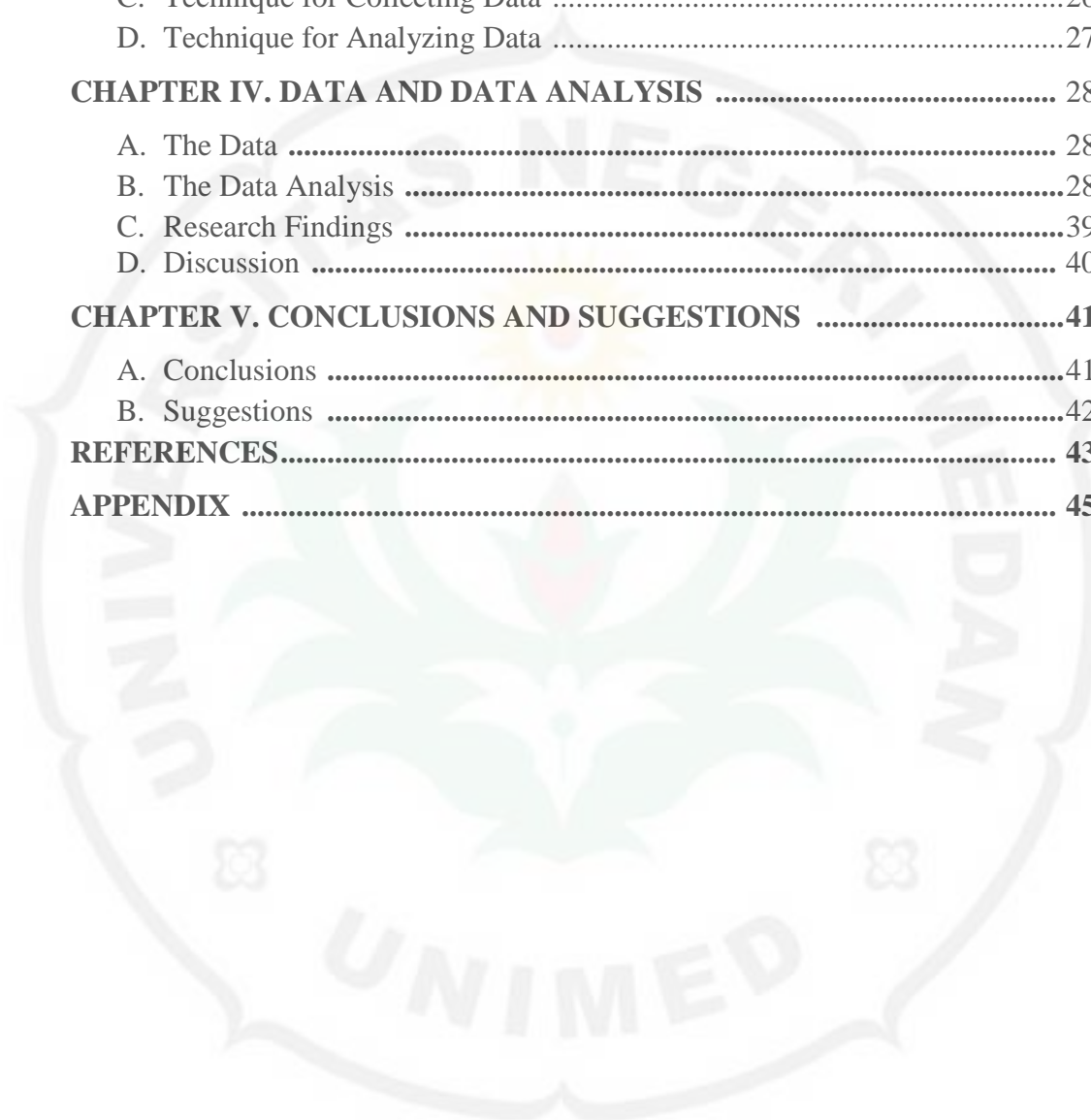


## TABLE OF CONTENTS

	Page
<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGMENT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iv</b>
<b>LIST OF TABLE</b> .....	<b>vi</b>
<b>LIST OF APPENDICES</b> .....	<b>vii</b>
<b>CHAPTER I. INTRODUCTION</b> .....	<b>1</b>
A. Background of the Study .....	1
B. The Problem of the Study .....	3
C. The Objective of the Study .....	4
D. The Scope of the Study .....	4
E. The Significance of the Study .....	4
<b>CHAPTER II. REVIEW OF LITERATURE</b> .....	<b>6</b>
A. Pragmatics .....	6
B. Cooperative Principle .....	7
C. Types of Maxim .....	8
1. Maxim of Quantity .....	8
2. Maxim of Quality .....	9
3. Maxim of Relation .....	10
4. Maxim of Manner .....	10
D. Violation of Maxim .....	11
1. Violation of Maxim of Quantity .....	12
2. Violation of Maxim of Quality .....	13
3. Violation of Maxim of Relation .....	14
4. Violation of Maxim of Manner .....	14
E. Humor .....	15
F. Television Programs .....	18
G. Sitcom .....	20
1. Awas Ada Sule .....	22
H. Relevant Studies .....	23
I. Conceptual Framework .....	23
<b>CHAPTER III. RESEARCH METHOD</b> .....	<b>25</b>
A. Research Design .....	25
B. Data and Source of Data .....	25
1. Data .....	25

2. Source of Data .....	26
C. Technique for Collecting Data .....	26
D. Technique for Analyzing Data .....	27
<b>CHAPTER IV. DATA AND DATA ANALYSIS .....</b>	<b>28</b>
A. The Data .....	28
B. The Data Analysis .....	28
C. Research Findings .....	39
D. Discussion .....	40
<b>CHAPTER V. CONCLUSIONS AND SUGGESTIONS .....</b>	<b>41</b>
A. Conclusions .....	41
B. Suggestions .....	42
<b>REFERENCES.....</b>	<b>43</b>
<b>APPENDIX .....</b>	<b>45</b>



THE  
*Character Building*  
 UNIVERSITY