Creation of Humorous Situation By Flouting Conversational Maxims Accompanied By Facial Expression in "Friends"

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Article Info	Abstract
	This study focused on analyzing the humorous situation created by flouting conversational maxims that were followed by facial expressions found in situated comedy Friends. The analysis included how humorous situation were generated by flouting conversational maxims and the relationship between humorous situation and facial expressions. The results of the study showed that the humorous situations categorized were generated by flouting Grice maxims in which satire and over/understatement were frequently created by means of the implicature from flouting the conversational maxims. In flouting quality, the characters tended not to employ direct lying to other people as it would influence the perspective of the audience about lying to other people as common things although hidden meanings were provided behind the utterances with joy facial expressions. In flouting quantity, the humorous situation was dominated by the creation of overstatement and understatement which were accompanied mostly by joyous facial expression as in line with the definition of overstatement and understatement. In flouting relation, the humorous situation was dominated by satire accompanied by anger facial expressions and clever replies to serious statement accompanied by joyous facial expressions. In flouting manner, satire and pun humorous situation was mostly generated by anger and contempt facial expression. In addition, there were close relationship between certain humorous situation created by flouting conversational maxims and facial expressions. For further study, it is recommended that the study of humorous situation could explore the other aspect of pragmatics elements such as how humor could be generated through the use of politeness strategies within a conversation.

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INTRODUCTION

Communication is considered a basic need in human life in which people are utilizing various kinds of means, particularly language. People express their ideas and feelings through the utilization of language to achieve their objectives either to do interpersonal communication or transactional communication with other people. Yule (1996) stated that "communication is mostly done by exchanging the messages within the language through utterances produced by the speakers" (p. 21). It confirms that verbal communication among people produces particular meanings that enable the speakers to formulate inferences based on the utterances. However, according to Cutting (2002), "the realization of communication cannot be deduced solely based on the construction of the participants' verbal utterances; however, it also considers the context in which it is expressed" (p. 16). Therefore, the meaning of verbal utterances has to be interpreted along with their context (Zhou, 2009).

In communication, people are most likely expecting effective communication among interlocutors. Effective communication occurs when each speaker contributes to the information that is required among them. Grice in Thomas (1995) stated that effective communication becomes the goal that is expected to be accomplished in conversation by following the rules of the cooperative principle. Furthermore, the information within the conversation should be provided as required by interlocutors. Therefore, to achieve effective communication, a speaker and interlocutor communicate cooperatively and mutually share understandable information. Besides, Grice (1989) stated that the basis of the cooperative principle is "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange" (p. 26). Grice also classified the cooperative principle into four maxims. They are maxim of quality which demands the speaker to tell the information which is asked by the interlocutor honestly; the maxim of quantity that expects the speaker to

give the information as required adequately; the maxim of relation which expects the speaker to give relevant information according to what is required in the talk; and maxim of manner which requests the speaker to speak directly, clearly, avoid ambiguity and avoid obscurity of expressions (Grice, 1975; Yule, 1996; Grundy, 2000; Cruse, 2000).

Nonetheless, the realization of a cooperative principle in daily communication is somehow not always followed by people either intentionally or unintentionally for some reasons. People might fail to observe the conversational maxims during a conversation with interlocutors. According to Thomas (1995), "there are five conditions where the conversational maxims are failed to be observed or non-observance conversational maxims". They are: flouting maxims when a speaker blatantly fails to observe a maxim with no intention of misleading the hearer but creating conventional implicature ways to break the rule of cooperative principle in conversation; violating maxims where a speaker quietly and purposely fail to observe maxim to mislead the hearer; opting out maxims where a speaker is unwilling to cooperate and withdrawing from the interaction; infringing maxims where speaker unintentionally fail to observe a maxim due to limited language capabilities and understanding; and suspending maxims which forces speakers not to observe a maxim because of certain circumstances, i.e. cultural specification (p. 65). Furthermore, flouting conversational maxim is considered

A humorous situation in conversation happens when there is an incongruity between what is required and what is provided by the speaker and interlocutors. This humour happens because either a speaker passes on stealthily the hidden meaning and ignore the literal meaning or intentionally fail to observe the meaning of utterance with the fraudulent purpose. This condition will automatically produce the implicature, which is sometimes considered funny and creates touches of 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. This statement is in line with Chiaro (2006) that "a humorous situation comes from the ambiguous meaning of linguistic features that emerged in a conversation" (p.43). This humorous situation might be happening because the conversation participants do not follow the cooperative principle rule, which resulted in the misunderstanding between the participants and created humorous effects on other people who see them.

