

TABLE of CONTENT

APPROVAL PAGE	i
LEGALIZATION	ii
DECLARATION.....	iii
ACKNOWLEDGEMENT	iv
DEDICATION	v
MOTTO.....	vi
BIOGRAPHY.....	vii
ABSTRACT	viii
ABSTRAK.....	ix
TABLE of CONTENT	x
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Background of Study	1
1.2. Statement of Problem	6
1.3. Research Objectives.....	6
1.4. Research Significances.....	6
1.5. Definition of Key Terms	7
CHAPTER II.....	9
LITERATURE REVIEW	9
2.1.Pragmatics	9
2.1. Context	10
2.2. Cooperative Principle (CP).....	12
2.3. Grice's Maxims	13
2.3.1. Maxim of Quantity	13
2.3.2. Maxim of Quality.....	14
2.3.3. Maxim of Relation	14
2.3.4. Maxim of Manner	15
2.4. Un-observance of Maxim.....	15

2.4.1.	Flouting Maxim	16
2.4.2.	Violating Maxim.....	16
2.4.3.	Opting Out of Maxim.....	17
2.5.	Implicature.....	17
2.5.1.	Definition of implicature	17
2.5.2.	Types of Implicature	20
2.6.	Conversational Implicature.....	21
2.6.1.	Generalized Conversational Implicatures (GCI).....	22
2.6.2.	Particularized conversational implicatures (PCI).....	24
2.7.	The Ellen Show	25
CHAPTER III	28
RESEARCH METHODOLOGY	28
3.1	Research Design	28
3.2.	Sample of Data	30
3.3.	Sources of Data	32
3.4.	Technique of Data Collection	35
3.5.	Technique of Data Analysis	36
CHAPTER IV	38
RESEARCH FINDINGS AND DISCUSSIONS.....	38
4.1.	Types of Flouting Maxim in the Conversation between Ellen and Nate in The Ellen Show	39
4.1.1.	Flouting Maxim of Quality	39
4.1.2.	Flouting Maxim of Quantity	42
4.1.3.	Flouting Maxim of Relation	48
4.1.4.	Flouting Maxim of Manner.....	57
4.2.	Conversational Implicature Found in The Ellen Show Kid Geography Expert Nate Seltzer Episode Clips	59
4.2.1.	Generalized Conversational Implicature (GCI).....	60
4.2.2.	Particularized Conversational Implicature (PCI).....	81
CHAPTER V	91
CONCLUSIONS AND SUGGESTIONS.....	91

5.1. Conclusions	91
5.2. Suggestions.....	92
REFERENCES.....	93
APPENDIX	96

