



## The Non-Observance of Grice Maxims in (The Tv Show) Friends to Create Verbal Humour

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### Article Info

#### Article History :

Received September 2020

Accepted December 2020

Published June 2021

#### Keywords:

Non-observance maxim,

Verbal Humour, Friends

TV Show

### Abstract

This study focused on the analysis of non-observance Grice conversational maxims utilized by characters in Friends TV Show which involved the flouting maxim, violating maxim, infringing maxim, suspending maxim, and opting out maxim.

The results of the study showed that that almost all non-observance Grice conversational maxims were utilized in generating verbal humour in which opting out Grice conversational maxim was hardly found to create verbal humour. All types of verbal humour were successfully performed by the characters through flouting conversational maxim in which flouting manner and relation maxims concealed all types of verbal humour due to the irrelevant and ambiguous information delivered by the characters. Besides, the ways the characters being intentionally misleading without any implicature produced had generated humour for the audiences. Furthermore, literalness verbal humour was the most generated humour performed by the characters in infringing the maxims due to characters' foolishness and lack of imagination. Moreover, suspending Grice conversational maxim was only found in suspended messages and voice calls which were funny at the right setting in which there was no implicature produced and expectation to fulfil the maxim. However, there was opting out Grice conversational maxim discovered in this study due to the involvement of a third party.

For further study, it is insinuated that the study of verbal humour could be investigated along with non-verbal communication to see the connectivity between verbal humour and non-verbal communication within the conversation.

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p-ISSN 2085-4943

e-ISSN 2502-4469

## INTRODUCTION

Language has been used by people as a means of communication among others. Communication gives people ways to express their ideas, convey emotions, and deliver their purposes. As stated by Yule (1996, p. 21) various types of messages are expressed through language which is realized using utterances to perform the people's actions. Furthermore, the process of communication involves the reciprocal understanding between the speaker and interlocutor in which the message is exchanged through the use of language. Therefore, people communicate with each other to achieve interpersonal and transactional communication according to their goals.

When people are communicating, they certainly expect effective communication where the contribution among the speaker and hearer is accomplished. As stated by Grice (1975) effective communication is the expected output in a conversation that is successfully carried out by participants who follow the rule of the cooperative principle. Thomas (1995) added that the speaker should provide the information as required at the state the conversation participants are engaging (p.45). Furthermore, the cooperative principle is categorized into four maxims that have to be followed to create effective communication, namely: the maxim of quality, the maxim of quantity, the maxim of relation, and maxim of manner (Leech, 1983). The maxim of quality demands the speaker to honestly tell the information which is asked by the interlocutor. Maxim of quantity expects the speaker to adequately give the information as required. The maxim of relation expects the speaker to give relevant information according to what is required in the talk. Meanwhile, the maxim of manner requests the speaker to give unambiguous information and in sequence.

However, the application of the cooperative principle in daily communication is not always intentionally followed by people. Some situations make the conversation participants not follow the cooperative principle because of some reasons, including to avoid to be

offensive, saving the face, giving critics, or creating humour. Those maxims of the cooperative principle might be either flouted or violated depends on the objectives of the speakers. This condition is called non-observance of maxims in which the speaker might misinterpret to notice a maxim, yet the meaning is still be expressed to the interlocutor. According to Grice in Yuliasri (2014), there are five ways to break the rule of cooperative principle in conversation in which only two are likely to occur in some conversational situations namely: flouting maxim (a condition when the speaker refuses to follow one or more maxims and attaches a hidden meaning to the literal meaning within the utterance) and violating maxim (a condition when the speaker denies to identify one or more maxims intentionally to deceive the interlocutor).

The application of non-observance Grice maxims is likely used to create a humorous conversation where either a speaker passes on stealthily the hidden meaning and ignores the literal meaning or intentionally fails to observe the meaning of utterance with the deceitful purpose. This condition will automatically produce the implicature which is sometimes considered funny and creates humour for other people. Phenomena of humour sometimes are constructed as an amusement in the middle of communication to make people laugh, although humour sometimes is considered not funny for some people. According to Chiaro (2006), humour can create a humorous situation from which it occurs when there is an ambiguous meaning of linguistic features that emerged in a conversation (p.43). This might be happening because the participants in the conversation do not follow the rule of the cooperative principle which resulted in the misunderstanding between the participants and create humorous effects for other people who see them. Therefore, jokes are non-cooperative communication between the participants (Taghiyev, 2017).

