CHAPTER ONE

INTRODUCTION

1.1   Background of the study

Man is a social creature. Man cannot live alone. Man needs other people in his/her life. Man must communicate with others. The easiest way to communicate with others is to build a conversation.

We have conversations with other people every day but sometimes when we have a conversation, it does not always end well. On the contrary, it raises some conflict or humour. Although we always try our best to build a good conversation, sometimes the conversation does not work well because many factors that does not fulfill what the speaker or reason wants. There are two sides in a conversation, namely the speaker and the hearer. If the speaker tries so hard to build a good conversation but the hearer does not, it will fail. Therefore, the speaker and the hearer must work together to have a good conversation. There are factors that will affect the conversation, for example, irrelevant answers, ambiguous meanings, or lack of information.

Therefore, in a conversation, there are rules of speaking, called maxims, formulated by Grice. Conversational maxim is an attempt at explaining how a hearer progresses from what is said to what is mean,from the level of expressed meaning to the level of the implied meaning (Thomas 56). This theory includes the rules for speakers and hearers to have a good conversation. Gricean maxims will prevent us from having conflicts due to the misinterpretation with others in conversation.

I take this particular topic because I find that it is common for people not to apply Gricean maxims in their conversation, so that misinterpretations occur, which results in conflicts or humour. That is why, in my opinion, this non-observance of maxims is very interesting to analyze. It can be seen not only in our daily life but also in the conversations in television series.

In this thesis, I would like to focus my research on the non-observance of the Gricean maxims applied by the major characters in the television series Beverly Hills 90210 seasons 1 and 2. I will analyze the non-observance of Gricean maxims which lead to the rise of conflicts, and find out the reasons why the Gricean maxims are not observed in the utterances of the major characters of this television series.

In my observation while watching Beverly Hills 90210 seasons 1 and 2, I was very excited to know and analyze the daily conversation of the Wilsons, who are the main characters, and their friends. The non-observance of Gricean maxims in this television series results in the rise of conflict among them. The reason why these characters in Beverly Hills 90210 seasons 1 and 2 do not observe the

Gricean Maxims is mostly because of their making implicatures which it is on purpose or not.

The first character that I want to analyze is Annie. She is the daughter of the high school principal, Mr. Wilson. She just moved from Kansas to Beverly Hills. She is a teenager who just wants to find love and become a good friend in the new school. Unfortunately, sometimes her ego and temperament as a teenager makes her not observe the Gricean maxims.

The second character is Naomi, a broken-home teenager in this drama series. She is used to being very popular and dates the most popular guy in the high school, Ethan. She always wants to be the best girl but her capability of controlling her emotion is very low. She gets depressed because of this condition.

The third character is Wilson, who is Annie's father. He is the new principal. It is very interesting to notice how he acts as a principal as well as a father for his son and daughter. Wilson always tries to be a good husband to his wife, Karen. Sometimes he is overprotective of his son and daughter and this often makes him not observe the Gricean maxims.

The fourth character is Adrianna. Adrianna is a popular girl in this school. She is a talented actress but she is depressed because her mother uses her as a "money machine". She must get a part in some movies or plays to help their home's economic condition. Because of this pressure, she uses drugs. This condition, together with her ego, makes Adrianna not observe the Gricean maxims.

The purpose of my topic is to make people aware that the non-observance of the Gricean maxims in the conversations could cause conflicts. Considering

that the conflicts of this drama are the main factors that make the television series popular, I am of the opinion that this research is worth doing. I also hope that people who read this thesis will be more aware that in their daily life, conflicts are likely to occur if they do not observe the Gricean maxims.

Words: 790

1.2 Statement of the Problem

In my thesis, there are four problems to be analyzed:

1. Which type of the non-observances of the Gricean maxims do the speakers commit in Beverly Hills 90210 Seasons 1 and 2?

2. Which Gricean maxims do the speakers fail to obey in Beverly Hills 90210 Seasons 1 and 2?

3. What are the speakers' implicature in the utterances that do not observe the Gricean Maxims?

4. How does the non-observance of the Gricean maxims lead to conflicts?

1.3 Purpose of the Study

This study is done

1. to show the type of the non-observances of the Gricean maxims that the speakers do in Beverly Hills 90210 Seasons 1 and 2.

2. to show which Gricean maxims the speakers fail to obey in Beverly Hills 90210 Seasons 1 and 2.

3. to show the speakers implicatures in the utterances that do not observe the Gricean Maxims.

4. to explain how the non-observance of the Gricean maxims leads to conflicts.

1.4   Methods of Research

In this thesis, I took four steps to collect my data. First, I watched the <u>Beverly Hills 90210 Seasons 1 and 2</u> from DVDs and wrote down the conversation data of the four central characters. Then, I chose the conversations which do not apply the non-observance of the maxims and, as the final step, I analyzed each of them based on the non-observance of the maxims and the reasons why they do not obey the maxims and also found the implicature . Finally, I wrote my thesis.

1.5   Organization of the Thesis

My thesis consists of four chapters, preceded by the Abstract. The first Chapter is the Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. The second chapter is the Theoretical Framework, in which I explain the Gricean Maxim theory. The third chapter is the data analysis. The fourth chapter, or the last chapter of my thesis is the Conclusion. At the end of my thesis, I present the Bibliography and Appendix.