



**VIOLATED MAXIMS: A STUDY OF SARCASTIC HUMOR IN *THE
CLIQUE* MOVIE SCRIPT**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS JEMBER**

2019

**VIOLATED MAXIMS: A STUDY OF SARCASTIC HUMOR IN *THE
CLIQUE* MOVIE SCRIPT**

THESIS

Presented to the English Department, Faculty of Humanities,
Universitas Jember as one of the Requirements to achieve Sarjana Sastra Degree
in English Studies

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DEDICATION

This thesis is dedicated to

1. My beloved parents, Muhammad Abdul Rahman and Daryati for the greatest love, prayers, and patience. Thank you for always supporting and struggling for me;
2. My dearest brother, M. Iskandar for the advice;
3. My almamater.

MOTTO

“Be happy with what you have while working for what you want.”¹

Hellen Keller

“Do not lose hope, nor be sad.”²

Quran 3:139

“Sarcasm is the lowest form of wit, but the highest form of intelligence.”³

Oscar Wilde

¹ <https://www.goodreads.com/quotes/7593124-be-happy-with-what-you-have-while-working-for-what>

² <http://islam.pictures/do-lose-hope-sad/>

³ <https://www.goodreads.com/quotes/1284197-sarcasm-is-the-lowest-form-of-wit-but-the-highest>

DECLARATION

I hereby state that the thesis entitled “*Violated Maxims: a Study of Sarcastic Humor in the Clique Movie Script*” is an original piece of writing. I certify the analysis and the research described in this thesis have never been submitted for any other degree or any publications. I certify to the best of my knowledge that all resources used and any helps received in the preparation of this thesis have been acknowledged.

Jember, November 1st, 2019

The Candidate,

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APPROVAL SHEET

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SUMMARY

Violated Maxims: A Study of Sarcastic Humor in The Clique Movie Script;

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This study discusses about the sarcastic humor utterances in The Clique movie conveyed in violated maxims. The objective of this study is to develop understanding about how sarcastic humors work in violated maxims that concentrate on sarcastic humor data. To reveal the relationship between violated maxims and sarcastic humors, the theory of Grice's maxims, the sarcasm cues theory based on Grice's Maxims, the linguistic theories of humor, and theory of context are used to analyze the data.

This study applies qualitative method to describe the types of violated maxims in sarcastic humor utterances, the relationship between violated maxims and sarcastic humors, and the implied meaning of sarcastic humors. The data are taken from the movie script sorted to the violated maxims which contain sarcastic humor utterances only. As a result, 17 data of 1465 utterances are picked to be analyzed.

The result shows that the four of violated maxims can create sarcastic humor and have their own ways to create the utterances. They are 2 violated maxims of quality, 8 violated maxims of quantity, 1 violated maxim of relation, and 6 violated maxims of manner. Furthermore, the utterances can be perceived as funny if they fulfill the condition of the theory of humor, the casts use 15 incongruity theories and 2 superiority theories. Moreover, in terms of the sarcasm sign, it is found that the characters use 8 self-contradictions, 3 hyperboles, 6 manner-violations. Overall, incongruity dominates to trigger sarcastic humors in violated maxims. Moreover, it is also revealed that sarcastic humor is created to

fulfill various intentions. In this movie, sarcastic humor is used more to bully by saying mean things to exclude someone from a group.

In conclusion, these sarcastic humors in this movie are interesting because these utterances are originally from violated maxims where they are not conveyed in the straightforward point. Violated maxims are the factors which create wordplay, ambiguity, etc. They are the part of what makes these sarcastic humors so interesting.

