magazine in Manhattan. Unfortunately, Betty has no fashion sense. The only reason for the publisher, Bradford Meade, to hire her to be his son's secretary is that he thinks that Betty is someone who Daniel Meade will never sleep with. Betty's hard work and determination earn Daniel's respect, as she helps to find his way through the tight competition of fashion industry. Betty lives with her father, Ignacio Suarez, her old sister, Hilda Suarez and her nephew Justin Suarez.

I choose this topic because it provides a lesson to make people understand what the speaker of a conversation really means to say. Sometimes what people say has an implied meaning, which is not exactly the same as the meaning of their utterances. The study of Gricean Maxims can guide us to get people's implied meaning. When people communicate with others, they must be aware of the real meaning of the speaker's utterances.

In this TV series, I find some dialogues between the characters and their partners that cause conflicts because of the existence of the non-observance of maxims. The conflicts occur when the hearer misinterprets the speaker's meaning. The misinterpretation can be demonstrated by an analysis using Grice's theories

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of maxims. People understand that in an oral communication, the hearer has to get what the speakers mean to say.

The topic of my thesis belongs to Pragmatics, which is the study of speaker's meaning. In Pragmatics we learn about the intended meaning of the speaker's utterance which is interpreted by a hearer. The specific theory which I use is non-observance of Gricean Maxims. According to Grice, many kinds of maxims can be flouted by the speaker. Without observing the maxims, participants of a conversation will not run a conversation smoothly.

The significance of this study is to make people understand the speakers' utterances because a speaker sometimes does not directly say what they mean to the hearer. Hearers must be aware that they have to understand what the speakers say to them. This study can help them to get the meaning of the speakers' utterance and help them to realize the situation when the speaker intentionally tries to mislead them.

The data source consists of three seasons (season two to season four) of "*Ugly Betty*" TV series. Season two consists of eighteen episodes, season three has twenty four episodes, whereas season four has twenty four episodes. I take the data from season two to season four because season one has already been analyzed previously by another student. I choose this particular source because this film shows us how people should judge others not only on their appearance but also on their capacities. Moreover, the film suggests that problems should be better shared with family members than with others. I think the conflicts that occur in this film are caused by the disloyalty and greediness of the characters.

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Statement of the Problem

In my thesis, there are three problems to solve:

1. Which Gricean Maxims are flouted by each speaker in the data?

2. What is the implicature within each of the speaker's utterances?

3. As an effect of the non-observance of the Gricean Maxims, how does each conflict happen to the participants of the conversations?

Purpose of the Study

According to the statement of the problems that are proposed, this study has the following purposes:

1. to classify which maxim is flouted by a speaker in the data.

2. to find out what the implicature of the speaker's utterance is.

3. to understand how a conflict occurs as an effect of the non-observance of the Gricean Maxims.

Methods of Research

I did the following steps to do a study that is based on the Non-Observance of the Gricean Maxims.

First, I browsed the Internet to find a film which was appropriate to be analyzed using Grice's theory. After finding the film, I bought the film DVD from a store and watched it. After that, I tried to collect the dialogues in the film that could lead to conflicts. While watching the film, I was attempting to understand the whole story before selecting the dialogues that could lead to conflicts. Finally, after selecting the data from the film, I started to analyze the types of the non-

observance of maxims and the implicatures within each speaker's utterance. I also read some theories from certain textbooks and searched some references from other books.

1.5 Organization of the Thesis

The thesis includes four chapters. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. Chapter Two presents Theoretical Framework. In Chapter Three, the data analysis is presented. Chapter Four contains the Conclusion. Finally, Bibliography and Appendix are put at the end of the thesis.