The creation of humour is provided in a form of entertainment media aside from real social interaction, such as tv shows, movies, and drama. It functions as an important role to please

people in enjoying the shows. In the shows, the use of language carried out by the characters is designed by the director to produce humour. However, in real social interaction, humour comes out naturally in communication without planning earlier. There are some techniques related to humour creation through a particular technique. According to Attardo (2014), humour could be generated by forty-five techniques which are categorized into four basic categories, namely: humour involving identity, humour involving language, humour involving logic, and humour involving actions (p.3). Related to the language use, the technique in generating humour is identified into 15 categories, namely: allusion, bombast, definition, exaggeration, facetiousness, insults, infantilism, irony, misunderstanding, over literalness, puns, repartee, ridicule, sarcasm, and satire. Those humour techniques concerning language use could bring people into laughter.

Humour that is served in a form of TV shows has become one of the entertainment programs that people are looking for. American TV show "Friends" belongs to one of them which is categorized as the most popular situated comedy series in the world. It was proved by their existence that has been airing until 10 years. It was firstly aired in September 1994 and the last show was in May 2004 which have produced 10 seasons. TV show "Friends" has also won a lot of world prestigious awards since its first airing. This situated comedy showed about every life of 6 people who are closely related as friends since school located in Manhattan, US. This drama also presented about love, marriage, divorce, children, heartbreak, fights, new jobs, and job losses, and every life aspect that are normally happened among people. Due to its popularity, the TV show "Friends" has been aired throughout the world by various kinds of TV stations, including Indonesia in 2014.

Taken into account the description above, I would like to research the topic of verbal humour created by flouting and violating the cooperative principle in situated comedy TV shows. Furthermore, I want to investigate how

verbal humour is created through the realization of the non-observance of Grice maxims.

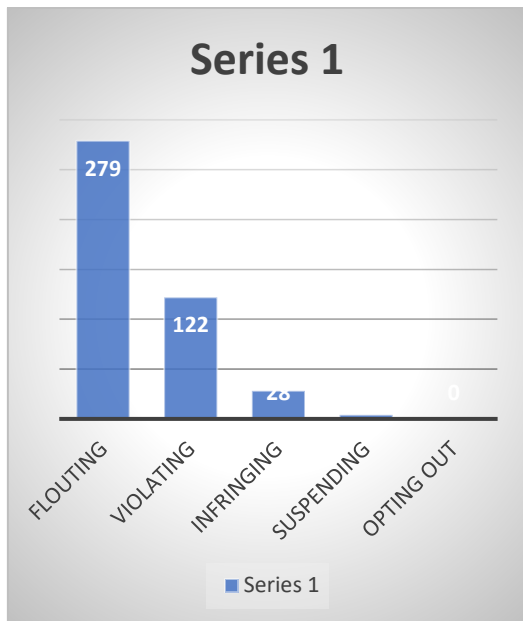
## METHODS

The design of this study was content analysis. According to Berelson in Franzosi (2008) content analysis is regarded as a research technique for the objective, systematic and quantitative description of clear content of communication in which the instrument is mainly focused on the document.

This study focused on the humour creation through linguistic aspects as proposed by Berger (1997) found within the TV show "*Friends*". The conversation within the *TV show "Friends"* are examined and described based on fifteen categories of humour. Furthermore, the analysis also involves the humour that is generated by flouting and violating the cooperative principle proposed by Grice (1975) (Thomas 1995) and (Cutting, 2002). It is done by identifying the humour which has been identified from characters' conversation within the *TV show "Friends"* are scrutinized in terms of how non-observance Grice maxims are utilized to create verbal humour. Their analysis will be viewed from the flouting, violating, infringing, opting out, and suspending Grice maxims.

## RESULT AND DISCUSSION

Based on the analysis, the verbal humour contained within the Friends TV Show in Season 10 was utilized differently through the non-observance of Grice's conversational maxims. The result of the verbal humour generated through the application of non-observance Grice conversational maxims was provided in Figure 1.



