

**AN ANALYSIS OF GRICE'S MAXIM VIOLATIONS FOUND IN  
*SHERLOCK* TV SERIES: A PRAGMATIC STUDY**



**AN UNDERGRADUATE THESIS**

*Submitted to the Faculty of Cultural Sciences Hasanuddin University  
as Partial Requirements to Obtain Bachelor Degree in  
English Literature Study Program*

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SHERLOCK TV SERIES: A PRAGMATIC STUDY**

**BY**

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It has been examined in front of the Board of Undergraduate Thesis Examiners on  
Friday, 26<sup>th</sup> July 2024 and declared to have fulfilled the requirements.

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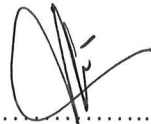
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**AGREEMENT**

On 26<sup>th</sup> July 2024, the Board of Undergraduate Thesis Examination has approved the undergraduate thesis by **Marsyah Inayah Mustika Sari** (F041201047) entitled *An Analysis of Grice's Maxim Violations Found in Sherlock TV Series: A Pragmatic Study* submitted in fulfillment as one of the requirements to obtain a bachelor's degree in the English Literature Study Program, Faculty of Cultural Sciences, Universitas Hasanuddin.

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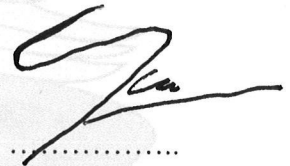
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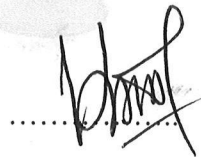
The undergraduate thesis by **Marsyah Inayah Mustika Sari** (F041201047) entitled *An Analysis of Grice's Maxim Violations Found in Sherlock TV Series: A Pragmatic Study* has been revised as advised during the examination on 26<sup>th</sup> July 2024, and has been approved by the Board of Undergraduate Thesis Examiners.

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Hereby, the writer declares that this thesis is the original work of herself. This thesis does not contain any plagiarism from published sources, and it only cites other people's ideas through quotations and references.

Makassar, 26<sup>th</sup> July 2024

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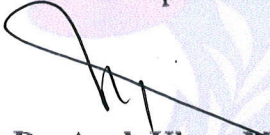
With reference to the letter of the Dean of Faculty of Cultural Sciences No.1257/UN.4.9.1/KEP/2023 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Marsyah Inayah Mustika Sari (F041201047) to be examined at the English Literature Study Program, Faculty of Cultural Sciences.


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**Marsyah Inayah Mustika Sari**

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## ABSTRACT

**MARSYAH INAYAH MUSTIKA SARI.** *An Analysis of Grice's Maxim Violations Found in Sherlock TV Series: A Pragmatic Study.* (Supervised by **Ayub Khan** and **Sukmawaty**)

This study aims to (1) identify the types of maxim violations found in *Sherlock* TV series, (2) determine the dominant types of maxim violations in the *Sherlock* TV series, and (3) reveal the reasons behind the maxim violations in the *Sherlock* TV series. This study used a descriptive qualitative method. The data were obtained from the *Sherlock* TV series via a streaming platform named *Prime Video*. The categories of maxim violations were determined based on the Cooperative Principle theory by H. Paul Grice. The data analysis was conducted in several steps. First, the *Sherlock* TV series was watched, and the writer proceeded to identify the maxim violations. After that, each utterance of maxim violations was analyzed and determined. The writer then ranked the most to least dominant types of violations and revealed the reasons behind the maxim violations. Based on the results of the analysis, four types of maxim violations are identified. From most to least dominant, the types of violations are: violation of the maxim of quality, violation of the maxim of relevance, violation of the maxim of manner, and violation of the maxim of quantity. Furthermore, five categories of reasons for these violations are found: misleading the hearer, saving face, communicating self-interest, avoiding the discussion, and protracting the answer.

**Keywords:** *conversational maxims, maxim violation, Sherlock, TV series*



## ABSTRAK

**MARSYAH INAYAH MUSTIKA SARI.** *An Analysis of Grice's Maxim Violations Found in Sherlock TV Series: A Pragmatic Study.* (Dibimbing oleh **Ayub Khan** dan **Sukmawaty**)