Furthermore, many linguists agreed that "humorous situations could be produced when it elicits laughter, amuses, or is felt to be funny" (Attardo, 1994, p. 4). In addition, the quality of a humorous situation highly depends on the humour that is created to make people laugh. Grice, as cited by Attardo (1994) stated that "humour is regarded as non-cooperative with each other" (p. 271). Therefore, a humorous situation is created when there is non-cooperative interaction among the interlocutors. This condition is in line with the condition when interlocutors choose not to follow the cooperative principle due to intentionally breaking the principle or failing to observe the implicature. As a result, a humorous situation is created by the speaker and interlocutors through non-observance conversational maxims.

American TV show "Friends" is categorized as the most popular situated comedy series in the world that almost have been played throughout the globe. This TV show has also been played from season 1 until season 10 for ten years from 1994 until May 2004, creating 236 episodes. The TV show "Friends" has also won many world prestigious awards since its first airing. This situated comedy showed about every life of six people who are near related as friends since high school located in Manhattan, US. They are Rachel Green, Monica Geller, Phoebe Buffay, Joey Tribbiani, Chandler Bing, and Ross Geller. This drama also presented love, marriage, divorce, children, heartbreak, fights, new jobs and job losses, and every life aspect that naturally happened among people. Due to its popularity, the TV show "Friends" has been aired throughout the world by various TV stations, including Indonesia in 2014.

When watching the serials, there could be found verbal utterances that contain humorous effects which are sometimes also supported by visual elements to raise the humorous situations. Therefore, language use in creating humorous situations is authenticated by facial expressions in emphasizing the humorous situation. The analysis of humorous situation created by flouting Grice maxims have been carried out by many researchers; however, the analysis hasn't covered the employment of non-verbal language yet. Although some studies have scrutinized the analysis of humorous situation regarding to the implementation of cooperative principle, they haven't tried to combine the analysis of flouting the Grice maxims at the same time which is accompanied by the facial expressions to create humorous situations. Furthermore, most of the studies haven't focused on the analysis of humorous situations in relation to the language use as proposed by Attardo (1994).

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 current study focused on the creation of humorous situations generated by flouting Grice conversational maxims supported by non-verbal language. Therefore, the unit of analysis included the verbal and non-verbal language produced by characters within the animated situated comedy serial *Friends* TV show in producing humorous situations by means of flouting Grice conversational maxims. The analysis of humorous situations was based on Martin (2007), while the analysis of facial expression utilized the theory proposed by Matsumoto (2008) through observing the facial expressions of the characters. The data was collected from 5 episodes of Friends season 10 in

which the characters dialogues and scene were transcribed and captured.