Based on Figure 1, various verbal humour was generated by the use of non-observance Grice conversational maxims in the Friends TV Show. However, it turned out that there was no verbal humour created through opting out of Grice's conversational maxims in Friends TV Show. The result showed that flouting Grice's conversational maxims was mostly carried out in generating verbal humour for audiences. This indicated that flouting Grice's conversational maxim could significantly generate verbal humour. Besides, the application of flouting Grice's conversational maxim was able to generate all types of verbal humour in which the total occurrences of verbal humour produced by flouting Grice's conversational maxim was 279 verbal senses of humour. Meanwhile, violating Grice's conversational maxims also had contributed significantly to generating verbal humour. There were 122 occurrences of verbal humour utilized by violating Grice's conversational maxims in which all types of verbal humour were also successfully generated. Meanwhile, infringing Grice's conversational maxims were also performed by the characters within the Friends TV Show in creating humour. However, there were only 28 occurrences of verbal humour in which it was dominated by literalness humour type. Likewise, suspending Grice conversational maxims also had contributed to creating verbal

humour, although there were only 4 occurrences in generating verbal humour through suspending Grice conversational maxims.

### 1. Verbal Humour Created by Flouting Grice Conversational Maxims

Flouting Grice's conversational maxims had become the mostly-used strategy in creating verbal humour in Friends TV Show in this current study. The conversational maxims between the characters within the Friend TV Show were flouted to create humour, including quality, quantity, relation, and manner maxims. Flouting means that a speaker blatantly fails to observe a maxim (Grice, 1989 and Thomas, 1995). One of the speakers in communication did not intend to be misleading rather than the speaker was trying to create conversational implicature through the misleading information to make the interlocutor search the different meaning beyond the literal meaning of the utterances. Furthermore, the flouting conversational maxims sometimes tend to generate humour due to the characteristic of flouting conversational maxims.

#### 1) Verbal Humour Created by Flouting Quality Maxim

Flouting quality maxim occurred when one of the speakers in a conversation was providing false information related to the topic being discussed among the characters which were carried out by deliberately failed to detect the maxim. Moreover, there was an implicature created behind the untrue information mentioned earlier that required the interlocutors to observe the hidden implicature. Thus, the funny thing about the flouting quality maxim was generated when the speaker intentionally lied to the interlocutor which the audience had already aware of the facts. Therefore, verbal humour was produced by not telling the truth which also required the interlocutor to observe the implied meaning behind it. The example was provided in Table 2.

<b>Joey</b>	<b>I got a lot of nice stuff to say about you guys, okay? And I know how much you want to have a baby.....and I would love to help you get one.</b>
<b>Monika</b>	You know what? Then we want you to do it.
<b>Joey</b>	Thank you. All right. Let me see how I'm gonna start. "Dear Baby Adoption Decider People..."
<b>Chandler</b>	<i>So excited about your letter</i>

Based on Table 4.1.1, Chandler was flouting the quality maxim from Joey's utterances. The context was that Joey was offering his help to write the recommendation letter for an adoption agency so that Chandler and Monika could get a baby. Intending to impress Chandler and Monika, Joey was imagining his first sentence on the letter by uttering "Dear Baby Adoption Decider People...". Then, Chandler worried about Joey's ability to write such an appropriate letter for the adoption agency due to Joey's lack of knowledge in writing. Chandler replied to Joey's utterance by "So excited about your letter" which represented that Chandler was happy for Joey's help. Chandler tried to tell Joey to be more serious and professional in writing his recommendation letter. Therefore, Chandler was flouting the quality maxim in which Chandler was hoping that Joey could be more serious and professional in writing the recommendation letter because it was essential for him to get a baby. Hence, this condition was considered verbal humour because the statement produced by Chandler was sarcasm addressed to Joey.

## 2) Verbal Humour Created by Flouting Quantity Maxim

Flouting quantity maxim was performed when one of the speakers in the characters' conversation chose to provide either too much or less information needed by the other speakers. Not only the speaker merely provided too much or less information, but also the implicature behind the utterances sometimes triggers

audiences to laugh. Therefore, the verbal humour was generated by both too much or less information and the implicature behind the utterances that should be observed by the other speakers. The example could be seen in Table 3.

<b>Monika</b>	<b>I'll put a pillowcase over my head.</b>
<b>Chandler</b>	You're on.
<b>Phoebe</b>	Hey.
<b>Monika</b>	What's up?
<b>Phoebe</b>	<i>Well, Mike's taking a shower, which, by the way, there's no law against. And, um, then we're gonna grab some food. So if you want...</i>

Based on Table 3, Monika and Chandler were going to have a couple of private time in their room; however, Phoebe came into the room and put down their planning. Monika was wondering whether something crucial has happened by asking "What's up?"; however, it turned out that Phoebe was inviting them to have some meal by answering "Well, Mike's taking a shower, which, by the way, there's no law against. And, um, then we're gonna grab some food. So if you want...". Phoebe was responding to something unnecessary because she had already ruined Monika and Chandler's planning to have a couple of times. In this case, Phoebe was flouting the maxim by providing too much information to Monika in which her utterances implied that she did not deserve to be blamed for ruining their time and asked them to have some meal together. Phoebe's response was considered to possess humorous effects because something was regarded as not serious when an interlocutor was expecting something serious.

