

CHAPTER ONE

INTRODUCTION

Background of the Study

Language is the main means of communication. It is used to express our intentions or messages, both verbally and non-verbally. That makes language something important in our life. In our daily life, the speaker, the hearer, and the message will determine whether an oral communication will run smoothly or not.

In communicating with others, we try to build a good conversation. A good conversation is based on the cooperative principle. The cooperative principle here means that a speaker and a hearer should talk cooperatively and with good intention.

However, a conversation can sometimes fail, which may cause the hearer to misunderstand what the speaker means. This may happen because some of the factors are not fulfilled according to what the speaker or hearer wants. If the speaker tries to make a good conversation but the hearer does not, the communication will fail. Therefore, the speaker and the hearer must work together to have a good conversation. There are also other factors that will affect the

conversation, for example irrelevant answers, ambiguous meanings, unwillingness to answer questions, or lack of information.

There are conversations that do not run smoothly in our daily life. Those unsuccessful conversations happen because of some factors between the speaker and the hearer. Therefore, I take this topic because it is interesting to know more deeply why conversations fail. It helps us understand the people's characters and interpretations of what people means in communicating with others in our daily life. In this study, I use a film to represent the conversation in daily life.

In analyzing the thesis, I use a theory by H. P. Grice. Grice is one of the founders of a modern study in Pragmatics. He introduces maxims, the rules of speaking in conversation. Some rules that are stated by Grice need to be used to make the conversation run smoothly. In other words, a conversation is successful when both the speaker and hearer obey the rules, or in Grice's terms, observe the maxims. On the other hand, a conversation fails if the speaker and hearer do not obey the rules; in other words, they fail to observe the maxims.

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 film *Ace Ventura: Pet Detective*. I choose this film instead of other films as the source of my data because the characters in this film, especially Ace Ventura, often fail to observe the maxims. I will analyze the types of the non-observance of Gricean maxims which contains the implied meanings of the speaker's utterances in this film, and find out the reasons why the Gricean maxims are not observed in the utterances of the major characters of this film. Thus the title of my thesis is "The Non-Observance of Gricean Maxims in the Dialogues of *Ace Ventura: Pet Detective*."

To collect the data, I watched *Ace Ventura: Pet Detective* in DVD and wrote down the conversations in that film. *Ace Ventura: Pet Detective* is a 1994 American comedy film written by Tom Shadyac and Jim Carey and directed by Tom Shadyac. Jim Carey is also the main actor of this film. This film is about a goofy detective named Ace Ventura, who really loves animals. He specializes in captivating and taming animals. Ventura's behavior is like that of a mischievous animal. In this film, Ventura is hired by the Miami Dolphin, a place for taking care of dolphins. Ventura is hired to find the Miami Dolphin's missing mascot named Snowflake. Snowflake is stolen just before the Super Bowl (name of a local event of sport). Ventura is put on the case. He attempts to find the people who have stolen the dolphin and the reasons why they did it.

Considering that the non-observance of Gricean maxims in the dialogues of this film contains the implied meanings, I am of the opinion that this research is worth analyzing. The purpose of my thesis is to show and make people interested to know further about the speaker's meanings in the non-observance of the Gricean maxims in the conversations and be concerned about them, so that they can react properly to the others without causing negative effect, such as misunderstanding. In other words, with good understanding about the speaker's meanings, people are expected to enjoy their conversations with others in their daily life.

730 words

Statement of the Problem

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

1. Which type of the non-observances of the Gricean maxims do the speakers fail to observe in *Ace Ventura: Pet Detective*?
2. Why do the speakers fail to observe the Gricean maxims in *Ace Ventura: Pet Detective*?

Purpose of the Study

This study is done

1. to show the type of the non-observances of the Gricean maxims that the speakers fail to observe in *Ace Ventura: Pet Detective*.
2. to explain why the speakers fail to observe the Gricean maxims in *Ace Ventura: Pet Detective*.

Methods of Research

In this thesis, I took several steps to collect my data. After the library research, I watched the *Ace Ventura: Pet Detective* from a DVD and wrote down the conversation data in this film. Then, I chose the conversations which apply the non-observance of the Gricean maxims and, as the final step; I analyzed each of them based on the non-observance of the Gricean maxims and the reasons why they do not obey the maxims. Finally, I wrote my thesis.

Organization of the Thesis

My thesis consists of four chapters, which are Introduction, Theoretical Framework, Data Analysis, and Conclusion, 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 the Appendix.

