

# CHAPTER I

## INTRODUCTION

This chapter provides research background, research questions, research objectives, research significances, definition of key terms, and the organization of writing.

### 1.1. Research Background

Humans as social beings always carry out various activities in their lives. These activities become routines that must be passed every day, so it is only natural that humans are prone to feeling bored and stressed. To work around this, humans can look for entertainment. However, one of the most popular entertainments by the public is watching movies. This entertainment is very easy to get, cheap, but very effective in relieving boredom and stress. This can be proven by the still development of the film industry from the past until now. In other words, the public's interest in movies has never subsided.

Movies are becoming very popular as a means of entertainment because their position is equivalent to art. As stated by Hidayati (2015, p. 3), "Movie is an art that can be a reflection of humans' life since it is made based on social phenomena and cultural values." Movies have always been able to package the events that commonly occur in everyday life into something new and refreshing. Movies present a new point of view where life is something that can be laughed at because sometimes people's behavior that deviates from social norms becomes interesting to observe.

Movies consist of various genres such as comedy, romance, horror, science fiction, and many more. But among all that, comedy is the most effective genre to entertain because its main goal is to provoke the audience's laughter. Comedy movies have humor as their main content. Attardo states that "Many linguists have taken humor as a category which covers any events or object that elicits laughter,

amuses, or is felt to be funny" (Putri, 2017, p. 100). By having the quality to be funny, humor can provoke laughter from the audience. Then, when people laugh, it becomes a sign that the feeling of being consoled is appearing.

In comedy movies, humor can be generated through various humorous situations that are arranged into movie scenes. They can be developed through various elements in the movie, such as monologues/dialogues, plot, setting, interactions between characters, and many more. However, the attempts to create humorous situations in comedy movies cause awkwardness in the dialogues of the characters. They become less effective because they are too long, too little information, unclear, the responses are given are irrelevant, or even the information that is not based on reality.

The conversations or dialogues in movies have unwritten rules which language users are naturally aware of. These rules govern how the speech participants contribute to each other in a conversation. These rules are known as *The Cooperative Principles*, or also known as *Grice's Maxims*. As stated by Grice, "Cooperative principles (or Grice's maxims) order the participants to make a conversational contribution as it is required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange" (Yule, 1996, p. 37).

On the other hand, the importance of making the dialogues or situations funny (humorous situations making) causes these rules not to be observed. These are called non-observance maxims. By not observing the maxims, the speech participants seem to fail to observe the four sub-principles of Grice's maxims (e.g. quantity, quality, relation, and manner). Some types of non-observance can indeed cause ineffectiveness or even mislead the listener, but others don't, such as in flouting. Even though the speaker does not contribute as he/she should but the listener still can understand the speaker's meaning through an interpretation process.

The flouting maxims occur frequently in comedy movies. The dialogues that occur are mostly flouting the maxims. However, this is precisely the main content (humor) that they want to highlight in this movie because it is considered capable of provoking laughter from the audience. The flouting which occurs in the dialogues between characters displays incongruous events. This condition becomes the driving force for the laughter reflex from the audience. This opinion is also supported by Attardo's statement which said, "Humor can be prompted by the non-observance of Grice's maxims, such as flouting" (Attardo, 1994, p. 271).

However, what distinguishes the previous researches from this research is that the writer uses a different object of research, namely an American slapstick comedy movie entitled *The Three Stooges*. This movie was produced, written, and directed by the Farrelly brothers and co-written by Mike Cerron. Although this movie has been released a long time ago, namely in 2012, she has not found a single researcher who had researched this movie. Whereas, the dialogues in this movie are very interesting to be studied further because the conversations are packaged uniquely and creatively. The characters often purposely flout the conversational maxims. So, even though the conversation in this movie is arguably less effective in terms of language rules, it can make this movie more entertaining and bring out humor.

Based on the writer's interest in *The Three Stooges* movie, she did this study to find out what the relationship between flouting of Grice's maxims and the emergence of humorous situations in *The Three Stooges* movie. In this research she tried to examine the types of Grice's maxims are flouted and how this phenomenon has the potential to create humorous situations in this movie. Thus, she conducted this study with the title *The Flouting of Grice's Maxims to Create Humorous Situations in The Three Stooges Movie*.

## 1.2. Research Questions

The problem which is discussed in this research is limited to the flouting of Grice's maxims appeared in *The Three Stooges* movie and also how they have the potential to create humorous situations in the movie. Thus, the writer is interested to find out what is the relationship between flouting maxims appeared in the movie dialogues and the emergence of humorous situations in the movie. The limitation of topic discussion could be represented by the research questions formulated as follows:

1. What types of Grice's maxims are flouted in *The Three Stooges* movie?
2. How does the flouting of Grice's maxims create humorous situations in *The Three Stooges* movie?