RESULTS AND DISCUSSION

Based on the analysis, the humorous situation generated by flouting conversational maxim in *Friends* TV Show was shown to be carried out by the characters accompanied by facial expressions. The result of the humorous situation generated through the application of flouting conversational maxims was provided in Figure 1.
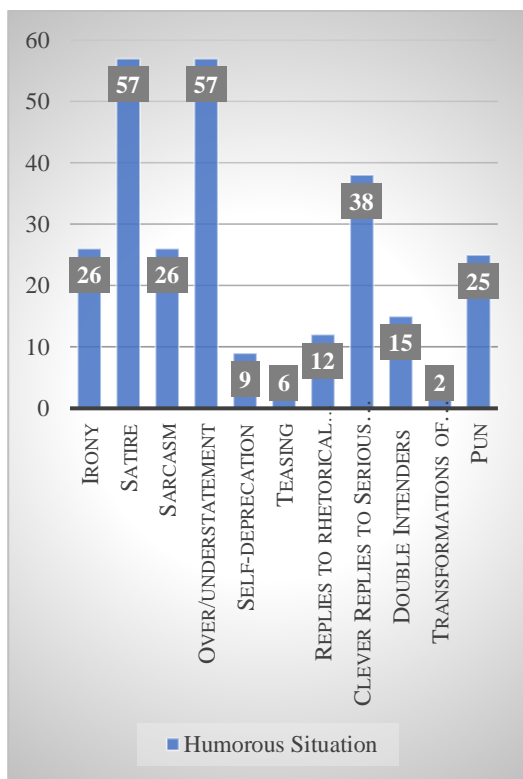
Figure 1. Humorous Situation Created by Flouting Grice Maxim in the Friends TV Show

Based on Figure 1, it could be seen that the characters in the Friends TV Show produced various humorous situation by means of flouting Grice maxims which had produced 273 humorous situations from 5 episodes. Through the analysis of five episodes of Friends TV show, the humorous situation was mostly dominated by the production of satire and over/understatement with the same occurrences totally 57 humours. This finding indicates that humorous situation

was mostly created by means of witty language that was utilized to convey insults to expose other people stupidity or flaws. It also indicates that the characters employed figure of speech which something is expressed less strongly or stronger than would be expected in order to generate humorous situation. Another significant humorous situation created by flouting the Grice Maxim was replying to a serious statement with 38 occurrences which represented that funny moments were created when the characters provided unexpected response from the interlocutor. Moreover, there were some humorous situations that were considerably used by the characters by using flouting of Grice maxim and almost shared the same frequency, namely: irony, sarcasm and pun with 26, 26 and 25 occurrences respectively. Those findings represents that the characters were well-aware of generating the humorous situation by using implicit meaning of the language. Meanwhile, it was found that transforming the frozen expression was the least category of humorous situation crated by means of flouting Grice maxim which also confirmed that the humorous situation could not easily generated by means of frozen expression transformation. In addition, there were also some humorous situation that were fairly created by the characters by using flouting Grice maxim, such as self-deprecation, teasing, replies to rhetorical questions and double intenders. Those findings also prove that the humorous situation also could be generated by intentional utterances that could trigger humorous situation. Therefore, the *Friends* TV Show generally had successfully brought various types of humours situation which were created by means of flouting the Grice maxim during characters' communication. As stated by Yuliasri (2018) that humour could be created when the implicature could not be observed by the speaker and create misunderstanding.

Flouting Maxim of Quality in Creating Humorous Situation

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 was 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 flouting quality maxim was generated when the speaker intentionally lied to interlocutor which in fact 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.

Based on the analysis, the flouting maxim of quality had successfully utilized by the characters in generating the humorous situation. The result from the analysis of five episodes of Friends TV Show could be seen in this following figure.
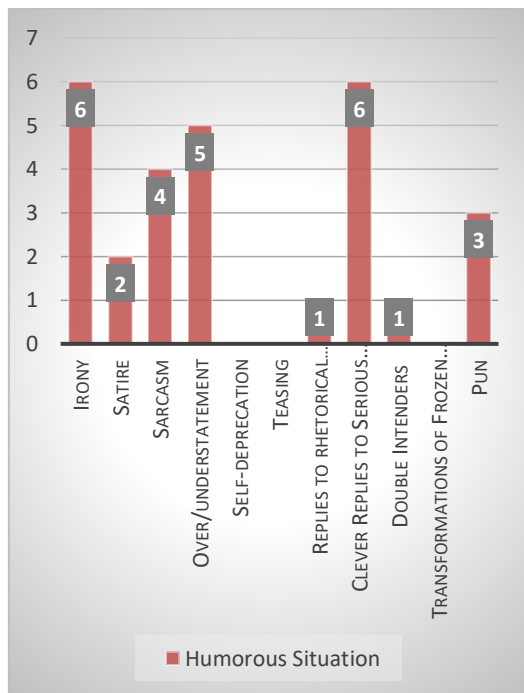
Figure 2. Flouting Maxim of Quality in Creating Humorous Situation in the *Friends* TV Show.