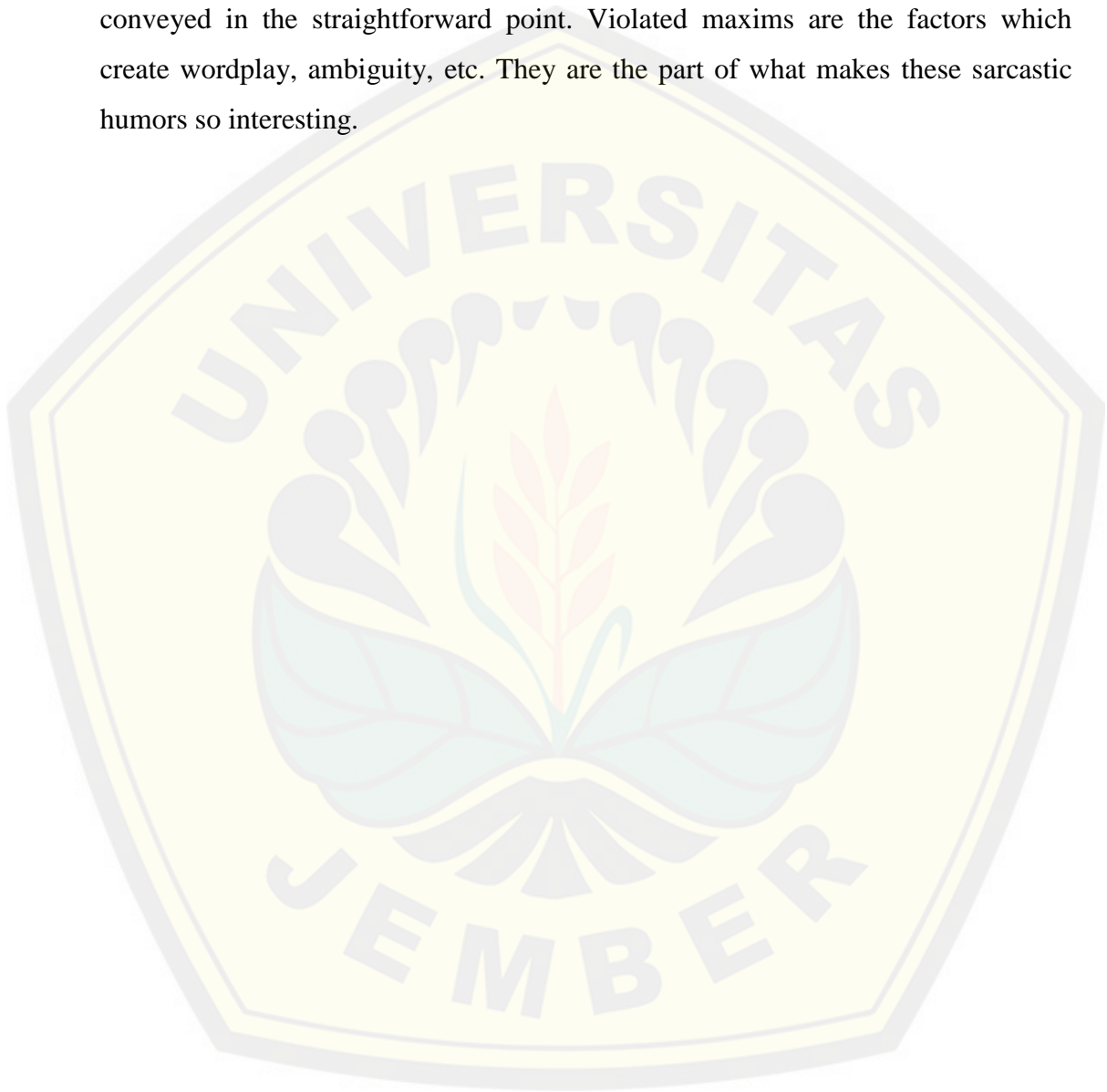
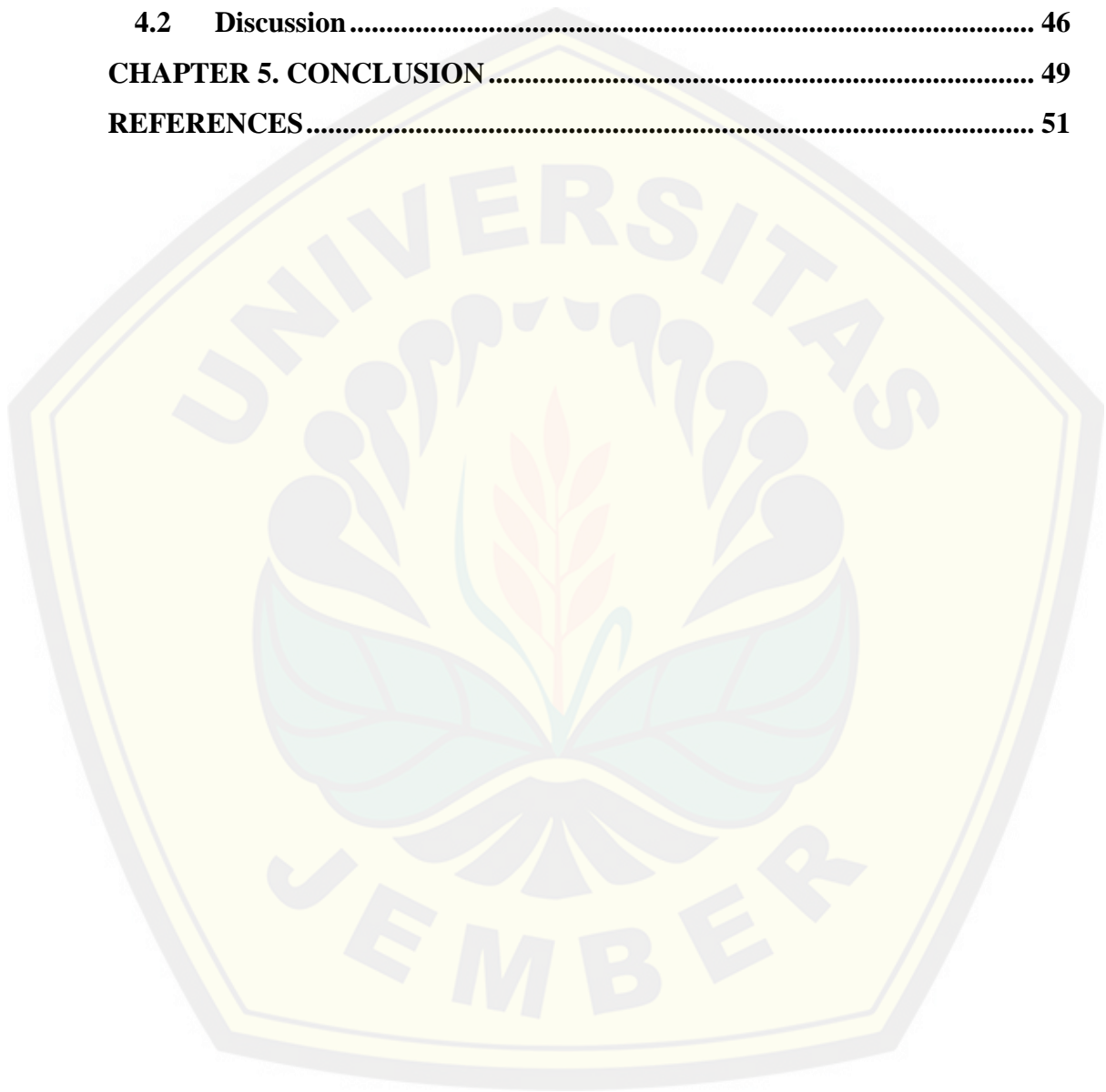


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CHAPTER 1. INTRODUCTION

This chapter contains the background of the study that elaborates the importance of understanding sarcastic humor that has a strong relationship with pragmatics. Furthermore, this chapter also includes the background of the study, problems to discuss, the research questions, and the purposes of the study.

1.1. The Background of the Study

Humor is most likely to become increasingly important to study deeply since it is often used to entertain people through various communication media. In this era of sophisticated technology, humor is widely spread through digital media such as internet memes, parody videos, stand-up comedy, and others. Very often, television parodies have tradition that people concern to produce humor in more form of mockeries. People do not only find laugh in humor but also mockery which is the characteristic of sarcasm. Sarcastic humor is not easily understood because somehow it can be harsh and funny at the same time that make sarcastic humor seems very abstract. Therefore, finding the intention of speakers plays an important part to correctly capture the message of the conversation. This study is conducted to develop understanding about how sarcastic humors work in violated maxims that concentrate on sarcastic humor data.