## 1.3. Research Objectives

Based on the research questions above, the writer determined the objectives of this study, as follow:

1. To describe the types of Grice's maxims are flouted in *The Three Stooges* movie.
2. To analyze how the flouting of Grice's maxims creates humorous situations in *The Three Stooges* movie.

## 1.4. Research Significances

By conducting this study, the writer expects that this study can contribute to giving some advantages, both theoretically and practically.

1. **Theoretically**, this study is expected to contribute to the development of pragmatic theory, especially concerning the flouting of Grice's maxims. Then, this study is expected to be used as reference material

for future researchers who wish to develop or conduct a study with a similar topic as discussed in this study.

2. **Practically**, this study is expected to enrich knowledge and increase readers' understanding regarding flouting maxims in conversation and knowing how flouting maxims can build or create humorous situations in the movie. Besides, this study is also expected to raise readers' awareness about Grice's maxims, that in every conversation, there is a set of principles that govern how the speech participants contribute to each other. So that with the creation of this awareness, readers are expected to be able to apply it in everyday life, namely by always paying attention and considering their communicative acts when engaged in conversations

### 1.5. Previous Studies

Previously, several researchers have also studied about flouting and its relation to humor. As research was conducted by Ade Dwi Iriyanti in 2018 with the title *Humorous Situations Created by Flouting Maxim of Quality in Deadpool*. Iriyanti observed the flouting maxims contained in *Deadpool* movie's dialogues. In her study, she focused only on flouting the maxim of quality. She found that the main character, Deadpool, flouted the maxim of quality by utilizing hyperbole, metaphor, irony, banter, and sarcasm. Apart from using the theory of non-observance maxims, she also used humor theory as a supporting theory to discover how humorous situations can arise in *Deadpool*. From the results of this research, she found that the humorous situation was elicited by hostility, incongruity, and release.

Whereas, there is also a research conducted by Anjanillah Fawaida in 2018 with the title *Humor Types and Grice's Maxim in The Sitcom Comedy in The Big Bang Theory*. In her study, Fawaida observed the types of humor and defined

whether those humor obey or disobey the Grice's maxims as the standard conversational norms. To examine this phenomenon, she used Audrieth's humor theory and Grice's maxims theory. After conducting this study, she met the conclusion that there are eight types of humor which can be found in *The Big Bang Theory* movie, including Banter, Blunder, Chain, Freudian Slip, Irony, Mistaken Identity, Relapse, and Repartee. While concerning with the maxims, she found three types of non-observance maxims, namely flouting, violating, and infringing the maxims.

Although there are actually many studies that examine flouting maxims and humor, the writer only presents the two examples above to represent other similar studies. Through these two studies, it can be proven that there is a relationship between humor and non-observance maxims. However, the two previous studies were different from this research. The differences lie in the research focus, research object, and the use of theory to explain the relationship between humor and non-observance maxims.

#### 1.6. Definition of Key Terms

To avoid misunderstanding on terms used in this thesis, the writer clarifies some terms. The terms clarified are as follows:

- **Grice's maxims:** several unwritten rules (maxims) that are desired together to guide speakers and interlocutors in a conversation. So they can carry out conversation activities effectively and efficiently. It is also called the cooperative principles.
- **Non-observance:** a condition when the speaker in a conversation does not follow or fails to observe the maxims, including quantity, quality, relation, and manner.

- **Flouting:** it happens when the speaker may blatantly fail to fulfill the maxim (Grice, 1975, p. 49).
- **Implicature:** the meaning implied behind the speaker's utterance.
- **Humor:** quality of being amusing or comic.
- **Hostility:** Hostility is a humor that is used to humiliate or disparage someone's misfortune (Attardo, 1994, p. 49)
- **Incongruity:** a type of humor that occurs when there are differences between what is expected and what occurs later.
- **Release:** This happens when the speaker released his/her negative sentiments about the dissatisfactory experience or gets liberated from sacred, taboo, or prohibited matters.

### 1.5 Organization of Writing

This study is divided into five chapters as follow:

Chapter I: **Introduction.** This chapter describes the general description of this study. It consists of research background, research questions, research objectives, research significances, previous studies, definition of key terms, and organization of writing.

Chapter II: **Theoretical Framework.** This chapter provides the theories as the basis for conducting the research.

Chapter III: **Research Method.** This chapter contains the method of the research and also the procedures in conducting the research, such as research design, data and source of data, research instrument, the technique of collecting data, the technique of analyzing data, and data trustworthiness.

Chapter IV: **Findings and Discussions.** This chapter explains all the findings collected during research and discussion related to the research questions. This chapter is the full report of this research.

Chapter V: **Conclusions and Suggestions.** This chapter explains the conclusions of the whole research and also the suggestions concerning this study. This chapter is the last chapter of this research.