## 3) Verbal Humour Created by Flouting Manner Maxim

Flouting manner maxim was accomplished when one of the speakers deliberately deliver ambiguous information to the interlocutors. Furthermore, the ambiguous utterances produced by the speaker did not merely indicate that the speaker did not

understand the maxim, rather than the ambiguity hid the implied meaning from the utterances that required other speakers to look for. Therefore, the ambiguity produced in the flouting manner maxim, as well as the implicature behind the utterances, generate verbal humour that made the audience laugh. The example was presented in Table 4.

<b>Chandler</b>	<b>I'm not lying to you. I watched it.</b>
<b>Joey</b>	Ah, you lied again.
<b>Chandler</b>	I watched it.
<b>Joey</b>	<i>Keep going, Pinocchio.</i>

Based on Table 4, Chandler was arguing with Joey that he was not lying to him. However, Joey has already known the truth that Chandler was lying about watching his tape. Because Chandler could not stop lying, Joey, then, said "*Keep going, Pinocchio*" which implied that Joey asked Chandler to stop telling lie. Although the utterance seemed to be ambiguous, it was deriding Chandler as if he was just like Pinocchio who was always regarded as a figure of telling lies. Therefore, this satire addressed to Chandler was amusing and made the audience laugh.

#### 4) Verbal Humour Created by Flouting Relation Maxim

Flouting relation maxim happened when one of the speakers deliberately provide irrelevant information from the topic being discussed with others. The hidden intention was concealed within the irrelevant responses from interlocutors that were originally addressed to be observed. Furthermore, both irrelevant responses and the implied meaning behind the speaker's utterances made audiences laugh. The example was provided in Table 5.

<b>Chandler</b>	<b>That's great. Can I see the book?</b>
	Monika is looking to Chandler
<b>Chandler</b>	You want me to wash my hands first, don't you?
<b>Monika</b>	<i>Please. It's just so pretty and white.</i>
<b>Colleen</b>	The bathroom is down the hall to your left.

Based on Table 5, Chandler and Monika were visiting Colleen to talk about the adoption process. Chandler tried to ask Monika to see the book given by Colleen; however, it turned out that Monika did not want to give it to Chandler because she thought that his hand was dirty. Realizing that Monika is asking Chandler to wash his hand before seeing the book, Chandler was asking "*You want me to wash my hands first, don't you?*". The question was then replied to by Monika by saying something irrelevant to Chandler's question by saying "*Please. It's just so pretty and white.*" which implied that Monika was asking Chandler to wash his hand first. Therefore, Monika was generating satire by flouting the relation maxim which made people laugh.

## 2. Verbal Humour Created by Violating Grice Conversational Maxims

Violating conversational maxims was done when a speaker was intentionally misleading in their utterances in the conversation without providing implicature behind the utterances (Grice, 1989 and Thomas, 1995). Furthermore, verbal humour was found within the Friends TV Show characters' communication when they were intentionally misleading to each other.

### 1) Verbal Humour Created by Violating Quality Maxim

Violating the quality maxim happened when one of the speakers provided untruthful information intentionally for some reason. According to Cutting (2002) violating maxim, quality occurs when one of the speakers gives wrong information to the interlocutors. The misleading utterance was brought up in the conversation because the speaker did not want

the interlocutors to get the truth. As a result, the ways characters in *Friends* TV Show were misleading and the effects produced by the utterance generated humorous effects for the audiences. The example could be seen in Table 6.

<b>Rachel</b>	Who's Gladys?
<b>Phoebe</b>	Oh, she's that work of art I made. You know, with the woman coming out of the frame.
<b>Rachel</b>	<i>Ah, and Monica gets to keep her? In her house? I am so jealous.</i>
<b>Phoebe</b>	I didn't know you want her too
<b>Rachel</b>	Oh. Well, I mean, sure, of course. But you already gave that to Monica, so...