The data are taken from the movie script sorted to the violated maxims which contain sarcastic humor utterances only. To determine whether the utterance can be perceived as sarcastic only or sarcastic humor by the audience, this study uses maxim-violation cues by Olson (2015) and the linguistic theory of humor by Raskin (1985) as the tools to analyze. There are several maxim-violation cues in sarcasm but Olson (2015) only concerns in self-contradiction, hyperbole, and manner violation. Meanwhile, Raskin (1985) found that there are three theories of humor which are commonly accepted, those are, incongruity theory, hostility theory, and release theory. In addition, it should be noted that this

analysis focuses on violated maxims. Then, the context is also important to figure out the hidden meaning.

The source of the data is *The Clique* movie script which has appropriate characteristics to be chosen. This movie tells about a clique in popular middle school girls. This clique named the “pretty committee” consists of middle school girls who consider themselves to be more special and prettier than others. The “pretty committee” bullies the girls outside their group. All in all, there are a lot of sarcasms used through their conversation. However, in this movie, sarcasm sometimes looks like a humor which makes this movie unique. For example:

Alicia: [Making farting noise with hands] Oh, My, God, Claire, was that you? How embarrassing.

Claire: ***Funny, Leesh, I thought that was your boobs rubbing together.***

(lines 443-444, page 18)

Alicia: ***Claire, are you a bird?***

Claire: No.

Alicia: ***Then, why is your suit so cheap?***

Kristen, Alicia, Dylan: ***Cheap, cheap, cheap, cheap, cheap...***

(lines 521-524, page 21)

Humor in this movie produces two conditions, those who laugh, and those who get mad. The utterances are implicated and violated by one character towards another which can be analyzed from pragmatic outlook. The selection of utterances creates hilarious dialogues to this movie. Overall, this movie becomes the proper representative of sarcastic humor excerpts because it provides a lot of sarcastic humor through the story.

A lot of sarcastic utterances generate awareness towards the intentions of the speakers which are mostly implied. The speakers have several motives when they add humor in their utterances. People sometimes use humor to reduce the tensions which potentially ruin their communications. Humor is considered to provoke the laugh that can break the ice. Besides, in this movie, humor is used to hide the dislike. As a result, there are some people who do not consider humor as a joke based on any possible situation. As well as the variety of humor speech in

this story makes the attraction of the storylines, this movie becomes interesting to explore to access what the intention of humor is.

To know the intention of humor, we should find the real meaning of the humor utterances. The comprehension called implicature helps to understand what is actually stated in conveyed utterances. In most cases, there is a close relation between joke and implicature. In the light of Grice's cooperative principle specifically violated maxims, the implicitness in jokes is important. Raskin acknowledges that humor which violates maxim is a part of non-bonafide communication that does not fulfill maxim of cooperative principle (1985:100). Moreover, in many interactions, humor can be associated to irony, mockery and sarcasm (Norricks and Chiarro, 2009:166). Haiman assumes that sarcasm is often a form of humor (1998:21). This heterogeneous forms indicates that the meaning of humor is not only humor or implicit. The participants who talk uncooperatively by means of implicit message automatically fails maxim. Finally, implicature particularly violated maxims can be used as the effective guidelines to analyze the data.

1.2. Research Problems

Sarcastic humor is subjective because we often encounter two possible interpretations: funny or sarcastic. In the condition of humor in a sarcastic way, the listener can take seriously of what utterer says although the utterer does not mean to hurt. On the contrary, there is a condition where the addressees do not realize that they are apparently satirized. In this case, it can be concluded that humor has various effects, whether or not it is intentional. In this movie the aim of humor itself is still questionable. Sarcastic humor tends to be in a form of sarcasm which is wrapped with humor. The aim of it presumably prevents the listener to feel hurt. Besides, there is a possibility that the speaker puts the situation in a safe zone in which the listener has low possibility to be angry because it is tricky to differ whether the statement is sarcastic or sincere. The motive of humor with this implicit meaning can make different situations by the combination of the two possibilities, being offensive and not being offensive. Nonetheless, knowing the

real intention of delivered utterance can create pragmatic awareness about sarcastic humor within daily conversations.

Catching the point of conversation becomes difficult if it deals with implied meaning. Grice (1989) phrases how an utterance cannot only be uttered but also can be interpreted. In other words, what the speaker says sometimes is less linked to the literal meaning of the words. The communicators should properly know the literal meaning to avoid misunderstanding. Implicitness characterizes humor of its inappropriateness which has untruthful meaning. In this way, the utterances violate maxim which mislead the hearer to accomplish the essence of implicitness in humor. It means that humor is perceived to have unavoidable relation with violated maxims regarding the implicitness in humor. This is why the comprehension about violated maxims can be one of relevant answers to make humor easier to conceive.

1.3. Research Questions

- (1) What are the types of violated maxims that create sarcastic humor?
- (2) What is the role of violated maxims to create utterances sarcastic and humorous simultaneously?
- (3) What do the characters imply in the sarcastic humor utterances?

1.4. The Goals of the Study

- (1) To figure out what are the types of violated maxims that create sarcastic humor.
- (2) To find out the role of violated maxims to create utterances sarcastic and humorous simultaneously.
- (3) To shed light on what the characters imply in the sarcastic humor utterances.

CHAPTER 2. LITERATURE REVIEW

The second chapter of this thesis report provides some previous studies of the similar topic as the guidelines in conducting this study. It also provides some related theories to support the study.

2.1. Previous Studies

The first study is conducted by Wangsomchok (2016). The approach of this study is useful for the current study because this study explores the ways humor is expressed by using linguistic strategies for contribution discursive pragmatics. This study tries to apply speech act, violating and flouting on maxims in cooperative principles to expound humor from the standpoint of pragmatic. The findings present into two parts: language strategies to express humor in pragmatic perspective and people's intentions in cooperative principle and implicature. Having looked at this study, humor underscores its importance in communication which is presented in five Thai situation comedies as a result from maxim violation. What is similar between this finding of the study with the current study is that humor can be brought by a speaker by intentionally telling a lie to confuse the hearer or audience. This study concludes that conversational implicature has a significant role proved by humor-carrying maxim violation that can project many signs of conversational implicature. In addition, this study demonstrates that maxim violations can generate effective humor. Therefore, maxim violation can be used to indicate a certain conversational implicature that leads to the construction of humor.

