

# **CHAPTER I**

## **INTRODUCTION**

This chapter consists of background of the study, problem of the study, objective of the study, significance of the study, and scope of limitation of the study.

### **A. Background of the Study**

Nowadays, the development of science and knowledge is very extraordinary. English as the frequently language used in communication among people in the world has also developed like others. It has developed in some branches of the field of studies such as semiotics, second language acquisition, semantics, pragmatics and etc. However, the most interesting one to discuss is pragmatics. According to Cruse (as cited in Cummings, 2005:2), “Pragmatics can be taken to be concerned with aspects of information, in the widest sense, conveyed through language which are not encoded by generally accepted convention in linguistic forms used.”

In pragmatics there are many issues which are interesting to discuss, one of them is Grice’s conversational implicature. It is one of the pragmatic theories which is very influential enough in that field of study up to now. In his idea, “utterances can make meanings based on what is implicated referring to some assumptions to the particular utterance. What is implicated is formulated logically by what Grice (1975:45), calls implicatures or conversational implicatures.” Meaning is actually realized from the situation of some

utterances while “Grice's theory of implicature is concerned with the ways in which meaning can be communicated not only by what is said, but also by how it is said (Levinson, 1983:97).”

Then, Grice finds a way to understand the implicature which is called cooperative principles which are necessary for those who want to produce and analyze the conversations logically. According to him, “in a conversation, logically a speaker and a hearer should have cooperation by using four maxims, i.e., maxim of quality, quantity, relevance and manner in order that one can understand what other means” (Grice, 1975:45). If the utterances do not contain one of the maxims they will not be understood by the hearer. These maxims are named cooperative principles.

However in some cases the cooperative principles are sometimes floated for various reasons like for joking or achieving politeness. Floats of the maxims happen in which the speaker deliberately does not explicitly show what he or she means so the four maxims cannot operate normally. For example: *excuse me, do you know what time is it? Yes.* This conversational text is included in the float of the quantity maxim because the information that should be given clearly through the answer is floated by saying “yes”. The normal answer is *it is 10 o'clock or 12 o'clock*, and etc. Then, the second example is *how many surrealists does it take to screw in lightbulb? "fish!"*. The float of the relevance maxim takes place in this conversational text because the relevancy of the answer with the question is violated by saying “fish!”. The normal answer is *three surrealists or five surrealists*, and etc. The

third example is *why did the vice president fly to Panama? Because the fighting is over*. The float of the maxim of quality happens in this conversational text because the truthfulness of the answer is floated by saying “*Because the fighting is over*”. The normal answer is because *he or she wants to visit the vice president of Panama*, and etc. Then, *do you believe in clubs for young men? Only when kindness fails*. This conversational text is categorized as the float of the manner maxim because the obscurity of the meaning of the answer happens by saying “*only when kindness fails*.” The normal answer is *yes, I do because I have seen them by myself* and etc. (as cited in Attardo, 1990:355).

Like the examples above, jokes in the “*1001 Jokes*” humor book also contain the floats of Grice’s conversational maxims. For example: *A dog walks into a bar and says to the bartender, “Hey bartender, it’s my birthday! How about a free drink?” The bartender says, “Sure pal, the toilet’s down the hall.”* The utterance “*Sure pal, the toilet’s down the hall*” implies that there is no a free drink for the dog except water in the toilet. It floats maxim of quality because the speaker uses the ironic strategy to hide the truth meaning of the utterance.

Thus, the elaboration above supplies strong information that actually the jokes in “*1001 Jokes*” humor book can be researched further. In this study, the researcher is interested in conducting research dealing with the floats of Grice’s conversational maxims found in “*1001 Jokes*” humor book based the following reasons:

