

# CHAPTER I

## INTRODUCTION

This chapter introduces the present study. It covers the background of the study, the research questions, the aims of the study, the scope of the study, and the significance of the study. This chapter also includes clarification of key terms and organization of paper.

### 1.1 Background of the Study

The cooperative principle is known as a principle developed by the philosopher H.P. Grice in 1975. The principle is considered as one of the most influential theories in pragmatics. According to Grice, conversation is a cooperative activity between the speaker and the hearer in the same understanding (Chenail & Chenail, 2011).

To manage the cooperative principles, Grice (1975) proposed four conversational maxims, i.e. maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. These maxims closely relate to the cooperative principle, since the maxims are tools to understand what people imply.

Another concern related to the cooperative principle is the observance and non-observance of the maxims. The observance of the maxims is defined as following all the rules which are formulated in the conversational maxims and it does not create an implicature (the further explanation of implicature is elaborated specifically in Chapter II). On the other hand, the speakers might fail to observe the conversational maxims, and it is called as non-observance of maxim. Non-observance of the maxims occurs when either one or all of maxims are breached.

Non-observance of maxims is categorized into several classifications. They are flouting maxim, violating maxim, infringing maxim, opting out of maxim, and suspending of maxim (Thomas, 1995).

The cooperative principle has been employed to analyze various kinds of data. Basically, language is performed not only in daily life like in real situation but also in literature (both spoken and written languages). Accordingly, cooperative principle has also been deployed to analyze some kind of literary works.

Until the present day, several examples of previous research below are given regarding Grice's (1975) theory of cooperative principle in literary works. Al-Saedi (2013) has deployed the cooperative principle to analyze a novel. In his study of cooperative principle and Grice's maxims in *Lois Lowry's The Giver*, he concluded that the author of the novel tends to fail to observe the maxims in his character. The author made the character disobey the cooperative principle because he did it on purpose to produce new implicature, persuade, convince the reader, and hide the truth for a period. In a study entitled "Antic disposition: Hamlet in the light of cooperative principle", Rahman and Abbas (2013) analyzed the excerpts from a popular play by William Shakespeare's *Hamlet*. The study found that the character Hamlet flouted all the maxims. The expression uttered by Hamlet caused the other interlocutor, Polonius, to get a different understanding. Hamlet has succeeded to deceive Polonius by making his utterances obscure and deviant.

Generally, people often classify literary work into poetry, prose, or play. However, over the times, it was not only limited to the three categories. As stated by Klarer (1998) "visual and acoustic elements are being reintroduced into literature, and media, genres, text types and discourse are being mixed" (p. 3). According to the statement, nowadays literary categories have been broaden into non-fiction, media, oral literature, folklore and folktale, even graphic novel and comic book (Drucker, 2014). Based on the elaboration above, in present era the stories which originally were presented in the form of plays or novels have been

remade into new genres such as film. For example, the story of *Romeo and Juliet* and *Hamlet* by Shakespeare and *A Christmas carol* by Charles Dicken have been remade into the movies.

Based on the explanation above, several studies have deployed cooperative principle in analyzing various dramas and movies. For example, *Kungfu Panda* displays most of the conversations following the rules of cooperative principle, although flouting maxim was found in several parts of the scenes with particular intention (Damayanti, 2011). Another study found that in *Desperate Housewives*, the characters may have a variety of excuses to choose to violate the maxims. In this case, it is to cover the truth or prevent other to ask more questions (Tupan & Natalia, 2008). Fergina (2006), who analyzed the utterances from *Bridget Jones: The edge of reason*, stated that in real life situation women may tend to flout the maxim. However in the movie script, it is found that men exactly tend to flout the maxim rather than women. In analyzing the violation in movie *Garfield*, Zang (2009) stated that violating maxim of quality was dominantly found in the study. The violation happened as the consequence of creating humor situation in the movie.