The second study used as the reference is written by Pan (2012). It contributes to the area of humor and pragmatics of conversational principle and its application in other fields. It opens the feature of humor and reveals the relationship between the creation of humor and violation of Grice's cooperative

principle by taking into account pragmatic theory combined with discourse analysis. It also gives critical comments on Grice's cooperative principle which mainly focuses on limitations Grice's cooperative principle. This study discusses some short humorous dialogues which correlate to four maxims. The analysis of dialogues throw hints that the violated maxims of cooperative principle fabricate humor. The result shows clearly that deliberate violation of cooperative principle is the linguistic basis of humor and how violated maxims create humor in utterances. Therefore, cooperative principle as the basic theory is applied to explain the linguistic basis of humor in this study. With study of the comprehensive explanation of Grice's cooperative principle as well as its accompanying four maxims, it can be concluded that to gain clear understanding humors, it is necessary to depend on some essential pragmatic knowledge to help to read the implied meaning relying on the specific context so as to find out what is the real intention by the speaker.

The last related study with this study is from Hassan (2015). The study investigates the usage of humor by the Egyptian demonstrators in January 25th revolution and the American demonstrators in occupying Wall Street movement. This study explores how humor can be used as a strategy of nonviolent resistance to oppression and dictatorship. Incongruity, superiority, and relief theories are described as the three main approaches for humor which contribute to give depiction as the method used in this present study. However, the main analysis has focused on just the pragmatic nature of humor and its explanation according to Grice's cooperative principles. It sets out to uncover the nature of humor in political context by means of a pragmatic approach which draws on certain aspects of conversational implicature and also uses some of the essential ideas of speech act theory. Furthermore, it also shows the function of humor. The result supports that the pragmatic element is highly influential since humor can be viewed as the non-obedience of Grice's principles within conversational implicature. Accordingly, it suggests that incongruity theory is the dominant approach which focuses on the object of humor or humor texts.

After explaining the three previous studies, it is found that there are several similarities in the topic chosen. The three previous studies discuss about the inevitable fact of the relation between violated maxims and generating humor which give further understanding to the present study. Next, the approaches from the previous studies can be used to investigate the data, namely, linguistic theories of humor mentioned in the three previous theses. On the contrary, there is a difference between the previous studies with the present study. The previous studies tend to focus on humor. The current study, however, discusses about sarcasm as well. Linguistic theory of humor and the maxim violation cues of sarcasm are combined to analyze the data.

2.2. Theoretical Framework

2.2.1. Cooperative Principle

In communication, the conversation sometimes cannot entirely run smoothly. It is triggered by the hearer who does not respond the speaker in exact answer. The conversation grows clash if it consists of disconnect remarks that seems fairly unspecific and untruthful. Grice realized the importance of the notion of cooperative strategy between speaker and hearer to reach effective communication. Finally, the system called cooperative principle is formulated as a result of the solution that utterances should be appropriately uttered by participants.

Such cooperative principle would merely be related to different maxims. This cooperative principle in conversation involves four maxims: maxim of quantity, maxim of quality, maxim of relation and maxim of manner. The participants are expected to observe the guidelines, namely: give exactly as much information as required, say only what you believe to be true, be relevant, and be concise.

To know comprehensively how general principle is understood, these are all the subclasses of cooperative principles fully explained one by one:

1) Maxim of Quantity

The general point to be successful guided by this maxim is the participants are expected to provide the precise amount of information and eliminate information than required.

For example:

A. What time is your train?

B. 10.30.

(Cruse, 2000:353)

The sentence B is definite and specific as the answer to A's question. So, it abides the guidelines of maxim of quantity.

2) Maxim of Quality

The participants enable to convey the utterance which is similar with real evidence to cooperate this principle. Also, the participant should not say false statement and entail something that has adequate evidence for what they say. So, an expected quality utterance is the utterance which is not fabricated and excessive.

For example:

“When will dinner be ready?”

(Grundy, 2000:35)

This sentence serves that the speaker has a sincere question and believes what he or she says is truly wanting to know the answer. It obeys the rule of maxim of quality.

3) Maxim of Relation

The key principle of maxim relation is that the speaker essentially utters relevant answer. Relevant answer delivered should refer to the topic and the participants should be aware of the context. The harder we try to understand the sentence, the less relevant it is.

For example:

A. There is somebody at the door.

B. I'm in the bath.

(Cutting, 2002:35)

The B's response is engaged to A's statement because B's response is what actually A needs. A cannot see what behind the door is and B relevantly responds it by saying B's exact present location to convince A.

4) Maxim of Manner

To achieve maxim of manner, the participants should abide set of condition: be clear, avoid obscurity of expression, avoid ambiguity, be brief, and be orderly.

For example:

“They washed and went to bed.”

(Grundy, 2007:35)

The content of this utterance is in order and can be simply understood. So, it obeys the maxim of manner.

After all, each maxim should be conversationally suitable. Take the case of these examples, what the speaker proposes is explicitly stated from what the speaker says and the speaker deliberately selects a straightforward point to decode the words. Notice, however, rather than this obedience condition, there is the situation where the interlocutor does not agree to cooperate. The significance of the insight about cooperative principle inspires Grice to emerge the notion of non-observance maxim. He represents a certain stage of non-observance maxim.

2.2.2. Non-observance maxim

There are some circumstances where participants may fail to fulfill or cooperate a maxim in a variety of ways.

