



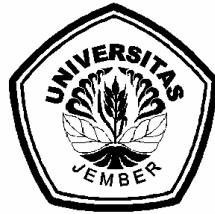
**A CONVERSATIONAL MAXIMS ANALYSIS ON PRAGMATIC FAILURE  
IN THE SELECTED EDITION  
OF *THE BORN LOSER* COMIC STRIPS**

**THESIS**

Written by

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2011**



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IN THE SELECTED EDITION  
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**THESIS**

**A Thesis presented to the English Department  
Faculty of Letters, Jember University  
As one of the requirements to get  
The Award of Sarjana Sastra Degree  
In English Studies**

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2011**

## **DEDICATION PAGE**

I truthfully dedicate this thesis to:

- My beloved parents and sister, for your everlasting pray and love
- A nice guy who changes the rain in my heart into a colorful rainbow
- My dearest friends
- My Alma mater

## **MOTTO**

If it is wisdom that you look for, five things you should aware of,  
to whom you are speaking,  
about whom you are speaking,  
how, when, and where.

Your loving mother.

E. L. Ingalls

(Elizabeth Laura Ingalls)

## DECLARATION

I hereby state that this thesis entitled “A Conversational Maxims Analysis on Pragmatic Failure in the Selected Edition of *the Born Loser* Comic Strips” is an original piece of writing. I declare the analysis and the result 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 sources used in the preparation of this thesis have been acknowledged.

Jember, January 21, 2011

The Examinee

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## ABSTRACT

**A Conversational Maxims Analysis on Pragmatic Failure in the Selected Editions of *The Born Loser* Comic Strips, Linda Natalia Wijaya, 060110101032, 2011, 44 pages.**

Pragmatic failure often happens in day to day conversation. As what found in *The Born Loser* comic strips that in daily conversation, the communicators have different understanding between what is meant by the speaker and what is understood by the readers. Considering this, the writer analyzes the misunderstanding happens in the conversation among the characters in *The Born Loser* comic strips with the following problems to discuss; why pragmatic failure happens in the conversation in the selected editions of *The Born Loser* comic strips and what the characters suppose to do in order to avoid pragmatic failure in the selected edition of *The Born Loser* comic strips. The writer uses descriptive method to analyze the conversation in *The Born Loser* comic strips comprehensively. The results of the thesis are that pragmatic failures happen because the communicators do not observe Grice's cooperative principle and four conversational maxims, and that by observing Grice's cooperative principle and four conversational maxims, the communicators can avoid pragmatic failure.

Key words: *pragmatic failure, cooperative principle, conversational maxims.*

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6. Many others who have ever helped me that I am not able to convey them in detail for whatever merits they contributed in my thesis.

May God give them the everlasting blessing and mercies. Last but no mean least, hopefully this thesis will help the readers to enrich their knowledge and improve it wider than it is now.

Jember, January 21, 2011

Linda Natalia Wijaya



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