

CHAPTER I

INTRODUCTION

1.1. Background of The Research

Communication is very important for our life stability as human beings to express ideas, intentions and knowledge. As a member of a social group/culture, there are many ways to communicate, one of them is through language. Language can be expressed in many ways but generally, language expressed through written and spoken form. Crystal (1985) believes that communication is basically the information transmission of some kind of message between a source and receiver. In language, communication between both source and receiver are human beings, and the messages transmitted vocally by the air (spoken form) or graphically through marks on a surface, usually paper (written form).

Language has 3 basic components which are sound, form, and meaning. Phonology studies about sounds, morphology and syntax study about forms, last but not least semantic and pragmatic study about meanings. With all these components, a conversation is possible. When the information transmission occurs, the communication may successfully be delivered but the hearer still has to recognize appropriately the meaning behind of the speaker's message. Pragmatics may elaborate on this phenomenon deeply.

When ones fail to express or deliver the ideas, intention or knowledge, it could be misleading and drove to a misunderstanding situation. To simplify the use of the language, we need rules to govern the way we put out information since we cannot always be expected to create effective communication without them. According to Brown & Yule (1983), a philosopher named H. P. Grice formulated a principle to govern or direct the speakers and hearers to create and understand certain interpretations of what have been said unless the utterance has a different goal or intention, and this principle called cooperative principle. Maxim of quality, maxim of quantity, maxim of relation, and maxim of manner are the sub-principles of the cooperative principle mentioned above.

Every maxim has the same purpose but different things to govern. When one tries to give as much information as one possibly can and is needed without overdoing it, this phenomenon is called maxim of quantity. Unlike maxim of quantity, maxim of quality is more focus on telling no false information without supported by firm evidence and only tries to be truthful. Like the name, maxim of relation focus on telling only things that pertain to the discussion and tries to be as relevant as possible in the discussion. And the last, maxim of manner is where the ones try to avoid ambiguity or obscurity by being as clear, brief, and orderly in what the one says as one possibly can. These maxims may affect each other especially the maxim of manner.

Since maxims applied in conversation, automatically it relates so much in our daily life. For examples, since a kid, being honest always taught by parents. Even by

now, being honest is always needed in every moment of human life and we also told to keep silent unless we know the truth (firm evidence) to avoid spreading false rumors, this phenomenon which what we called with the maxim of quality. When we talk it is important to note that we should talk just enough. Too much information given to the ones will cause bored. Vice versa if not enough amount of information given, the ones will unable to identify what the speaker trying to say, this phenomenon is what we called by the maxims of quantity. The next maxim requires relevance in the conversation context between what the speaker wants to say and what has been said before, this maxim is maxim of relation. If one of those maxims messed up, it may affect the maxim of manner. The absence of one of the maxims may break the maxim of manner which the purpose is to try to avoid ambiguity or obscurity by being as clear, brief, and orderly as possible.

In a conversation, a sentence may or may not have more than one meaning. To able to identify the meaning of the sentences, ones have to know the knowledge of the utterance circumstances (context). A maxim may intentionally broke by the speaker with the intention to create conversational implicature (Grice, 1975). According to Grice (1975), there are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature. Generalized conversational implicature occurs without depending on the particular feature that found in the context. In other words, generalized conversational implicature does not require special or particular knowledge to able to understand the meaning of the

utterances. On the other hand, particularized conversational implicature depends on the particular feature that found in the context to able to understand the utterances.

According to Grice (1975), a maxim may intentionally be flouted by the speaker with the intention to create conversational implicature. It occurs widely and frequently. We can find it easily in the forms of figurative language. According to Abrams & Harpham (2009), words or phrases are used in a way that gives conspicuous change effects in the meaning. There are many kinds of figurative language. These are including personification, simile, metaphor, hyperbole, irony, litotes, metonymy, synecdoche, and oxymoron.

Many researchers analyzed conversational implicature in these previous years. One of the previous research is by George & Mamidi (2020) from the International Institute of Information Technology. The title of the journal is “Conversational implicatures in English dialogue: Annotated dataset”. The researchers believe that in order to communicate, dialogue between human often contains utterances that have implied meanings and are clearly understood by interlocutors. On the other hand, when human interacts with computer, the machine/ computer will fail to understand human utterances that contain implied meaning. Unless the computer/ machine is trained with a dataset that contains utterances, the implied meanings, and the context in which it is uttered. In the paper, the researchers analyze conversational implicature in TOEFL (Test of English as a Foreign Language) and movie scripts in IMSDb (Test of English

as a Foreign Language). The technique of collecting data is by transcribing the listening TOEFL test and scraping dialogues from IMSDb's movie script.

Based on the researcher's observation about the phenomenon of conversational implicature in daily life, the researcher is inspired to do research about conversational implicature. In this case, the researcher is interested in examining the conversational implicature in a TV show. The researcher chose an American television sitcom called F.R.I.E.N.D.S. It is one of the most popular sitcoms of all time. The sitcom is a TV series about six reckless adults (Rachel Green, Monica Geller, Chandler Bing, Joey Triabbiani, Phoebe Buffay, and Ross Geller) living in Manhattan, they go through family, love, drama, friendship, and comedy together. This sitcom uses some conversational implicature and figurative language in order to create a humor aspect in the sitcom.