Grice (1989:30) distinguishes three ways of failing maxim which include the following:

1. Flouted maxim: A flout occurs when a speaker intuitively fails to observe a maxim. The speaker blatantly unfulfills maxim without any intention of deceiving or misleading. i.e., in the sentence “I married a rat” (Cruse, 2000:360). By considering the contexts of use, this sentence is likely to be literally true but it is not likely to mislead a hearer.
2. Violated maxim. Grice (1989:30) creates the definition of violated of maxim, that is, the speaker will violate a maxim if she/he deliberates to mislead. For example: C is now working in a bank, A asks B how C is getting on in his job, and B replies, *Oh quite well, I think; he likes his colleagues, and he hasn't been to prison yet.* Since B's reply is irrelevant with A's question, B has apparently violated the maxim of relation.
3. Opting out of maxim. When the speakers are unwilling to cooperate in the way the maxim requires, perhaps for legal or ethical reasons, they opt out a maxim.

2.2.3. Violated Maxims

From the three of non-observance of maxims above, this study uses violated maxims only because it is the most suitable tool for this study. This study will explain further for the violated maxims. A violated maxim is one of ways to fulfill maxim intentionally. Grice (1989:30) claims that speaker may violate a maxim if she/he will deliberate to mislead.

Violated maxim of Quantity

A: Am I in time for supper?

B: I've cleared the table.

(Cruse, 2000:349)

B's intention obviously expresses the statement that A is too late for supper. B intentionally confuses the reader by his or her answer. The exact answer is he or she should just say yes or no.

Violated maxim of Quality

A: Teheran's in Turkey isn't it, teacher?

B: And London's in Armenia I suppose.

(Levinson, 1983:110)

B's utterance suggests that A's utterance is illogical and untrue.

Violated maxim of Relation

A: Did I get invited to the conference?

B: Your paper was too long.

(Cruse, 2000:353)

It does not follow the cooperative principle because the answer of B is irrelevant that A's question cannot be derived from B's reply. B does not say literary what B means.

Violated maxim of Manner

"The lone ranger rode off into the sunset and jumped on his horse."

(Levinson, 1998: 98)

This fails expectations that events should be recounted in the order in which they take place. This sentence is expected to be in sequence to observe maxim of manner.

2.2.4. Sarcasm

Ross observes that sarcasm is one of the forms of irony which is vulnerable to produce misunderstanding as an expression of meaning by the use opposite statement (1998:50). Sarcasm in humor occasionally appears in ironic form. Somewhat important in sarcasm as an irony is the statement delivered through sympathetic words which are actually contrary recognized by considering the implicit message or the tune, as Haiman noted (1998:21). In such utterances, the hidden message is visibly or audibly covered by the implicit message, which expresses the speaker's actual contempt, ignorance, or hostility towards his or her target. The speaker says the opposite of what he or she thinks actually by hidden

message. To sum up, sarcasm is characterized by the intentional utterance of an obvious metamessage in which the speaker expresses hostility or ridicule from another speaker, who apparently delivered by an ostensibly hidden message.

Additionally, sarcasm is related to the irony based on numerous studies stated the connection between sarcasm and irony (Katz, 2000; Riloff, 2013; Tepperman, 2006). Muecke (in Haiman, 1998:54) maintains sarcasm as the crudest form of irony. It can be said that sarcasm is irony characterized with the purpose of mocking another object. The process can be illustrated as follows:

“The new “Soviet strategy” appears to be working among the benighted Europeans.” (Chomsky in Haiman, 1998: 18)

There are some words that contradict one another, “to be working” is a positive effect, and “the benighted Europeans” is generally regarded to be a negative connotation. By such example, it is perfectly clear that sarcasm cannot only be merely conveyed in a straightforward description but also leave it as implicit. The theory of irony assumes: the speaker may intend something beyond what the sentence means (Searle, 1969: 118).

Considering the following:

“The weather is lovely.”

The weather, in fact, is terrible. The speaker says what he or she does not certainly indicate. It can be considered as violated maxim of truthfulness characterized by the statement “do not say what you believe to be false” (Grice in Levinson, 1983:101). It proves that sarcasm also has a correlation with violated maxims. If the speaker follows Gricean maxims which are relevant, informative, and truthful, he or she should not say “the weather is lovely” to communicate the opposite (that is a terrible weather). The difficulty is that circumstance can cause confusion and make ignorance if people do not realize that they are satirized. Even if we require violated maxims to know more about sarcasm, insight of sarcasm clues also plays a main role to ensure whether the datum is sarcastic or not.

Olson proposes a particular set of sarcasm cues that rely on an additional violation of Grice's maxims as a way to detect sarcastic utterances (2015:10). The validity of these maxim-violation cues is proven by compiling tweets for the experiment. The result is half of which are sarcastic and half of which are intended literally. There are three focused maxim violation cues: self-contradiction, hyperbole and manner-violation. First of all, Olson introduces the term "self-contradiction". Self-contradiction is contradictory between utterance and context. Next, Olson breaks down self-contradiction into two sub-types: lexical contradiction and sentimental contradiction. Lexical contradiction treats an utterance in which the words used necessarily contradict one another: i.e., "left" and "right" cannot be the same. It is contradictory based upon the definitions of the words used regardless of context. Yet, sentimental contradiction depends on common social knowledge of the positive or negative connotation of a particular situation. Riloff et al. (2013) focus their entire paper on sarcastic utterances utilizing this cue. Here is an example, "I love when my car stalls." This utterance can deceive us if we do not attempt to understand it carefully. Initially, it has positive sentiment "love" but it is laced with "a stalled car" that has negative situation. Such a sentimental contradiction is something weaker than lexical contradiction because its dependence on socially-shared connotations and its lesser accuracy rate. While lexical contradiction certainly indicates a false statement, sentimental contradiction may not: it is seemingly to love when one's car stalls, but it is not reasonable for left and right to be the same.

Secondly, hyperbole is considered to be able to indicate sarcasm to a hearer. Hyperbole violates the maxim of quality due to its overstatement, as paraphrased by Olson (2015). A sarcastic utterance such as "I wouldn't say she was pretty and I wouldn't say she was ugly – just *pretty ugly*". It is recognized utilizing hyperbole to convey a sarcastic statement (Ross, 1998:53). Furthermore, Kreuz & Roberts (1995) determined that lexical hyperbole (phrases such as "wonderfully perfect") acted as effective cues

to sarcasm. The same goes to Camp (2012), Utsumi (2000), and Wilson (2006) who also point out hyperbole as a common feature of sarcastic utterances.