Based on Table 6, a conversation occurred between Rachel and Phoebe in Monica's flat who talked about Phoebe's creepy painting that she named Gladys. Unluckily, Monica was the one who got the painting, although she hated it. Phoebe was telling Rachel that Gladys was her handmade painting by saying "Oh, she's that work of art I made. You know, with the woman coming out of the frame." Knowing that the painting was creepy, she pretended that she was jealous by replying "Ah, and Monica gets to keep her? In her house? I am so jealous." She was not interested in Phoebe's painting at all; however, her statement indicated the opposite thing that she was jealous that she did not get it. In this case, Rachel was violating the quality maxim in which she was lying about Phoebe's painting because she did not want to hurt Phoebe as her friend that her painting was amazing. Therefore, irony verbal humour was created which gave humorous effects.

## 2) Verbal Humour Created by Violating Quantity Maxim

Violating quantity maxim occurred when one of the speakers did not give the interlocutors enough information to know what was being talked about because they did not want the hearer to know the full picture. The speaker was merely being economical with the truth without

producing any implicature. The example was provided in Table 7.

<b>Chandler</b>	Hey, Joe. How's the second draft of the letter coming?
<b>Joey</b>	Great. I'm finished. I just dropped it off at the agency.
<b>Monika</b>	Did you drop it off?
<b>Joey</b>	Yeah.

Based on Table 4.3.6, a conversation was going on between Chandler Joey and Monika discussing a new letter of adoption recommendation. It turned out that Joey had already sent the letter to the adoption agency without telling Chandler and Monika first. When Chandler was asking "Hey, Joe. How's the second draft of the letter coming?", Chandler hoped that the draft had to be given to him first before ending up in the agency office considering that the letter meant too much for him. However, Joey told Chandler that the letter had already sent to the adoption agency by saying "Great. I'm finished. In fact, I just dropped it off at the agency." in which Joey was intentionally adding more information than needed that also convincing Chandler that his work was perfect and it would be fine and the agency would approve the adoption process. Therefore, Joey was violating the quantity maxim in which he tried to convince Chandler that his writing was good enough to get him an adoption baby. The audience had already known that Joey was such a careless man and not good at writing. Hence this condition supported the definition of verbal humour that Joey took as a simple task compared to Chandler and Monika who regarded it as a serious matter.

## 3) Verbal Humour Created by Violating Manner Maxim

Violating manner maxim occurred when one of the speakers in conversation provided ambiguous utterances which could lead either to confusion or various interpretation. Thus, the speaker merely violated the manner maxim without any intention to produce any implicature to the interlocutors. Therefore, the humorous

effects were produced that triggered the audiences to laugh. The example was provided in Table 8.

<b>Owen</b>	<b>Do you want to see it?</b>
<b>Chandler</b>	I'd love to, but I gotta get back to your parent. They're telling us about how they adopted you.
<b>Owen</b>	What?
<b>Chandler</b>	What?!
<b>Owen</b>	I'm adopted?
<b>Chandler</b>	I got nothing.

Based on Table 8, Chandler had a conversation with Owen who was adopted by his parents. However, Chandler did not know that Owen had been told by his parent that he was adopted before. When Chandler said “*I'd love to, but I gotta get back to your parent. They're telling us about how they adopted you*”, Owen was surprised that he was adopted by responding “*What?*”. Realizing that Chandler had revealed a secret that should not be told to Owen, he tried to distract Owen's attention to his utterance before by saying “*What?*”. However, Owen tried to make the utterance sure by asking “*I'm adopted?*”. As a result, Chandler provided ambiguous information quickly to amuse Owen about the question by answering “*I got nothing.*” to hide the truth from Owen and save his face for revealing the truth. Therefore, Chandler was violating the manner maxim twice and generated repartee verbal humour.

#### 4) Verbal Humour Created by Violating Relation Maxim

Violating relation maxim happened when one of the speakers merely provided irrelevant information to the interlocutors without intention to give implicature to be observed by the interlocutors. The speaker aimed to achieve other objectives rather than required the interlocutors to get the implicature. Therefore, the misleading information which was packed in irrelevant utterances generated verbal humour for the audiences. The example was provided in Table 9.

<b>Rachel</b>	<b>Hold on. Let me check on the baby.</b>
<b>Amy</b>	This is important. Can't Ella wait?
<b>Ross</b>	Uh, her name is Emma.
<b>Amy</b>	Why did you change it? Ella was so much prettier.
<b>Ross</b>	What do I know? I just sell Middle Eastern food from a cart.

