CHAPTER ONE

INTRODUCTION

Background of the Study

As human beings, people are required to communicate with one another. People can deliver their feelings, their opinions, etc. through conversation. Conversation is 'oral exchange of sentiments, observations, opinion, or ideas ("Conversation,"def. 2a (1)). People can understand each other through their utterances. Yet, people usually do not follow some rules when they have a conversation. One kind of the rule is the Gricean maxim. When people have a conversation, they use language for the interactions. So, this is the reason why language is essential. Language is a form of communication that humans use (Crane, Edward, and Randal 10). In other words, language is related to conversation which is a way for people to communicate. Language is used for doing many things especially in everyday conversations. Therefore, both language and conversation play an important role in our life. Language and communication are related to each other.

In daily conversations, there must be at least a speaker, a hearer, and (an) utterance(s) which can be understood by the hearer. We see that people often have an implicature in their utterances. It means that the speaker wants the hearer to find the hidden meanings behind his words. The study of the speaker's meaning or contextual meaning is known as pragmatics, and one of the main concerns in the study is the conversational implicature. Implicature is "additional meaning or different meaning. . . ." (Thomas 57).

When people fail to observe the Gricean maxims, they produce the conversational implicature. Conversational implicature can be found in a sentence which contains unobserved maxims. Maxims are a kind of rules of speaking (Thomas 64). In that case, people speak without observing the maxims. The gricean maxims theory helps the hearer to catch the implication of a speaker who fails to observe the maxim. 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 categorized as the non-observance of maxim (Yule 36).

Moreover, pragmatics also contains the study of implied meaning. It can also be seen that pragmatics "explores how a great deal of what is unsaid is recognized as part of what is communicated" (Yule 3). It means that what is left unsaid is deeper than what we have thought before. The speaker implies in his or her utterance in order to make the hearer understand more by using the various knowledge that he or she has. This will create effects such as comedy and conflicts.

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Moreover, the conversational implicature can be used to create a humour. It is all because of the misinterpretation in a conversation between the speaker and the hearer. It can be funny because when people are wrong to understand and interpret the real meaning, they will look for another meaning. In addition, the answer can be unrelated, which generates a humour. This happens due to the different views or interpretations of an utterance between the speaker and the hearer.

The topic of this thesis is *Analysis of Non-Observance of the Gricean Maxims in Jokes in Comedy Central Website that Leads to the Occurrence of Humour*. This topic is chosen as there are a lot of humours and people love jokes. Jokes are simply things that can make people laugh. Therefore, I decide to choose this topic about jokes for my thesis. I would like to analyze the type of maxims which are unobserved in a joke and the incongruity script which is important to create a joke. The analysis also covers how people understand a humour, which depends on some knowledge owned by people to avoid the failure in understanding a humour.

This topic explains how an implicature is created and how it creates humour. By understanding the theory from this study, I aim at making the readers understand and interpret the right meanings of the humour by using Grice's theory, which includes non-observance of maxims and script of incongruity by Raskin.

The sources of data that will be used to analyze my thesis are the jokes in *Comedy Central Website*. As for the reason why I choose that source, it is all because the data in that source are compatible with my analysis. The source gives

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a lot of conversation jokes and most of its jokes have the incongruity script that is needed for my analysis.

<div align="right">(725 words)</div>

Statement of the Problem

In this study the problems that will be analyzed are:

1. What types of non-observance of the maxims are used in the jokes?
2. What is the implicature of the jokes?
3. How does Raskin's theory of script incongruity help the occurrence of humour in the jokes?

Purpose of the Study

Based on the statement of the problem above, I want to:

1. Specify the types of non-observance of the maxims used in the jokes.
2. Find out the implicature through unobserved maxims in the jokes.
3. Discover how Raskin's theory of script incongruity helps the occurrence of humour in the jokes.

Method of Research

In order to write my thesis, I sought my data from the Internet. The website that I had chosen is *www.jokes.com.* Considering the data to be suitable for the analysis, the second step was selecting the specific theories in the linguistic aspect that I could use to analyze my data. After sorting out the data, I decided to use the theory of maxim from the linguistic aspect of pragmatics and the

additional theory of incongruity to complete my analysis. The third step was analysing the data. And the last step was writing the analysis of the data and concluding my analysis.

Organization of the Thesis

This thesis is divided into four chapters, preceded by Abstract. Chapter One is Introduction, which is the first part that consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is Theoretical Framework, which presents the theories that are applied in the analysis. Chapter Three is the data analysis, which contains the analysis of the data. Chapter Four is Conclusion, which includes my comments, opinions and suggestions for further research. Finally, the Bibliography and Appendix are presented at the end of this thesis.