The third and final sarcasm cue investigated is manner-violation. The maxim of manner requires participants to be clear, brief, and avoid ambiguity. The participants will violate maxim if they break these conditions.

For example:

A. Is she still mad at me?

B. Do birds fly?

(Haiman 1998: 50)

The second sentence is ambiguous, which reflects the violated manner. The implicit message is “that is a stupid question”. Moreover, as in Olson (2015), there are numerous utterances in twitter which is situational manner-violation as well as similar to the example above e.g., they might say to a friend who has playfully insulted them, “Oh, aren’t you quite a dear,” taking on an overly formal register to indicate their lack of seriousness.

2.2.5. Humor

Ross (1998:1) considers humor as the ability that can provoke a person to laugh or smile. One of relevant theories that discusses humor is linguistics. Linguistics that plays a role in humor is proved by undeniable facts that language and communication are used as a tool of humor. There are some of the principle theories of humor that are most fundamental from a linguistic point of view, they are split into 3 types:

1. The incongruity theory focuses on the element of surprise in a joke. According to this theory, the laughter rises because we find something unexpected. This theory formulates that humor is created out of a mismatch between what is expected and what is real. It contains the most overt feature of humor: an ambiguity and double meaning, which

deliberately misleads the audience, followed by punch-lines. The ambiguity in humor means that remark can be considered as funny if it is absurd or illogical. Punch-line is one of the examples that refers to it. In stand-up comedy, punch-line is a form of inconsistency of the story due to a surprise in the end of the story.

For instance:

An aristocratic Bostonian lady hired a new chauffeur.

As they started out on their first drive, she inquired:

“What is your name?”

“Thomas, ma’am,” he answered

“What is your last name?”

She said. “I never call chauffeur by the first name.”

“Darling, ma’am,” he replied.

“Drive on- Thomas,” she said.

(Rapp in Raskin, 1985:25)

In that example, the surprise raises at the end of the story. What we do not expect is “darling ma’am” and lady’s response makes this conversation witty.

2. Release theory defines that humor accommodates relief for tensions and physic energy. In Raskin’s view (1985:38), the basic principle of this conception is that laughter that releases mind, nervous and physic energy and guarantees homeostasis after a struggle, tensions, strain, etc. This fact seems to explain that humor is considered to reduce the tension or stress because humor can make us laugh or entertained. The comedian Jack Dee in Ross says “I still think there’s nothing funnier than farts” (1998:61). It can be one of examples of release theory.
3. The superiority theory characterizes the relations or attitudes between the speaker and the hearer. Humor is assumed as a superiority act by laughing others and considering ourselves as a superior side. This is certainly what superiority theory entails that the laughter can be emerged from a superiority sense of the laughter towards some objects

(Hobbes as cited in Attardo, 1994:49). Hobbes as cited in Raskin (1985:36) uses the term “sudden glory,” which has also been used to label this position. As Hobbes puts it :

“He argued that sudden glory arising from some sudden conception of some eminence in ourselves, by comparison with the infirmity of others, or with our own formerly: for men laugh at the follies at themselves past, when they come suddenly to remembrance, except they bring any present dishonour”.

Sudden glory can be considered as the laughter itself. Laughter rises when the feeling glory exists that we realize we are better than the others. For example:

- A. Why does a donkey eat thistles?
- B. Because he’s an ass.

(Esar in Raskin, 1985:26)

At this point, the laughter rises because of the superiority feeling that people are better than donkey by considering the intelligence.

After having the comprehension in linguistic competence, in pragmatic field, humor can be seen as violated maxim. Violated maxims are closely related to humor for the sake of punchlines and implication in humor. The correlation between humor and violated maxim of quantity is noticeable from punchlines in incongruity theory. Punch-lines cause a surprise to make a successful joke. The punch lines of the joke usually come towards the end of the text as a form of surprise. Some information must be left unsaid which violate maxim of quantity. Next, there is also a relationship between humor and violated maxim of manner. People laugh at absurdity and foolishness (Hazlitt in Raskin 1985:2). As can be seen humor should create oddness or ambiguity which involve violated maxim of manner to achieve successful joke.

For example:

- A. Can you write shorthand?
- B. Yes, but it takes me longer.

(Lieberman in Attardo, 1994:88)

It completely leaves us the ambiguity which makes laughter as the part of incongruity theory.

2.2.6. Context

The existence of context is inseparable from the pragmatic phenomenon of sarcasm, especially when looking at a number of studies of sarcasm theories that assume the importance of context in sarcasm interpretation (for reviews, see Voyer & Vu, 2015; Woodland, 2011; Kreuz, 1989). Contextual features can be used to detect sarcasm to improve the correctness of the analysis. The expressions of human in spoken language are extremely difficult to understand without contextual cues. Positive statement can belong to compliment along with insult. For example, the statement “Jeje is a great leader” can sometimes mean “Jeje is a bad leader”. According to the context, the statement is perceived as sarcastic if the statement is followed by a sarcastic or exaggerated tone of voice paired with a story involving a negative context. Taken together, it can be concluded that context can be a powerful marker of sarcasm.

To add the accuracy of the analysis by concerning context, this study can use the guidelines from Leech (1983:36), physical or social setting of the utterance fulfills the relevant aspect of the context. Huang paraphrased that physical setting means a context which comes from the use of the speaker’s body (2007:13-14). On the other hand, the background knowledge is identified to understand better the situation in a social setting. Somehow, to the best of the hearer's knowledge, the focus on linguistic property only would not be relevant in the context. Understanding the knowledge of circumstance is crucial to know the