Based on Table 9, there was a conversation between Rachel, Amy, and Ross in Rachel's flat. During the conversation, Amy thought that Rachel's baby name was Ella; however, Ross was trying to remind her that the baby's name is Emma. Amy thought that she was correct and someone had changed the name, so she said “*Why did you change it? Ella was so much prettier.*” Thinking that there would be any debate if Ross insisted, to tell the truth, he replied with “*What do I know? I just sell Middle Eastern food from a cart.*” He intentionally violated the relation maxim in which he answered the question with an irrelevant answer hoping that there would not be any debate and it could satisfy Amy. Therefore, Ross was creating repartee verbal humour through violating relations.

### 3. Verbal Humour Created by Infringing Grice Conversational Maxims

Verbal humour sometimes also could be created when one of the speakers possessed deficiency in their response toward the utterances. Thus, infringing conversational maxims has become one of the alternatives in generating verbal humour through non-observance conversational maxims. According to Grice in Thomas (1995, p.74), infringement happens when a person fails to observe a maxim due to imperfect linguistic performance possessed by a speaker in understanding the utterances.

#### 1) Verbal Humour Created by Infringing Quantity Maxim

Infringing quantity maxim occurred when one of the speakers unintentionally failed to observe a maxim which then tried to fulfil the maxim with incomplete understanding toward the maxim. Furthermore, the utterances produced by the speaker were too much or less



than what the maxim required due to a lack of knowledge in comprehending the maxims. Therefore, this condition created humorous effects that cause the audience to laugh. The example was provided in Table 10.

<b>Chandler</b>	<b>Can you print out another copy?</b>
<b>Joey</b>	No can do, amigo. It felt more personal to handwrite it.
<b>Monika</b>	Did you handwrite it?
<b>Joey</b>	Yeah, and don't worry I didn't try to sound smart at all.
<b>Monika</b>	Oh, my God. Oh, my God. That letter is gonna go in our file.

Based on Table 10, a conversation happened between Chandler, Monika, and Joey talking about the recommendation letter. At first, Chandler had asked Joey to be himself in writing the letter, so he asked about the result for the second letter by asking “*Can you print out another copy?*”. The letter had been sent to the adoption agency that he handwrote and could give the copy to them. Monika was surprised and asked “*You handwrote it?*” which then replied Joey by answering “*Yeah, and don't worry I didn't try to sound smart at all.*” thinking that he had done it correctly. However, that was not what Chandler and Monika meant which made Monika confused and hopeless to get the adoption baby. In this case, Joey was infringing the quantity maxim by providing much information, in fact, he had taken the information literally and lack of imagination. Therefore, literal verbal humour was created.

## 2) Verbal Humour Created by Infringing Manner Maxim

Infringing manner maxim occurred when one of the speakers unintentionally failed to observe the maxims in a conversation because of the language deficiency to understand the utterances. The speaker tried to complete the maxim; however, the utterance was ambiguous. Therefore, the humorous condition was generated which made the audiences laugh. The example was presented in Table 11.

<b>Phoebe</b>	<b>Hey, what's all this stuff?</b>
<b>Monika</b>	Oh, they're brochures from different adoption agencies.
<b>Phoebe</b>	Ooh, babies! Oh, this one is so cute. Get this one.
<b>Monika</b>	That's not really how it works.

Based on Table 11, Phoebe just joined Chandler and Monika at the coffee shop where they discussed the adoption process through some brochures. Phoebe was curious about the brochures and asked about them by saying “*Hey, what's all this stuff?*” which was answered by Monika by saying “*Oh, they're brochures from different adoption agencies.*” Then, Phoebe was checking one of the brochures and said to Monika “*Ooh, babies! Oh, this one is so cute. Get this one.*” in which she thought that the baby's photo in the brochures was easily chosen or she thought that getting an adoption baby was just like buying a house. Thus, Monika tried to explain to Phoebe that it was just only a brochure. Therefore, Phoebe was infringing manner maxim in which the utterances produced by Phoebe were ambiguous as a result of her inability to comprehend language and information correctly. Besides, the literalness of verbal humour was also created as a result of taking everything literally and a lack of imagination.

## 3) Verbal Humour Created by Infringing Relation Maxim

Infringing relation maxim occurred when one of the speakers unintentionally failed to observe the maxims addressed to her/him due to his/her ability to comprehend the utterances. The speaker tried to complete the maxim; however, the utterance was irrelevant toward the topic being discussed. Therefore, the humorous condition was generated which made the audiences laugh. The example was provided in Table 12.

