

Latan Chaipreukkul 2013: A Study of Non-Observance of Grice's Cooperative Principle Found in Humor Discourse: A Case Analysis of the Situation Comedy The Big Bang Theory. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Pornsiri Muangsamai, Ph.D. 125 pages.

This study aims to investigate the types of non-observance of Grice's Cooperative Principle employed in humor discourse of the series entitled The Big Bang Theory and to explore the rhetorical techniques that are used to help non-observance of the Cooperative Principle provoke the sense of humor in the dialogue of the series. The theoretical frameworks are applied using Thomas (1995) and Berger's inventories of the rhetorical categories (1990).

The data of this study is based on the texts of subtitle collected from the American comedy series The Big Bang Theory from the third season. The investigation concentrates on the parts of the text that receives a humorous effect; namely, soundtrack laughter.

The findings reveal that there are five various means of non-observance of the Cooperative Principle maxims contributing to humor generation in which flouting is the most frequently used type by occurring 117 times (66.86%) throughout the series, followed by infringing (16.57%), violating (13.71%), and opting out (1.71%) respectively. The least frequently employed type is suspending with 2 times (1.14%). In view of the rhetorical techniques of humor, the use of repartee (16.22%) is mostly employed by characters to interchange a witty reply during conversation whereas literalness (2.03%) is the least occurred technique. In summary, the results reveal that the rhetorical techniques of humor are used to complement the types of non-observance to the study by rendering a reason for the cause of humor in a way that the non-fulfillment types of Gricean maxims cannot.

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