Based on Figure 2, it could be seen that there were only some humorous situations that could be successfully produced by the characters of Friends TV Show by means of flouting maxim of quality. However, humorous situation that was created by flouting quality was the lowest means

in generating humorous effects. It was found out that the highest occurrences of humorous situation created by flouting quantity was irony and clever replies to serious statement in which those two humorous situation held the same number of occurrences with 6 times each. Likewise, satire and sarcasm humorous situation were seemed considerably utilized also by the characters using the flouting of quality. this findings confirmed that there was significant relationship between the flouting quality and those mentioned humorous situation since the flouting quality was referred to something that was expressed blatantly untrue in order to create implicature to the interlocutor which was in accordance to the humorous category of irony, sarcasm, and satire in the ways the were produced by the speakers who expressed something opposite from the factual meaning. However, there was three categories of humorous situation out of eleven categories that were hardly found performed by the characters of Friends TV Show by utilizing the flouting quality, such as self-deprecation, teasing, and transformation of frozen expressions.

These findings indicate that during the performance in Friends TV Show, the characters tended not to employ direct lying to other people as it would influence the perspective of the audience about lying to other people as common things although hidden meanings were provided behind the utterances. Meanwhile, irony had become the humorous situation that came out to be frequently employed by the characters which was in accordance to the origin definition of irony that the utterance said was the opposite condition as the factual condition. Although sarcasm was not as many as irony, some flouting quality maxim also generated irony humorous situation which was in accordance with the meaning of sarcasm that was insulting the other people by saying one thing yet implying the opposite.

Flouting Maxim of Quantity in Creating Humorous Situation

Flouting quantity maxim was performed when one of the speakers in 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 trigger audiences to laugh. Therefore, the verbal humours were generated by both by too much or less information and the implicature behind the utterances that should be observed by the other speakers.

Based on the analysis, the flouting maxim of quantity had successfully been utilized by the characters in generating the humorous situation. The result from the analysis of five episodes of Friends TV Show could be seen in Figure 3.
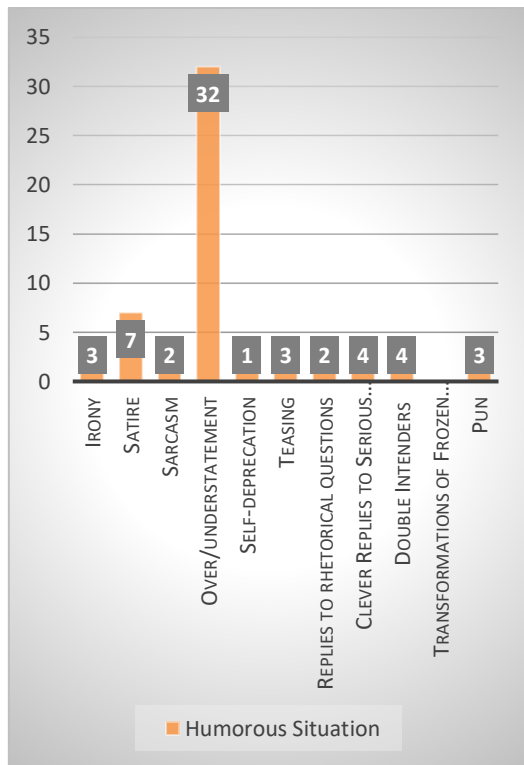
Figure 3. Flouting Maxim of Quantity in Creating Humorous Situation in the Friends TV Show

Based on Figure 3, it could be seen that the implementation of flouting quantity maxim was significantly dominated in generating overstatement or understatement humorous situation. This was in line with the principle of the flouting quantity maxim in which the utterance produced was either less or more than what it was required by the interlocutor in the conversation.

