

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In human life, communication is essential for interacting with others. It refers to the process of the production and exchange of information through the symbolic behavior of other persons. By communication, the process of sharing ideas, feeling, thoughts, or information between individuals can be carried out (<http://www.merriam-webster.com/dictionary/communication>).

In order to make the communication successful, the speaker has to make a contribution which can be understood by the hearer. In fact, people do not always say what they mean directly. “Sometimes they mean more than what they actually say and sometimes they mean something different from what they actually say” (Thomas 56). The implication would not always be the same as the speaker's literal meaning. Implication may lead the hearer to have a number of perceptions in mind. In this situation, the assumption and interpretation of the hearer become the key to having the same understanding in conversation.

In pragmatics, there are rules of speaking to follow during a conversation, called maxims. Being cooperative is suggested in a conversation in order to make successful communication. According to Thomas’ Meaning in Interaction: an Introduction to Pragmatics, the *Cooperative Principle*, introduced by Herbert Paul

Grice, identifies four sub-principles of maxims which people implicitly obey for effective communication. These are maxims of Quantity, Quality, Relation and Manner. If the speaker and hearer are aware of the rules of speaking, they will seriously consider applying the Cooperative Principle (Thomas 63-64).

People sometimes speak without fulfilling the maxims. They do not say something directly because they have certain reasons. For example, a little boy is lying about his mother's broken window in order to avoid punishment from his parents. Here, the little boy violates the maxim of quality, which requires him to say something that is not true. This situation has already proven that there is a reason why the child violates a maxim in his conversation.

Based on Grice's theory and the factual condition above, I decide take the topic for my thesis entitled Analysis of the Non-observance of Gricean Maxims in the Contestants' Utterances in The Apprentice (season 1). The reason why I choose this topic is that I am interested in analyzing the relationship between what speakers say and what their words mean for the hearer. In this thesis, I want to explore how implicature is generated and interpreted in conversation.

The significance of my topic is to give some further information for readers in general and especially for English Department students about the use of the non-observance of Gricean maxims by the contestants' utterances in a reality show, The Apprentice. Hopefully, they will learn about the non-observance of Gricean maxims and be able to know the probable motives when the maxims are flouted. I hope this study can inspire the readers to do further study in this field.

The linguistic scope of my thesis is Pragmatics. I choose this linguistic scope because in examining my data, it necessarily inquires about how the hearer can make inferences about what is said in order to get the speaker's intended meaning. This type

of study belongs to the speakers' meaning dealing with utterances. We might say that it is the exploration of implied meaning. In analyzing the data, I use Paul Grice's theory of Conversational Maxims as my basic theory to analyze the conversation.

The source of my data is a reality show series entitled The Apprentice. This is one of the famous reality shows which represent the workplace in real life. Because this reality show is recorded without script and scenario, the contestants must produce spontaneous utterances, which I can analyze based on the theory I apply. The Apprentice is a show in which 16 contestants compete with each other to win a position as the president of one of Donald Trump's companies. They are divided into two teams, named Versacorp and Protégé. Every week they are given a task and judged by Donald Trump's executives, named George and Carolyn. For every task, they must elect a project manager who will be responsible for the team's success or failure. At the end of the task, the team that loses will meet Donald Trump in the boardroom, where one of the contestants will be fired. In this reality show, it can be seen that some contestants tend to speak without fulfilling the maxims and misunderstanding may occur when the non-observance of Gricean maxims arises.

(739 words)

## **1.2 Statement of the Problem**

From the topic of my thesis I would like to analyze the problems which follow:

1. What type(s) of the non-observance of Gricean Maxims are implied in the contestants' utterance in The Apprentice?
2. What is the implicature of the contestants' utterance in The Apprentice?

3. What are the strategies behind the contestants' non-observance of Gricean Maxims in The Apprentice?

### **1.3 Purpose of the study**

Following the Statement of the Problem, the purposes of the study are:

1. To know what types of the non-observance of Gricean maxims is implied in the contestants' utterance in The Apprentice.
2. To know what the implicatures are in the contestants' utterance in The Apprentice.
3. To know the strategies behind the contestants' non-observance of Gricean maxims in The Apprentice.

### **1.4 Method of Research**

The method of research that I use in gathering data has the following steps: First, I watched the reality show The Apprentice season 1, and selected the data which are relevant to my analysis. Then I analyzed the data based on the theory of Herbert Paul Grice named The Non-Observance of Gricean Maxims. Finally, I made a conclusion based on my findings and comment on the analysis.

### **1.5 Organization of the Thesis**

This thesis consists of four chapters. Chapter One is the Introduction, which includes Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is the Theoretical Framework, which is concerned with the linguistic theory and the approach used in writing this thesis. It contains the theory of Pragmatics related to the data that I analyze. Chapter Three contains the research findings and the analysis. In Chapter

Four, I draw some conclusions based on the previous chapter. This thesis is completed with the Bibliography and Appendix, which contains the utterances of my data.