

CHAPTER ONE

INTRODUCTION

Background of the Study

It is undeniably true that language is one of many essential aspects of human life and civilization. Language is not only a method of human communication, but also a process to convey someone's feeling, and a way to establish a relation among human beings. Occasionally, whenever people want to express their feeling to someone, they tend to express it indirectly in order to imply something else. This indirect expression is called implicature, which is "a distinction between what speakers say and what they mean, a theory which attempts at explaining how a hearer gets from what is said to what is meant . . ." (Thomas 56).

Herbert Paul Grice (in Thomas 63) introduced the term "The Four Conversational Maxims" to help establish what the implicature might be. Grice was well aware that there are very many occasions when "people fail to observe

the maxims” and he called the failure of observing the maxims *the non-observance of the maxims* (Thomas 64).

There are many possibilities why people, in their conversations with others, fail to observe the maxims. In a conversation, two sides are involved in the process, namely the speaker and the hearer. If the speaker tries so hard to build a good conversation but the hearer does not, or the other way around, it will result in the failure of observing the maxims. The failure can result in several possible outcomes, namely the occurrence of humor, suspense, conflicts or tense atmosphere. There are many factors that will affect the conversation, for example, ambiguous meaning, lack of information, or irrelevant answers. Therefore, both the speaker and the hearer must work together to build a good conversation.

This particular topic has been chosen to be discussed because people commonly do not apply the maxims in their daily conversations, so that misinterpretations may occur. As previously mentioned, misinterpretations may result in conflicts, humor or other possible outcomes. For this reason, non-observance of maxims is very fascinating to analyze. Conversations showing non-observance of maxims can also be seen in television series, as a reflection of what happens in real life.

In this thesis, the study focuses on the non-observance of the maxims that takes place in Disney’s *Suite Life of Zack and Cody* seasons 1-3. The analysis is on the utterances that will lead to the occurrence of humor, to find out why such utterances containing non-observance of maxims can result in the occurrence of humor.

Disney's *Suite Life of Zack and Cody* is an American sitcom created by Danny Kallis and Jim Geoghan. The series is set in Tipton Hotel in Boston and centers on Zachary and Cody Martin, 11-year-old troublemaker twins who live at Tipton Hotel. The other main characters include Tipton Hotel heiress, London Tipton; the hotel candy counter girl, Madeline Fitzpatrick; the hotel room boy, Esteban Ramirez; the hotel manager, Marrion Moseby; and the boys' single mother and one of the hotel's nightclub performers, Carey Martin ("Imdb-Internet Movie Database").

This study belongs to Pragmatics, one of the areas in Linguistics. Pragmatics is "the study of speaker's meaning, a study of how more gets communicated than is said" (Yule 3). This comedy series has been chosen as the data source for the reason that this comedy series has won many awards from 2006 to 2009 for Outstanding Children's Program and Best TV Series, also has been nominated in Primetime Emmy Award ("Imdb-Internet Movie Database"). Moreover, in this comedy, there are many examples of utterances that can be categorized as non-observance of maxims and so it would be interesting to find out the hidden or implied meaning of the speaker's utterances. Furthermore, the utterances can be analyzed for the occurrence of humor itself, since Disney's *Suite Life of Zack and Cody* is famous for the humor aspect that occurs in the series. This study also uses specific theories, particularly the theories that are related to humor, namely the theory about incongruity of Thomas Shultz and Jerry Suls, which will be elaborated in the next chapter of this thesis.

The research topic is significant since it will make people aware that the non-observance of maxims can result in the occurrence of humor. As humor is the main factor that makes this comedy series become so popular, it is believed that this research is worth doing and that people who read this thesis will be well-informed about non-observance of the Gricean maxims; they will realize how it can result in the occurrence of humor, and later they will be able to appreciate the value of humor in human communication.

(756 words)

Statement of the Problems

In this thesis, the analysis is done to answer the following research questions:

1. What utterances in Disney's *Suite Life of Zack and Cody* seasons 1-3 are categorized as non-observance of Gricean maxims?
2. What type of non-observance of Gricean maxims do the speakers in Disney's *Suite Life of Zack and Cody* seasons 1-3 fail to observe?
3. How does the non-observance of maxims result in the occurrence of humor?

Purpose of the Study

Based on the statement of the problems, this study purposes

1. to find the utterances in Disney's *Suite Life of Zack and Cody* seasons 1-3 that are categorized as non-observance of the Gricean maxims;

2. to categorize the type of non-observance of the Gricean maxims that the speakers fail to observe in Disney's *Suite Life of Zack and Cody* seasons 1-3;
3. to explain how the non-observance of the Gricean maxims results in the occurrence of humor.

Method of Research

This thesis has taken four steps to be accomplished. The first step was searching and downloading Disney's *Suite Life of Zack and Cody* comedy series from the Internet to be used as the source of the research data. The second was preparing the theories of Pragmatics, especially those related to non-observance of the Gricean maxims and to humor. Afterwards, the theories were used to analyze the data and finally, when the analysis was done, the research report was written.

Organization of the Thesis

This thesis is divided into four chapters. Chapter One is Introduction, which contains Background of the Study, Statement of the Problems, Purpose of the Study, Method of Research, and also the Organization of the Thesis. Chapter Two is Theoretical Framework, which presents the definitions and also the elaborations of H.P. Grice's theories regarding non-observance of maxims and theories of humor used to analyze the data. Chapter Three provides the analysis of the data. Chapter Four, which is the last chapter in this thesis, covers the conclusion of the analysis. Bibliography and Appendix are presented at the end of the thesis.