Hence, there was a strong relationship between the utilization of flouting quantity maxim with the overstatement or understatement humorous situation because those humorous situations were created when something was expressed less strongly or stronger than would be expected. Yet, there was no proof that the finding of flouting quantity could generate humorous situation by transforming the frozen expression.

The findings showed that the domination of overstatement and understatement were significantly higher than other humorous situations. This is in line with the definition of overstatement and understatement that humorous situation could be generated when the speaker provided too much information or very little information realized within the utterance in which the hidden meaning was provided behind the utterance to be observed by the interlocutor. Hassan (2013) confirmed that too much information cause someone to misunderstand about the content of the utterance and generated humorous situation. Thus, the characters of Friends TV Show tended to hide something behind the information either too much or little information. Those findings represented that there was strong relationship between flouting quantity maxim in creating over/understatement humorous situation.

Flouting Maxim of Relation in Creating Humorous Situation

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 was originally addressed to be observed. Furthermore, both irrelevant response and the implied meaning behind the speaker's utterances made audiences to laugh.

Based on the analysis, the flouting maxim of relation had successfully utilized by the characters in generating the humorous situation. The result from the analysis of five episodes of Friends TV Show could be seen in Figure 4.
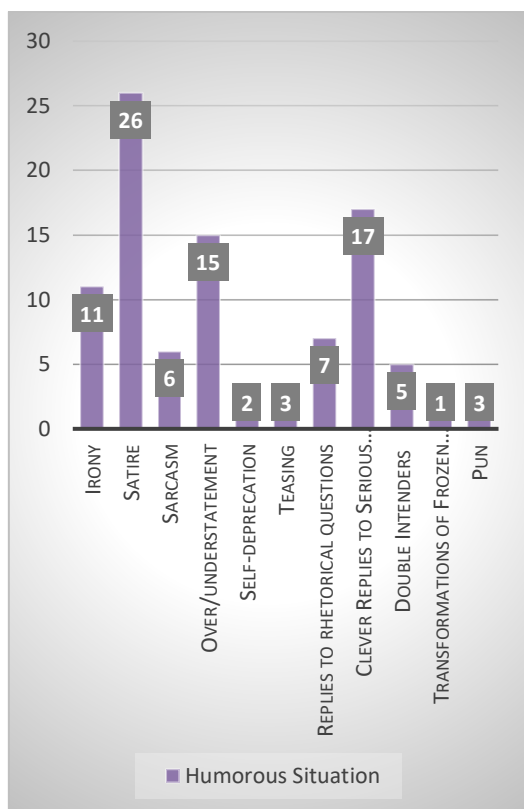
Figure 4. Flouting Maxim of Relation in Creating Humorous Situation in the Friends TV Show

Based on Figure 4, it could be seen that the realization of flouting relation maxims had successfully generated all types of humorous situations in which the most humorous situation produced was satire humorous situation with 26 occurrences. In addition, the flouting relation maxim was also significantly used to produce humorous situation among the other flouting Grice maxim. This confirmed that satire humorous situation had close relationship with the use of flouting maxim relation in which satire humorous situation was created because of opposite meaning behind the utterances that was supposed to be observed by the interlocutor. There were also some humorous situation created by the flouting of relation maxim with considerable number of occurrences, such as clever replies to serious statement, over/understatement and irony. That humorous situation was produced more than 10 occurrences during the study. The other humorous situations were seemed to be generated considerably by

means of flouting relation maxim such as sarcasm, replies to rhetorical questions and double intenders which reached more than five occurrences during the analysis. This also was followed by the remaining humorous situations which were also successfully generated by utilizing the flouting relation maxim. This finding represented that the flouting of relation maxim within the conversation where the speakers respond to irrelevant answers could easily produce humorous situations.