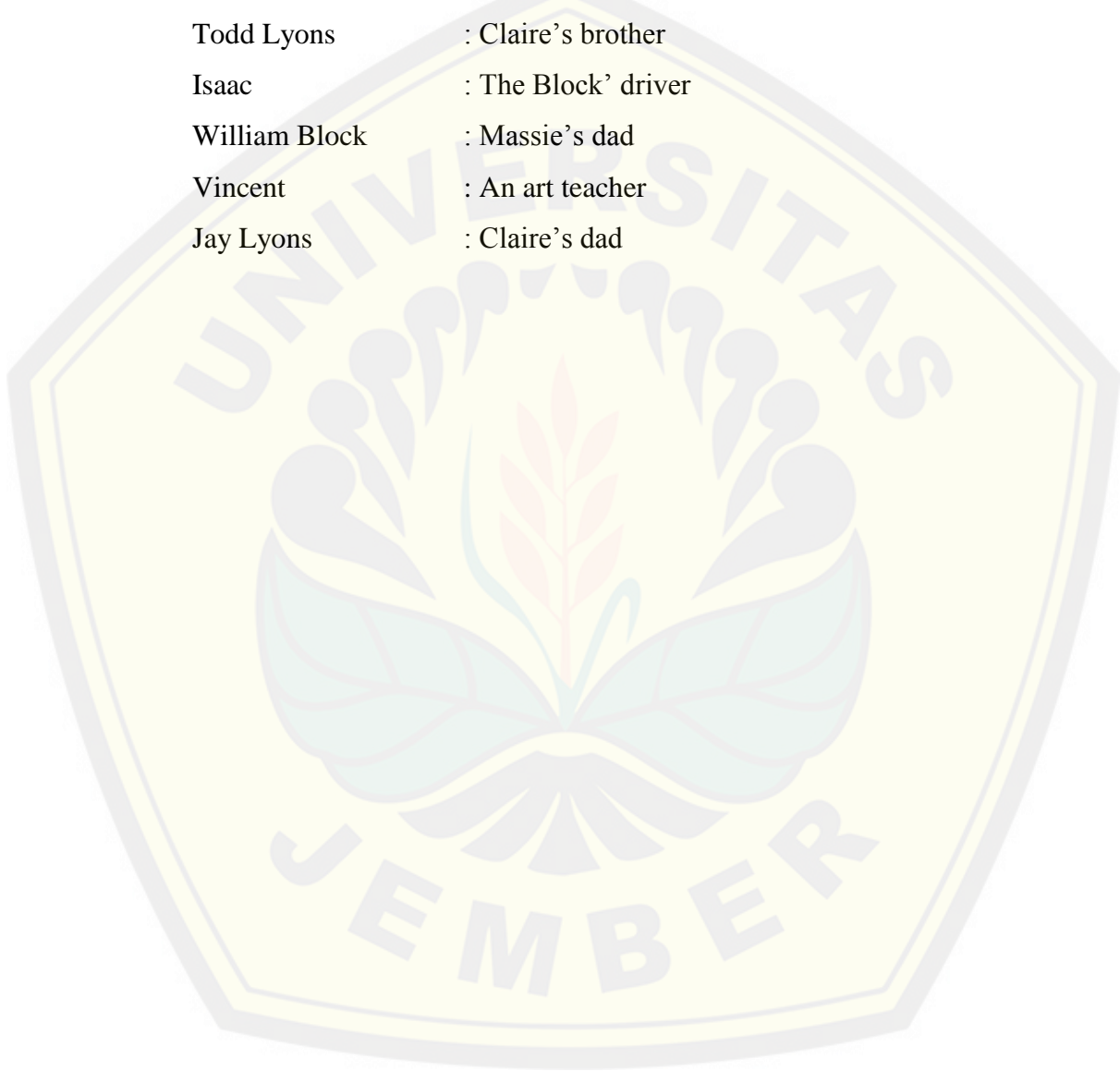
hearer's interpretation. In this case, the context could be more understandable.

2.2.7. Synopsis of The Clique

The Clique is 2008 American teen comedy-drama movie within the category of young adult novel series of the same name by Canadian author Lisi Harrison. This movie is directed by Michael Lembeck produced through Alloy entertainment. It is released through Tyra banks' company Bankable productions. The conflict of this movie starts when Claire Lyons and her family move to New York, where they live in the Block's guesthouse. At there, Claire meets Massie, the girl who is known for her elegant fashion. Massie does not like Claire in the first place because she fails Massie's plan to Shelby's party. Besides, Claire is far from Massie's lifestyle. Massie and her friends start to bully Claire since Claire makes Massie jealous. Claire gets frustrated to try to fit in Massie's circle until she can drive Massie and her friends apart. Not only Claire actually, all the girls in school considered Massie and her friends as the most popular girls that would make anyone is proud to be friends with. Basically, this story is about teenager girls who try to fit in in social world. There are 19 characters in this movie.

Females	:
Massie Blocks	: She is known for elegant fashion style
Kristen Gregory	: The smart one among the Pretty Committee
Dylan Marvil	: Dylan is obsessed with dieting
Alicia Rivera	: She is both pretty and mean, just like Massie
Claire Lyons	: She does not care too much about fashion brands
Layne Abeley	: Claire's friend who loves outmeal.
Shelby	: Student
Judy Lyons	: Claire's mom
Kendra Block	: Massie's mom
Nurse Adele	: School nurse

Fawn	: Chris' girlfriend
Jenna	: School friend student
Mrs. Marvil	: Dylan's mom
Males	:
Chris Abeley	: Massie's crush
Todd Lyons	: Claire's brother
Isaac	: The Block' driver
William Block	: Massie's dad
Vincent	: An art teacher
Jay Lyons	: Claire's dad



CHAPTER 3. RESEARCH METHOD

The third chapter provides the type of the research, the research strategy, data processing, and data analysis that constructs the research questions and method of this study.

3.1. Type of Research

This study applies a qualitative research. Qualitative research can be briefly defined as the research based on descriptive data which do not use statistical procedures frequently (Mackey and Gass, 2005:162). The study can be referred to the qualitative research because the data are descriptive and investigated without using statistical procedures again and again. The source of the data is gained by collecting as many data as possible from the script of the movie. Then, the data are processed in great detail.

3.2. Research Strategy

This study uses deskwork strategy to get and analyze the data. Deskwork research is a typical research that can be employed just in a desk. In Blaxter theory, deskwork strategy is construed as a research that does not necessarily go to the field and can be carried on while sitting in a desk (2006:65). The source of data in this study is available in internet. The analysis of the data can be optimally done just by mostly writing sourced from literature in the library without going to the field.