<b>Rachel</b>	<b>Ross is coming over. I think now would be a good time to talk to him.</b>
<b>Joey</b>	Oh, I guess so. I'm just... I'm nervous.
<b>Rachel</b>	Well, keep in mind that by the time you're done... ...they'll probably be serving dinner.
<b>Joey</b>	Ooh.
<b>Rachel</b>	Still nervous?
<b>Joey</b>	I'm gonna get the lasagna.

Based on Table 11, a conversation happened between Joey and Rachel on the plane in which they were planning to tell Ross about what had been done between them. However, Joey was nervous because he was going to tell his friend that he had taken his ex-wife. Rachel suggested him to think about a dinner to reduce Joey's nervousness by saying "*Well, keep in mind that by the time you're done... ...they'll probably be serving dinner.*" Thinking that Joey had already calmed himself down, then Rachel asked again "*Still nervous?*". However, Joey was thinking of something to eat and said "*I'm gonna get the lasagna.*" that represented Joey was failed to comprehend the utterances from Rachel and said irrelevant thing. Therefore, Joey was infringing the relation maxim and created literal verbal humour.

#### 4. Verbal Humour Created by Suspending Grice Conversational Maxims

Lastly, it turned out that there were suspending maxims that were utilized by *Friends* TV Show characters in generating verbal humour. According to Thomas (1995, p.76-78) suspending conversational maxims might occur when there is no expectation on the part of any participant that the maxims will be fulfilled and does not generate any implicatures which make the speakers not observe the maxims. The example was provided in Table 13.

<b>Mr. &amp; Mrs. Geller</b>	<b>Hello, Emma. Happy 18th birthday. Right now, that seems so far away, 17 years. Yes. You'll be all grown up by then, and we'll be... Well, your grandfather and I might not be here. That's true. This message could be coming to you... ...from beyond the grave, Emma. After all, my parents died very young. And my cholesterol's off the charts. Remember, Emma, heart disease kills women too.</b>
<b>Ross</b>	Okay, cut! Great. Great. That was just... Yeah.

Based on Table 13, Ross was recording Mr. & Mrs. Geller's video about a birthday message to their granddaughter Emma. They said "*Hello, Emma. Happy 18th birthday. Right now, that seems so far away, 17 years. Yes. You'll be all grown up by then, and we'll be... Well, your grandfather and I might not be here. That's true. This message could be coming to you... ...from beyond the grave, Emma. After all, my parents died very young. And my cholesterol's off the charts. Remember, Emma, heart disease kills women too.*" A birthday message that was supposed to be happy wishes and exciting messages was changed into a sad story and an irony that they would pass away. Therefore, this suspending quantity maxim was generating irony verbal humour that was funny for the audiences.

Based on the analysis of non-observance maxims found in *Friends* TV Show in generating verbal humour, some important findings have been drawn related funny utterances and the ways the utterances were addressed to the audiences of *Friends* TV Show. The findings showed that almost all non-observance Grice conversational maxims were utilized in generating verbal humour in which opting out Grice conversational maxim was hardly found to create verbal humour. It represented that no scene

supports the utilization of opting out the conversational maxim because it involved people who were unwilling to cooperate in the ways maxims were required due to legal or ethical reasons (Thomas, p. 1995). It also indicated that verbal humour was hardly found in daily life because it also required the third party who was preserved not to be hurt by the information.

Concerning verbal humour that was generated by flouting Grice's conversational maxim, all types of verbal humour were successfully performed by the characters through flouting conversational maxim. In terms of flouting quantity maxim, there was only one verbal humour created by one of the characters in *Friends* TV Show. Sarcasm was found to be the only one found in flouting quality which produces humorous effects which are referred to as witty language used to scorn somebody. It represented that an implicature produced when witty language was utilized could create humorous effects. Meanwhile, the flouting quantity maxim was dominated by exaggerated verbal humour in which the information was enhanced beyond reality. This was by the principle of flouting quantity that could be created by providing either too much or less information than was required. However, allusion, irony, and misunderstanding verbal humour were hardly found being utilized by flouting quantity maxims. It indicated that almost all verbal humour could be generated through flouting quantity maxim. Furthermore, the flouting relation maxim was also found to be able to produce almost all verbal humour, except for ridicule. The verbal humour generated by the flouting relation maxim was dominated by repartee and misunderstanding. Meanwhile, the flouting manner maxim in this study was demonstrated to be able to create all verbal humour which was dominated by literalness, misunderstanding, puns/wordplay, repartee, sarcasm, and satire. Those verbal humour had a close relationship with implicature that was produced from telling something ambiguous. Besides, the flouting manner maxim was proved to create the highest occurrences of verbal humour. It indicated that telling something full of

ambiguity that produces an implicature could trigger a funny moment in the scene.

