

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As social beings, we are required to interact with other people. Language is essential for interactions. Language is a form of communication that humans use (Crane, Edward, and Randal 10). Language is used for doing many things. We use it in everyday conversation for instructing, debating, informing, persuading, etc. (Clark 3).

Language is related to communication. Both of them play important roles in our life. Communication is a process of transmitting information from the sender who has a source before fulfilling his/her goal to the receiver (Crane, Edward, and Randal 3). One of the manifestations of communication is through conversation.

In conversation, there must be at least a speaker, a hearer, and (an) utterance(s) which can be understood by the hearer. Frequently, the utterances that we produce contain words with meanings different from those we want to deliver. In other words, we can say that the utterances the speaker says to the hearer may

contain an implicature which sometimes the hearer is not aware of. Implicature is “additional meaning or different meaning. . .” (Thomas 57).

In that case, we speak without observing the maxims. Maxims are a kind of rules of speaking (Thomas 64). Failure to observe the maxims when engaging in a conversation may lead us to produce utterances which contain more or less information, opposite meaning, irrelevant to the topic, and ambiguous meaning which is categorized as the non-observance of maxims. This will create two effects such as conflict and comedy.

I choose “Analysis of the Rise of Conflicts due to the Non-Observance of Gricean Maxims in *Desperate Housewives* TV Series, Season 2 Episodes 1-24” as the topic of my thesis. This topic is significant to analyze because the readers will be aware of the fact that in our daily conversation people are inclined to say something different from what they mean and it creates implicature in their utterances which leads to (a) conflict(s) if the implicature is not clearly understood by the hearer.

There are different genres of TV series, such as drama, action, mystery and comedy. *Desperate Housewives* is a comedy-drama TV series. This movie tells about the daily lives of a group of women, their family and their neighbor. In this thesis, I would like to analyze only the conversation done by the group of women who become the central characters in this film. They are Bree, Susan, Lynette, Gabrielle and Edie (*SABC*). I find the characters often fail to observe the maxims and consequently produce implicature or another interpretation which the hearer should have realized and understood. In fact, the hearer does not understand what the speaker means/intends to say; as a result, the emergence of the situation leads

to many conflicts with either their family or their neighbor. For example, one of the central characters is Bree, a perfectionist wife and mother. Her perfectionism and persistence often become the source of a conflict when she says implicitly either to her family or her neighbor (*Channel 4*). Therefore, she often fails to observe a certain maxim for the sake of maintaining her image in front of them. That is the reason why I choose this particular TV series as my source of data.

The linguistic area of my thesis is Pragmatics. “Pragmatics is the study of speaker meaning... of how more gets communicated than is said...” (Yule 3). I will use one specific theory in Pragmatics, namely the Gricean maxims. By using Gricean maxims, I will be able to find out what makes the TV series contain many conflicts.

According to H.P. Grice, there are two kinds of implicature, namely conventional implicature and conversational implicature (Thomas 57). To understand the conversational implicature, Grice introduces the cooperative principle. The cooperative principle will be formed if all maxims are observed. The maxims are called Gricean Maxims which consist of maxim of quantity, quality, relation, and manner. Grice is aware of the fact that very often people fail to observe the maxims. Therefore, Grice points out five ways of people’s failure to observe the maxims. They are flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim and suspending a maxim (Thomas 64-71). In this thesis, I also use Wandberg’s theory of conflict from his *Conflict Resolution*, so that I can explain the conflicts better.

Total words: 718 words

1.2 Statement of the Problem

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

1. What types of non-observance of the Gricean maxims are found in *Desperate Housewives*?
2. What implicature is generated?
3. How does non-observance of the Gricean maxims give rise to conflict(s)?

1.3 Purpose of the Study

1. To know the types of non-observance of the Gricean maxims found in *Desperate Housewives*.
2. To know the generated implicature.
3. To know how the non-observance of the Gricean maxims gives rise to conflict(s).

1.4 Methods of Research

In analyzing my topic, I watched *Desperate Housewives* TV series and selected the data which consist of the non-observance of the conversational maxims. Moreover, I searched for the theory from some textbooks and online information related to my topic. After that, I analyzed the maxims in *Desperate Housewives* TV series. Finally, I wrote my thesis.

1.5 Organization of the Thesis

This thesis consists of four chapters. The first chapter is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the

Study, Methods of Research and Organization of the Thesis. Chapter Two is Theoretical Framework, which is used to analyze the data. Chapter Three is Analysis of the Rise of Conflicts due to the Non-Observance of Gricean Maxims in *Desperate Housewives* TV Series, Season 2 Episodes 1-24. Chapter Four is Conclusion. This thesis ends with Bibliography and Appendix.