3.3. Data Collection

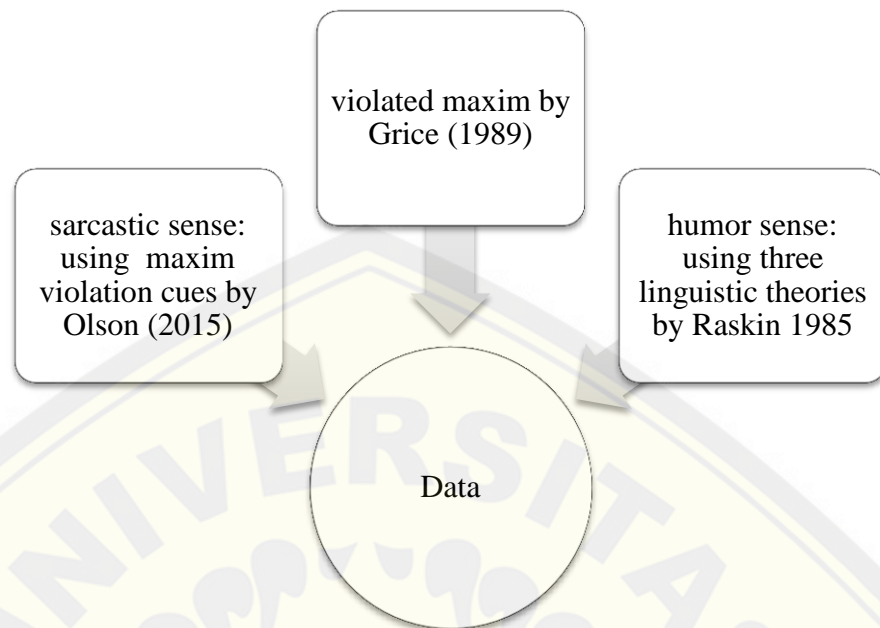
Documentary method is employed to this thesis as the technique of collecting data. To some extent, Grix (2004) assumes that documentary research strategy gains information that engage with specific texts or documents. The source of data is taken from conversations in the form of text. The conversation is

in form of the script obtained from the website. It is found at <http://sherlyacnesia.blogspot.com/2012/03/cliue.html>. To find the data easier, the picked data are equipped the information of lines and page. Furthermore, the data are obtained by picking violated maxims utterances and applying maxim violation cues of sarcasm and linguistic theories of humor. As a result, 17 data of 1465 utterances are picked to be analyzed.

3.4. Data Processing

Data processing includes sorting and categorizing the data based on the types of data and certain categories as regards the chosen theory. It would be explained as follows:

1. After grouping the utterances which are indicated as violated maxims by the theory of violated maxims by Grice (1989), the data are classified into the violated maxims which contain sarcasm and humor by maxim violation cues of sarcasm by Olson (2015) and using the three linguistic theories of humor by Raskin (1985),
2. Identifying the types of violated maxims in regard to violated maxims which contain sarcastic humor data,
3. Figuring out about how violated maxims create sarcastic humor utterances,
4. Applying the theory of context by Leech (1983) to help revealing the implied meaning focused on the context.



3.5. Data Analysis

This study goes on with the analysis by the following steps:

1. describing the types of violated maxims of the sarcastic humor data on the selected utterances with regard to violation of cooperative principle highlighted by Grice (1989),
2. illustrating about how violated maxims create sarcastic humor,
3. interpreting the implied meaning of sarcastic humor focused on the context.

CHAPTER 5. CONCLUSION

The purpose of this study is to figure out about how the forms of sarcastic humor in the interaction between the participants and how the sarcastic humor works in violated maxims. It is because, generally, people are often difficult or wrong to catch the point or the real intention of implied meaning. Furthermore, this study is also used to find about what is the implied meaning of each sarcastic humor.

In the first research question, it can be seen that the four of violated maxims can create sarcastic humor and have their own ways to create the utterances. Violated maxim of quality creates sarcastic humor by lying. Violated maxim of quantity creates sarcastic humor by playing upon words. Violated maxim of relation creates sarcastic humor by misleading the hearer by saying irrelevant answer. Violated maxim of manner creates sarcastic humor by creating ambiguity. In violated maxims, intentionally misleading utterances are very related to the ambiguity and playing with words. It can be concluded that sarcastic humor as a result of violated maxims are not straightforward and deceptive.

The second research question is about the role of violated maxims that create sarcastic humor. Based on the analysis, the characters create sarcastic humor by the intention of misleading because they intentionally bully their friend. The mention of violated maxims is not a coincidence. Violated maxims are called as non-bonafide communication because one side does not receive the exact answer. Humor itself is very related to violated maxims because they have same characteristic. Humor is ambiguous and inappropriate as incongruity theory. To become ambiguous and inappropriate the speaker should violate maxim. Moreover, incongruity plays an important role to form sarcastic humor. This study reveals that incongruity is the most frequent form of creating sarcastic humor in which utterances take because humors have the characteristics such as ambiguity

and unexpected surprise which play words. Humor which relates to sarcasm is very related to self-contradiction and manner violation. It is because self-contradiction and manner violation have the same traits like incongruity which hint that it should be ambiguous and unexpected to create sarcastic humor. Unsurprisingly, to create the sarcastic humor, it needs the role of violated maxims.

In the third research question, it is also revealed that sarcastic humor is created to fulfill various intentions. People are confronted with various forms of humor. There are satire, irony, pun, etc. In this movie, humor is wrapped by sarcasm used more to bully. This movie is teen movie and bullying is very related to a teen's life and part of teen problems. In this movie, bullying happens verbally because Massie Cs attack Claire by saying sarcastic humors. They say mean things to hurt her because they hate her. They do that in a safe way initially then become straight out to bully. After they throw the jokes, they always laugh at Claire and show that they have fun upon it. It is showed that they use sarcastic humor to make fun of someone.

To sum up, these sarcastic humors are somewhat interesting and hilarious to say. This is because these utterances are originally from violated maxims. It is not conveyed in a straightforward point. Because the utterances are implied, the interpreters should use their loaf to get the true intention. Violated maxims are the factors which create wordplay, ambiguity, etc. So, it looks more interesting and surprising.

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