

# **CHAPTER ONE**

## **INTRODUCTION**

### **Background of the Study**

People in the world communicate to one another other using language. Language is important in our lives. If we have language, we can express our intentions to people. They will understand our message because of our language.

We cannot imagine life without language. It will be hard to express our intentions to the hearer and the hearer will be not able to understand the meaning of our intentions. Thus, the communication will be ruined.

As we know, an utterance has three parts consisting of the acts, they are: the utterance (locutionary act), the intention (illocutionary act) and the act itself which is caused by the interpretation of an addressee (perlocutionary act). The three elements make an interaction run well (Thomas 49).

As the theory says, the speaker can speak more or less than the speaker wants to say, but usually they are not totally explicit (Thomas 56). In a conversation, it is often found that the speaker puts an implied meaning in it. For example, the utterance “You’re a very nice girl!” can have three possible interpretations in the hearer’s part.

The first interpretation is that the speaker really means to say that the hearer is a very nice girl because of her behavior or her appearance which makes the speaker thinks so. The second interpretation is that the speaker criticizes the hearer that actually the behavior is annoying to the speaker (quality). Here, the speaker can use the mocking intonation to make the utterance in the vice versa of the real meaning. The third interpretation is that the speaker says this utterance as the introduction to the real intention which is. For example, the speaker wants to borrow the hearer's money, but because the speaker is afraid to say it directly, she or he uses an introduction to make the hearer feel good first before showing the real intention, which is that the speaker wants to borrow the hearer's money (manner).

However, there are some rules that are conveyed by H.P Grice to make the conversation run smoothly. If the speaker and the hearer follow the rules correctly, the conversation will be good. Yet, there is another problem: Sometimes, the hearer may have a different interpretation for what actually the speaker means. The problem arises when the hearer has different interpretation and she or he performs an action which is different from the speaker's expectation. Some of the reasons are that the hearer cannot get what the speaker's real meaning is; the hearer intentionally lies to hide something because the hearer thinks that the information is not supposed to be told or the speaker does not give clear information that is needed by the hearer. The effects that are caused by these different interpretations are various. It may cause tense atmosphere to arise, cause people to wonder, or cause humor.

In my thesis, I am analyzing the non-observance of the maxims in Joey. I

am analyzing the cooperative principle which the speaker fails to observe, namely the maxims of quantity, quality, relation and manner. My topic belongs to Pragmatics. I am interested in writing it because it is interesting to know the hidden meaning inside the speaker's utterances, so we can react properly to what people expect us to react. I am using the theory of Grice in Jenny Thomas' book. In my thesis, I want to analyze how the failure of observing the maxim can cause humor. According to Grice the hearer should get the intention of what is said to what is meant (Thomas 56), hence the rules are applied. Nonetheless, in this television series, the characters often fail to observe the maxim. The effect is that, it causes the viewers to laugh.

I choose Joey television series instead of other television series as the source of my data because the characters in this television series, especially Joey, often fail to observe the maxims. This causes laughter to the audience. I want to show that actually failure of observing the maxim can cause humor in conversation. That is why this comedy television series Joey is suitable for my thesis.

Hopefully, after reading my thesis, people will be interested in knowing further about speakers' meaning and be more concerned about it, so that they can react properly without causing bad effects but humor. Hence, we can enjoy having conversations with people around us.

## **Statement of the Problem**

In this thesis I am going to analyze following four problems:

1. Which type of non-observance of maxim does the speaker fail to observe?
2. What conversational maxim type does the speaker fail to observe?
3. Why does the speaker fail to observe the maxim?
4. What humorous effects occur due to the failure of observing the maxim?

## **Purpose of the Study**

This thesis is done to show the following points:

1. To show the type of non-observance that the speaker fails to observe.
2. To show the type of conversational maxim that the speaker fails to observe.
3. To explain why the speaker fails to observe the maxim.
4. To explain the humorous effects that occur because of the failure of observing the maxim.

## **Method of Research**

In doing this analysis, the first step I do is watching Joey television series. While watching the television series I collect the humorous dialogues which are related to failure of observing the maxims. The second step is classifying all the data into the types of non-observing the maxims. The last step is analyzing the data and writing the report.

## **Organization of the Thesis**

In this thesis there are four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. The second chapter is the Theoretical Framework, in which I explain the linguistic area and the approach used in writing the thesis. The third chapter presents the Occurrence of Humor due to the Failure to Observe the Gricean Maxim in Joey which is the analysis of the data. The last chapter, chapter four is the conclusion of the analysis. This thesis is ended with the Bibliography and Appendix.