The finding shows that satire and clever replies to serious statement had become the most humorous situation generated by flouting relation maxim. Satire humorous situation was the highest among others as it was regarded as witty language that used to convey insults by saying irrelevant utterance. This finding represented that the characters in Friends TV utilized flouting relation maxim in order to insult the other characters indirectly by means of irrelevant statement. Although some characters did not realize about the irrelevant response to the speaker, the implicature could be caught by the audience of the show so that the humorous situation was really generated. This is in line with Wu and Chen (2016) that people tend to make excuses by means of talking to irrelevant information to the hearers to avoid direct conflicts in their communication that indirectly turns into humorous situation.

Flouting Maxim of Manner in Creating Humorous Situation

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 humours that made audience to laugh.

Based on the analysis, the flouting maxim of manner had successfully been utilized by the characters in generating the humorous situation. The result from the analysis of five episodes of Friends TV Show could be seen in Figure 5.
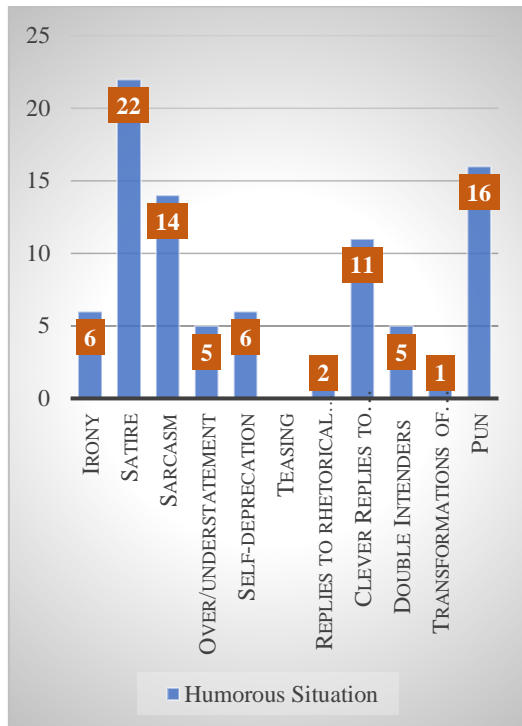
Figure 5. Flouting Maxim of Manner in Creating Humorous Situation in the Friends TV Show

Based on Figure 5, the application of flouting maxim of manner had also generated considerable number of humorous situation compared to flouting maxim of quality and quantity which produced 88 humorous situations. Based on the figure, it was shown that the highest humorous situation that was generated by flouting maxim of manner was satire with 22 occurrences. This condition indicated that the ambiguous utterances which blatantly produced by the speaker mostly generated satire humorous situation which also conveyed insults to the interlocutors. In addition, the ambiguous utterances that was produced by flouting the maxim of manner also significantly generated pun, sarcasm and clever replies to serious statement with more than 10 occurrences each. This also confirmed that the ambiguous

situation could also create humorous situation which the implicature cannot be easily observed by the interlocutors. However, there was no evidence that the teasing humorous situation was generated by flouting manner maxims.

The finding shows that satire and pun humorous situation were achieved significant used by the characters in Friends TV show. The ambiguous utterance produced during the conversation between the characters were mostly utilized to convey insult to the other characters indirectly. This represented a close relationship between flouting manner maxim and the generating satire humorous situation. In addition, pun or wordplay contained ambiguous meaning of the expression in which the characters could easily put hidden implicature behind the utterance. Thus, humorous situation could be easily generated once the implicature was only be caught by the audience. As Detrianto (2018) said that ambiguity contained within the utterance usually triggers humorous situation for other people. Therefore, there was a close relationship between satire and pun humorous situation and the flouting manner maxim when it comes to ambiguous response during a conversation.