Penelitian ini bertujuan untuk (1) mengidentifikasi jenis-jenis pelanggaran maksim yang ditemukan dalam serial TV *Sherlock*, (2) menentukan jenis pelanggaran maksim yang dominan dalam serial TV *Sherlock*, dan (3) mengungkapkan alasan di balik pelanggaran maksim dalam serial TV *Sherlock*. Penelitian ini menggunakan metode kualitatif deskriptif. Data diperoleh dari serial TV *Sherlock* melalui platform streaming bernama *Prime Video*. Kategori pelanggaran maksim ditentukan berdasarkan teori Prinsip Kooperatif oleh H. Paul Grice. Analisis data dilakukan dalam beberapa tahap. Pertama, serial TV *Sherlock* ditonton, dan peneliti melanjutkan untuk mengidentifikasi pelanggaran maksim. Setelah itu, setiap tuturan pelanggaran maksim dianalisis dan ditentukan kategorinya. Peneliti kemudian mengurutkan jenis pelanggaran yang paling dominan hingga yang paling tidak dominan dan mengungkapkan alasan di balik pelanggaran maksim tersebut. Berdasarkan hasil analisis, teridentifikasi empat jenis pelanggaran maksim. Dari yang paling dominan hingga yang paling tidak dominan, jenis pelanggaran tersebut adalah: pelanggaran terhadap maksim kualitas, pelanggaran terhadap maksim relevansi, pelanggaran terhadap maksim kesantunan, dan pelanggaran terhadap maksim kuantitas. Lebih lanjut, ditemukan lima kategori alasan untuk pelanggaran ini: menyesatkan pendengar, menjaga harga diri, menyampaikan kepentingan pribadi, menghindari diskusi, dan memperpanjang jawaban.

**Kata kunci:** maksim percakapan, pelanggaran maksim, *Sherlock*, serial TV

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

The concept of maxim violation originates from the influential work of H. Paul Grice, a philosopher who proposed the Cooperative Principle and conversational maxims. Grice (1975) argued that communication is guided by a cooperative and rational principle, where participants adhere to certain conversational maxims to ensure effective and meaningful communication.

According to Grice (1975), a violation of maxim occurs when a speaker intentionally deviates from the conversational maxims. These violations can take various forms, such as providing less or more information than expected (Maxim of Quantity), uttering falsehoods or unsupported claims (Maxim of Quality), straying from the topic or introducing irrelevant information (Maxim of Relevance), or using ambiguous or unclear language (Maxim of manner). These deviations from the maxims often lead to implicatures, which are inferences drawn from the violation itself.

The Cooperative Principle, proposed by philosopher H.P. Grice, serves as a foundational concept in the field of pragmatics and communication theory. Grice introduced this principle in his seminal paper "Logic and Conversation" published in 1975. The Cooperative Principle operates on the assumption that communicators are rational and aim for

effective information exchange. However, Grice also recognized the existence of implicatures, which are inferred meanings that arise when the cooperative principle is not followed explicitly. Conversational implicatures emphasize the complexity of communication and demonstrate how individuals can convey meanings that go beyond the literal interpretation of their words (Rukmini, 2015).

Communication is a fundamental aspect of human interaction. It encompasses a vast array of modalities, including verbal and non-verbal expressions, written messages, and even subtle cues such as body language and facial expressions. Effective communication goes beyond the mere transmission of words; it involves the shared understanding of meanings, fostering connections, and building relationships (Coursera, 2024). Through communication, individuals convey their intentions, share experiences, and create a collective sense of identity. Communication is a complex and multifaceted process. Though, sometimes when people violated the maxims, it can lead to failing in a communication

When people communicate, they share information, ideas, thoughts, feelings, and emotions during their conversation. This can be done through a variety of means, including speech, writing, body language, and non-verbal cues. When communicating, it is important to be clear and concise. The message should be easy for the listener to understand. It is also important to be respectful of the listener's time and attention. However, there are many factors that can prevent a successful

communication from happening. Because communication is constantly changing, it means that the meaning of a message can change depending on the context, the relationship between the speaker and the listener, and the listener's interpretation of the message.

Communication is an essential part in every facet of life, and it is often portrayed in electronic media. Electronic media is the media that one can share on any electronic devices. Electronic media prioritizes reaching a broad audience. The content is designed to be consumed on electronic device, making it easily shared and accessible compared to static media formats (Xie-Connell, 2015). Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources. Electronic media, encompassing various forms such as television, radio, and the internet, serves as a dynamic platform for communication, facilitating the exchange of information, ideas, and cultural expressions on a global scale.

Television series serve as a powerful medium of communication within the realm of electronic media, facilitating the transmission of narratives, ideas, and cultural messages to audiences worldwide. Through the episodic format, TV series establish long-term connections with viewers, fostering engagement and investment in characters and storylines over time. This medium allows creators to explore complex themes and issues in depth, shaping societal discourse and influencing public opinion. TV series not only entertain but also educate and inform, serving as a

reflection of societal values, norms, and aspirations. In essence, television series play a pivotal role in shaping the cultural landscape and serving as a conduit for communication in the electronic media ecosystem.