Concerning verbal humour that was created by violating Grice's conversational maxim, verbal humour was also found to be generated variously in terms of quality, quantity, relation, and manner maxim. Regarding violating the quality maxim, verbal humour was dominated by exaggeration, irony, and repartee. This verbal humour seemed to be logical because violating quantity was closely associated with misleading without creating any implicature rather than merely achieve certain objectives. Regarding the violating quantity, the verbal humour was overlooked by exaggeration which referred to expanding fact beyond reality. It depicted that there was a strong connection between violating the quantity maxim and exaggerating verbal humour. Meanwhile, concerning violating the relation maxim, the verbal humour was conquered by repartee, satire, and misunderstanding. Those verbal humour seemed to be closely associated with irrelevant utterances that generated funny moments. In terms of violating the manner maxim, repartee verbal humour that involved a smart amusing response was found out to be frequently generated by violating the manner maxim. This close connectivity was created as the result of providing ambiguous information that needs to be deeply observed by the interlocutors that sometimes difficult to comprehend resulting in funny moments.

Concerning verbal humour that was created by infringing Grice's conversational maxim, literal humour had possessed the highest occurrences performed by the characters of *Friends* TV Show. There wasn't any infringing quality maxim that was found in creating verbal humour. This was reasonable because the infringing maxim referred to the deficiency of language use and low ability in comprehending the maxim which did not have any association with being misleading. Meanwhile, infringing quantity, relation, and manner maxim were logical to be connected to literalness verbal humour because literalness was generated by a character who was lack of imagination and took

everything literally. It was also found that characters who usually generated infringing conversational maxim were those who were somehow lack of intelligence. Therefore, literalness verbal humour was easily generated by their performance.

Concerning verbal humour that was created by suspending Grice's conversational maxim, this study found that verbal humour was generated through quantity and manner maxim. This condition was logical considering that suspending quantity was realized through poetry and song which did not aim for consciousness, clarity, and lack of ambiguity. Besides, the suspending manner maxim was usually realized through one-way communication, such as electronic messages or voice messages due to its brevity. The result showed that bombast, literalness, irony, and insult verbal humour were the result of suspending the conversational maxim. Bombast in suspending maxim referred to the funny way the maxim was delivered, while literalness in suspending maxim associated with the foolishness of the maxim being given. On the other hand, the irony in suspending the maxim was connected to how the maxim was opposite the reality, while insult dealt with how the maxim was used to degrade other people. Therefore, the funny moment was created through those verbal humour through suspending the maxim. As stated by Thomas (1995, p.76) suspending Grice conversational maxim is mostly performed with the quality maxim, quantity maxim, and manner maxim, because suspending relation maxim is rarely performed.

## CONCLUSION

The results of the study showed that that almost all non-observance Grice conversational maxims were utilized in generating verbal humour in which opting out Grice conversational maxim was hardly found to create verbal humour. All types of verbal humour were successfully performed by the characters through flouting conversational maxim in which flouting manner and relation maxims concealed all types of verbal humour due to the irrelevant and

ambiguous information delivered by the characters. Besides, verbal humour was also found to be generated variously in terms of violating quality, quantity, relation, and manner maxim. The ways the characters being intentionally misleading without any implicature produced had generated humour for the audiences. Furthermore, literalness verbal humour was the mostly generated humour performed by the characters in infringing the maxims due to characters' foolishness and lack of imagination. Moreover, suspending Grice conversational maxim was only found in suspended messages and voice calls which were funny at the right setting in which there was no implicature produced and expectation to fulfil the maxim. However, there was opting out Grice conversational maxim discovered in this study due to the involvement of a third party.

It is suggested that the audience realize how to apply communication strategies through the portrait of non-observance utilization in the conversation performed in TV Show. It is also advised that verbal humour could be successfully funny when it is performed by the right speaker and interlocutors, in the right settings and right audiences. For further study, it is insinuated that the study of verbal humour could be investigated along with the non-verbal communication to see the connectivity among the verbal humour created by non-observance maxims as well as the non-verbal communication within the conversation.

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