In 1994, the first episode of the first season aired. There are 24 episodes in the first season with 22 minutes each episode including the intro. In the second episode of the first season entitled "The One with the Sonogram at the End" from 00:00 to 01:09 before the intro comes in, the best friends were sitting in a cafe where Rachel works and talking about what is the important thing to them in a relationship.

Monica : What you guys don't understand is for us, kissing is as important as any part of it.

Joey : Yeah, right. (chuckles)

Monica, Phoebe, and Rachel: *stare*

Joey : You serious?

Phoebe : Oh, yeah.

Rachel : Everything you need to know is in that first kiss.

Monica : Absolutely.

- Chandler : Yeah, I think for us kissing is pretty much like an opening act, you know? It's like the stand-up comedian you have to sit through before Pink Floyd comes in.
- Ross : Yeah, and it's not that we don't like the comedian. It's just that that's... that's not why we bought the ticket.
- Chandler: See, the problem is, though after the concert's over no matter how great the show was you girls are always looking for the comedian again. I mean we're in the car, fighting traffic. Basically, just trying to stay awake.
- Rachel : Yeah, well, word of advice. Bring back the comedian. Otherwise, next time you're going to find yourself sitting at home listening to that album alone.
- Joey : Are we still talking about sex?

Source (F.R.I.E.N.D.S, n.d.)

According to Grice (1975), particularized conversational implicature depends on the particular feature that found in the context to able to understand the utterances. The utterance said by Chandler is particularized conversational implicature type because the hearer wouldn't understand what Chandler is talking about if the hearer doesn't know the context of the conversation. Chandler flouted the maxim of quality and using the form of simile. According to Abrams & Harpham (2009), simile is a comparison between two different things and usually using "like" or "as". The simple example is "I think for us kissing is pretty much like an opening act." The conversational implicature is served in simile form because Chandler compares kissing to an opening act in a concert, specifically Pink Floyd's concert (an English rock band). Chandler does not really mean that kissing is similar to an opening act. There are just certain attributes that assumed to have similarities to an opening act.

The example given by the researcher above is only example of phenomena that use conversational implicature. To be a more detailed and scientific analysis, research

about conversational implicature is important to do. This research aims to clarify the conversational implicature types and forms used by people in TV shows. In this case, the conversational implicature in TV show F.R.I.E.N.D.S. Through theory-based research, conversational implicature analysis can be understood more clearly.

1.2. Identification of the Problem

As explained on the background of the research, there are some problems found by in Grice's Maxims:

1. The use of conversational implicature in TV Show "F.R.I.E.N.D.S".
2. The types of conversational implicature in TV Show "F.R.I.E.N.D.S".
3. The forms of conversational implicature in TV Show "F.R.I.E.N.D.S".

1.3. Limitation of the Problem

Based on laid out identification of problems above, the writer chose two out of four identifications. Which are:

1. The types of conversational implicature in TV Show "F.R.I.E.N.D.S".
2. The forms of conversational implicature in TV Show "F.R.I.E.N.D.S".

1.4. Formulation of the Problem

The problem's formulation will show as below based on the limitation of the problem:

1. What are the types of conversational implicature in TV Show "F.R.I.E.N.D.S"?
2. What are the forms of conversational implicature in TV Show "F.R.I.E.N.D.S"?

1.5. Objective of the Research

Based on the formulation of the problem, the objective of the research will lay out as below:

1. To analyze the types of conversational implicature in TV Show “F.R.I.E.N.D.S”.
2. To analyze the forms of conversational implicature in TV Show “F.R.I.E.N.D.S”.

1.6. The Significance of the Research

1.6.1. Theoretically

Theoretically, the purpose of this research is to analyze the types and forms of conversational implicature in the TV show “F.R.I.E.N.D.S”. The other purpose is this research expected to provide an extra reference or information in the pragmatic approach to Grice's maxims and conversational implicature.

1.6.2. Practically

Practically, the researcher really hopes this research on Grice's maxim and conversational implicature will be able to contribute in good ways to not only in this faculty but to everyone. First, this research's result can assist students who want to learn more about Grice's maxim and conversational implicature. Second, this research's result can become a reference for those conducting the studies or research regarding cooperative principle or conversational implicature. Last, this result is anticipated to enhance the analysis of the cooperative principle or the conversational implicature linked to Grice maxims.

1.7. Definition of the keys

- Cooperative principle** : A principle that governed conversation. (Grice, 1975)
- Maxim of quality** : Telling no false information without supported by firm evidence and only tries to be truthful. (Grice, 1975)
- Maxim of quantity** : Give as much information as one possibly can and is needed or required without overdoing it. (Grice, 1975)
- Maxim of relation** : Telling only things that pertain to the discussion and tries to be as relevant as possible in the discussion. (Grice, 1975)
- Maxim of manner** : Try to avoid ambiguity and obscurity by being as clear, brief, and orderly as one possibly can. (Grice, 1975)
- Conversational Implicature** : What is meant by a speaker's utterance that not part of what is explicitly said. (Grice, 1975)