Relationship between Flouting Maxims and Facial Expressions in Creating Humorous Situation

The humorous situation within a show could not be separated from the involvement of facial expression of the characters. This study also investigated the relationship of humorous situation and types of facial expression when the characters of Friends TV show were flouting the maxims to produce humorous situation. The result of the analysis found that there were certain facial expressions that were utilized by the characters when the certain type of humorous situation was generated. The result could be seen in Figure 6.
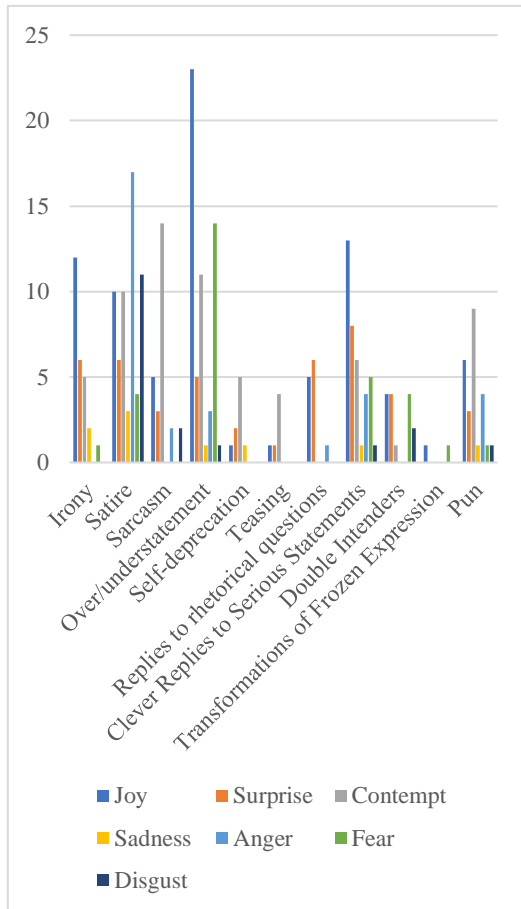
Figure 6. Relationship between Humorous Situation and Facial Expression

Based on the figure, there were some tendencies of showing facial expressions when the humorous situations were generated. When the irony humorous situation was generated, the characters mostly preferred to utilized joy facial expression as sad condition was implied. As stated by Cutting (2000) that the irony is usually realized with positive sentiment implying something negative which cannot easily be believed. Moreover, over/understatement possessed a close relationship with joy facial expression to hide the implicature as it could make people fail to observe the implicature and generate humorous situation. In addition, clever replies to serious statement also had close relationship with joyous facial expression as serious statement could only be melted down by means of joy to produce humour. Meanwhile, sarcasm showed a close relationship with contempt facial expression as the utterance

consisted of scorn to other people which also indicated dislike of the speaker. In addition, self-depreciation and teasing also had close relationship with contemptuous facial expression as it enforce the indirect way to undervaluing people and create humorous situation. Moreover, pun also showed close relationship with contempt facial expression as the ambiguous utterance was provided and generated humorous situation. However, satire humorous situation had close relationship with anger facial expression as the utterance represented insulting to other people in indirect way. Furthermore, reply to rhetorical questions had close relationship with surprise facial expression as it spontaneously produced in the conversation and generated humorous situation. Meanwhile, double intenders had close relationship with the use of joy, surprise, and fear facial expression in which the flouting Grice maxim was also defined by consisting of different meaning aside from the explicit meaning within the utterance.

CONCLUSIONS

There are some concluding points that can be drawn based on the research findings with regard to analysis of humorous situation generated by flouting conversation maxims accompanied by facial expression in situated comedy serial *Friends*.

The results of the study showed that the humorous situations categorized were generated by flouting Grice maxims in which satire and over/understatement were frequently created by means of the implicature from flouting the conversational maxims. In flouting quality, the characters tended not to employ direct lying to other people as it would influence the perspective of the audience about lying to other people as common things although hidden meanings were provided behind the utterances with joy facial expression. In flouting quantity, the humorous situation was dominated by the creation of overstatement and understatement which were accompanied mostly by joyous facial expression as in line with the definition of overstatement and understatement. In flouting relation, the

humorous situation was dominated by satire accompanied by anger facial expression and clever replies to serious statement accompanied by joyous facial expression. In flouting manner, satire and pun humorous situation was mostly generated by anger and contempt facial expression. In addition, there were close relationship between certain humorous situation created by flouting conversational maxims and facial expression. For further study, it is recommended that the study of humorous situation could explore the other aspect of pragmatics elements such as how humour could be generated through the use of politeness strategies within a conversation.

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