

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Communication is very important for people since they cannot live alone and they need help from others. In communicating with others, people utter what they want to say to others. When people utter something verbally, communication can be done easily. However, in many cases, a speaker does not convey their intention directly through what they utter. This may cause a misunderstanding between the speaker and the hearer. Some of the misunderstanding may result in humor. In this thesis, I would like to analyze the utterances that sometimes fail to be interpreted correctly, which finally lead to humor.

The topic of my thesis is “analysis of the on-observance of maxims that leads to humor in *Modern Family* TV Series Season 1 Episodes 1-5”. I chose this topic because I am interested to study about people’s utterances in their everyday life. The sources of data are the utterances spoken by some of the main characters of a situational comedy, *Modern Family*. I chose a film as my data source because I think film is one of the media in which the communication process between people happens. Besides, analyzing a film is more fun and interesting than analyzing other media

because we could see directly how people interact with each other through their utterances.

This situational comedy contains many light humors that might also happen in everybody's life. *Modern Family* is a story of three families that are interviewed by a documentary crew. In every episode of the story they reveal their everyday lives. *Modern Family* explores many different types of modern families. The film tells the story through the stories of a gay couple, Mitchell and Cameron, and their daughter, Lily, along with a couple named Phil and Claire, and their three children, Haley, Alex, and Luke. There is also a multicultural couple, Jay and Gloria, and their son, Manny. The story is wrapped in a form of comedy that may arise a lot of laughters (Adhari). I chose situational comedy because the story of the situational comedy is based on everyday life situation between people in a family, in a workplace, and in neighborhood, which may also happen in our real life. One of the things that makes this situational comedy funny is the use of the non-observance of maxims. All of this explains why I choose the film to be the data source of my analysis for my thesis.

There is an area of linguistics that is concerned with the speaker's utterance and the interpretation of the utterance. It is called pragmatics. Pragmatics is a branch of linguistics that studies speaker's meaning. According to George Yule, in his book *Pragmatics*, Pragmatics is "the study of speaker meaning" which is "concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)" (3). "Pragmatics explores the great deal of what is unsaid is recognized as part of what is communicated". Yule also stated that "Pragmatics is the study of how more gets communicated than it is said" (3). The study of Pragmatics necessarily involves the interpretation of what people actually mean in a particular context and how the context influences what is said. To avoid misunderstanding that might happen in the interpretation, Grice established the Cooperative Principle (1975).

This principle can be applied if the participants of the conversation follow the maxims, which is the rules of speaking, which include quantity, quality, relevance, and manner.

Moreover, as Grice stated, when people communicate with each other in everyday lives, they do not always say what they really mean. People often mean much more than they say or they may mean the opposite of what is uttered. This happens in our everyday life, and also in the situational comedy that I am going to analyze. In Pragmatics, this issue is called the implied meaning or implicature (Yule 35). According to Yule, we can get some advantages by learning language through Pragmatics. He stated that through Pragmatics we can find people's intention behind their utterances, behind their assumptions, and we can also know people's purposes or goals when they speak to others (Yule 4).

It is expected that the result of this study can help people in understanding the implicature that may happen in other people's utterances and also it is hoped that people will be able to catch the humor that lies behind the utterances through the non-observance of maxims. And hopefully, this study will improve the readers' ability to enjoy watching a comedy film.

750 words

1.2 Statement of the Problem

In this thesis, I would like to solve the following problems:

1. What types of non-observance of maxim are found in the utterances of *Modern Family TV Series Season 1 Episodes 1-5*?
2. What is the implicature of each of the utterances?
3. How does the non-observance of the maxims lead to humor?

1.3 Purpose of the Study

The purpose of this study is:

1. to describe the types of non-observance of maxims in *Modern Family TV Series Season 1 Episodes 1-5*.
2. to reveal the implicature of each of the utterances.
3. to explain how the non-observance of maxims leads to humor in the utterances.

1.4 Method of Research

To analyze the data, first I watched several episodes of *Modern Family TV* series. Then I collected the utterances containing implicature as the data. After that I searched the theories that are relevant to the topic discussed. This was done by reading some books and also browsing through the Internet to find information about the concept of Cooperative Principle and its maxims along with the theories of humor. Then I analyzed the data, focusing on the maxims that the speaker fails to observe.

1.5 Organization of the Thesis

I divide the thesis into four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problems, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains the theoretical framework, in which I present some approaches that I use to analyze the data. Chapter Three is the analysis of the non-observance of maxims that leads to humor in *Modern Family TV Series Season 1 Episodes 1-5*. The last chapter, Chapter

Four, is the conclusion of the analysis. At the end of the thesis, I put the Bibliography and the Appendix.