Principally many researchers conducted research on floats or violations of Grice's conversational maxims such as research conducted by Palupi (2006:1), stating that there are eight types of humor found in the Situation Comedy Friends Episode of '*the One with that Could Have Been*'. They are Banter, Blunder, Chain, Freudian Slip, Irony, Mistaken identity, Relapse and Repartee. These types of humor refer to Audrieth's humor theory (1998). Then, Rofiq (2012:1), on his pragmatic study states that there are only scalar implicatures found in the "English Jokes about Marriage in Internet" and some purposes of making jokes like informing, alluding, suggesting, and etc. Furthermore, Listiani (2005:1), on the violations of Grice's maxims in *Small Villa* film finds that the highest percentage of the violation of Grice's maxims is Quality maxim, i.e. 35.7 percentages, and the lowest percentage of the violation of Grice's maxims is on Quantity maxim, i.e., 14.3 percentages. The similarities of this study to the previous studies mentioned above are that this study tries to describe floats of Grice's conversational maxims, the implicature and the types of humor which have been researched by the prior researchers. However the point makes this study difference from the previous studies is in the focus of the study that describes process of humor found in "*1001 Jokes*" by using Veatch's conventional humor theory (1998), that is different from Palupi's study that uses Audrieth's humor theory. Besides that "*1001 Jokes*" humor book contains many clean English jokes based on the Richard Wiseman's research that has its own characters that certainly produces different research findings from the previous research findings.

Based on the previous explanations, the researcher needs to conduct research further in regard with the floats of Grice's conversational maxims found in "*1001 Jokes*" humor book. It is importance not only because humor books are have not been viewed so far from Grice's cooperative principles but also because humor is very close enough with human life that every human need very much to do it in order that their life will be happy and balance. Therefore, the researcher conducts this research entitled "**The Floats of Grice's Conversational Maxims Found in "*1001 Jokes*" Humor Book by Richard Wiseman**".

#### **B. Problem of the Study**

Based on the background of the study and some problems above, the researcher will describe the floats of Grice's conversational maxims found in "*1001 Jokes*" humor book by Richard Wiseman. To facilitate those problems, the problems of the study are formulated as follows:

1. What types of Grice's conversational maxims that frequently floated in "*1001 Jokes*" humor book?
2. What are the implicature found in "*1001 Jokes*" humor book?
3. How do the maxim floats lead to funny jokes in "*1001 Jokes*" humor book?

### **C. Objective of the Study**

Based on the problem above, the researcher attempts to obtain an obvious description of the problems through analysis and study what have been discussed in the problems of study. The aim of this study is:

1. To describe types of Grice's conversational maxims that frequently floated in "*1001 Jokes*" humor book.
2. To describe the implicature found in "*1001 Jokes*" humor book.
3. To describe the maxim floats leading to funny jokes in "*1001 Jokes*" humor book.

### **D. Significance of the Study**

The result of this study theoretically and practically is expected to be of any use. Theoretically, the result of this research is expected more to complete the previous theories concerning the floats of Grice's conversational maxims found in humor texts.

Practically, this research is expected to be useful for the English practitioners, the English researchers, and the English linguists.

1. The English practitioners

This study is valuable for the English practitioners like English teachers because it can help them to know how the maxims of English jokes are floated. Then, they can apply it in their English.

2. The English researchers

The result of this study is helpful to the researcher for the reason that it is expected to improve the knowledge of the use of the floats of the

maxims in English humor book. Furthermore, the researcher can apply the results of the research to the same study, i.e., pragmatics.

### 3. The English linguists

This research is useful for the following English linguists as reference to overview the existing theories of the floats of the maxims.

## **E. Scope and the Limitation of the Study**

The scope is meant to elucidate what should be employed by the researcher for further activity related to the problem. The researcher chooses “*1001 Jokes*” humor book as the scope because it has many interested jokes containing some implicature meanings, and most of language usages are also familiar with the researcher.

This study is limited in data sources with small sizes of English joke words used in “*1001 Jokes*” humor book. The analysis of this study is based on the research conducted by Professor Richard Wiseman published in the database of the computer files of the LaughLab in <http://richardwiseman.wordpress.com/2011/09/29/for-1-day-only-1001-free-jokes/>. Someone can argue whether the results of the study can truly reflect the floats of Grice’s conversational maxims in the English humor books. However, this small number of the floats of the maxims found in the book can be the limitation of this study.