With regard to present study, cooperative principle has been also deployed to analyze the story of *Sherlock Holmes*. However, the researcher has analyzed the story of Sherlock Holmes in movie. Suraya (2013) has conducted the analysis of non-observance of the maxims in *Sherlock Holmes*. The study identified that the characters mostly flout maxim of quality and manner. It was implemented by generating the indirect speech and using metaphors and irony.

As one of the popular literary works, until now the story of Sherlock Holmes has been re-created not only into novel and movie series but also TV series. Gatiss and Moffat (2010) have created the story of Sherlock Holmes entitled *Sherlock*. The series are based on the same story and characters in the novel by Sir Arthur Conan Doyle. Even though the movie and the TV series originate from the same story, they may show different result if they are analyzed by cooperative principle,

since the movie and the TV series were created by different writers and had different conversations.

Therefore, this study will analyze the use of conversational maxims in BBC's *Sherlock* TV series. The study will be focused on Sherlock Holmes' utterances which are observance and non-observance of maxims. Then, his utterances which have been classified into observance and non-observance of the maxim will be used as reference to analyze more about the other characters' responses or in the other term as perlocutionary effect. Thus, the analysis in this study will explain further the responses towards the use of cooperative principle and non-observance of the maxims.

## **1.2 Research Questions**

Based on the discussion above, the present study seeks to answer the following questions:

1. How does the main character (Sherlock Holmes) realize the maxims in the conversations of *Sherlock* TV series?
2. What are the perlocutionary effects of the utterances produced by the main character?

## **1.3 Aims of the Study**

In accordance with the research questions, the present study aims to:

1. Identify the realization of maxims by main character's utterances (Sherlock Holmes) in the conversations of *Sherlock* TV series, and
2. Find the perlocutionary effects of the utterances produced by the main character.

## **1.4 Scope of the Study**

The study analyzes the use of the cooperative principles in TV series entitled *Sherlock*. The episode chosen is episode 1 entitled *A Study in Pink*. The series

were broadcast in 2009. The analysis focuses on the observance and non-observance of maxims and the perlocutionary effects of the utterances produced by the main character.

### **1.5 Significance of the Study**

In general, the study is expected to enrich the understanding in pragmatic framework, particularly in analyzing Grice's (1975) theory of cooperative principle. Specifically, it is also expected to contribute to the development of cooperative principle studies in English Language and Literature program at English Education Department, especially for Linguistics students. It is also helpful to everyone who are interested in the effect of using observance and non-observance of maxim. Moreover, the present study may give the readers the knowledge about the identification of realizing maxims by a fiction character.

### **1.6 Clarification of Key Terms**

The descriptions below are according to Thomas (1995):

- a) The cooperative principle is a theory proposed by Grice in 1975. It is “an attempt at explaining how a hearer gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning.” (p. 56). Conversational maxims are tools to help the hearer obtain what might be the implicature. Conversational maxims consist of quantity, quality, relation, and manner.
- b) Observing the maxims means the speaker try to cooperate with their utterances and fulfill all the conversational maxims. In observing maxims, the speaker also does not generate the implicature.
- c) Non-observance of the maxims is when sometimes people fail to observe the maxims. There are several types of non-observance of maxims, such as flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim.
- d) Perlocutionary effect is “the effect of the illocution on the hearer” (p. 49).

## **1.8 Organization of Paper**

This research paper consists of five chapters. Chapter I presents the introduction of the research including the background of the research, research question, the aims of the study, the scope of the study, the significance of the study, the clarification of the terms, and the organization of the paper. The second chapter discusses the theoretical frameworks and the literature reviews as the foundation of the research. In the third chapter, the discussion contains research methodology describing the steps and procedures of the study as well as the data resources in conducting the study. The fourth chapter presents the findings and discussion of the research. It will be the part where the discussion of the research is elaborated. As the last chapter, the section contains the conclusion of the research and the suggestion for further research.