A TV series, also known as a television series or simply a series, is a form of episodic storytelling presented on television. It consists of a sequence of interconnected episodes, each typically running for a specific duration (ranging from around 20 minutes to an hour), that together form a cohesive narrative. TV series are produced with the intention of being broadcasted over multiple episodes or seasons, often following a particular storyline or featuring recurring characters. They can span various genres, including drama, comedy, science fiction, crime, and more, and are a popular form of entertainment consumed by audiences worldwide. Stanković (2018) stated that TV series offers greater narrative complexity and audience engagement.

One of the most watched TV series is *Sherlock*, a British mystery crime drama television produced by the British network BBC, airing from 2010 to 2017, with total of four seasons and thirteen episodes. BBC's "Sherlock" adaption modernizes Sir Arthur Conan Doyle's classic tales into a contemporary setting, brilliantly portrayed by Benedict Cumberbatch as Sherlock Holmes and Martin Freeman as Dr. John Watson. The series captivates viewers with its clever writing, intricate plots, and dynamic character dynamics. Each episode offers a thrilling puzzle for Sherlock to unravel, showcasing his brilliant deductive



reasoning and keen observational skills. The chemistry between Holmes and Watson adds depth to the narrative, exploring themes of friendship, loyalty, and the complexities of human nature. *Sherlock* revitalizes the timeless appeal of Sherlock Holmes for a new generation of fans while honoring the essence of Conan Doyle's original stories.

Sherlock Holmes, created by Sir Arthur Conan Doyle, stands as one of literature's most iconic characters, known for his brilliant intellect, keen observational skills, and deductive reasoning. As a consulting detective based in late 19th and early 20th century London, Holmes possesses an extraordinary ability to analyze evidence and unravel even the most perplexing mysteries. His sharp wit, aloof demeanor, and unconventional methods, often relying on logic and rationality, characterize him. A master of disguise with a vast knowledge spanning from chemistry and forensic science to literature and philosophy, Holmes is depicted as a complex and flawed individual, grappling with loneliness, addiction, and a disregard for social norms. Yet, he maintains a fierce loyalty to his friend and companion, Dr. John Watson, with whom he shares a deep and enduring bond. Despite his eccentricities, Holmes remains an enduring symbol of intellect, ingenuity, and the triumph of reason, captivating audiences across generations and mediums, solidifying his status as one of fiction's most beloved characters.

Based on the research background above, the writer is interested in analyzing the utterances produced by the characters in *Sherlock* TV series.

The writer selected the *Sherlock* TV series as the data for this study because Sherlock's character tends to utilize numerous lexical choices, often resulting in ambiguity for both the other characters and the audience, thereby potentially violating Grice's maxim. Therefore, the writer is specifically interested in identifying the maxim violation in *Sherlock* utterances, and revealing the reasons behind those violations.

### **B. Identification of Problem**

Based on the background above, the writer identified a problem:

1. In the process of communication, a participant, whether the speaker or the addressee, may violate the cooperative principle.
2. There are various reasons behind the violations by the participants.
3. When the cooperative principle is violated, it can cause misunderstandings between the participants.
4. As a consequence of these misunderstandings, the conversation may fail, preventing successful interaction.

### **C. Scope of the Problem**

The writer limits the scope of this research to focus on Grice's Conversational Maxim, specifically the violation of maxim, and the reasons behind those violations using the utterances of *Sherlock* TV Series as the data.

### **D. Research Question**

Based on the research background and its scope, the writer aim to answer these following questions:

1. What are the types of maxim violation occurred in the *Sherlock* TV series?
2. What are the dominant types of maxim violation occurred in the *Sherlock* TV series?
3. Why did the characters violate the maxims in the *Sherlock* TV series?

#### **E. Objective of Study**

Based on the research questions, the objectives of this study are as follows:

1. To identify the types of maxim violated in the *Sherlock* TV series.
2. To determine the dominant types of maxim violation in the *Sherlock* TV series.
3. To reveal the reasons behind the maxim violations in the *Sherlock* TV series.

#### **F. Significance of Study**

The writer hopes this study can be useful and contribute to the future research. The benefits expected from this study are:

1. This study is expected to contribute knowledge about Grice's maxim violation in the field pragmatics.
2. This study is expected to help future researcher when analyzing Grice's maxim violation.
3. This study is expected to help readers in understanding the cooperative principle theory.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Previous Studies**

1. Putu Ameylia Maheswari Dewi & Ni Nyoman Deni Ariyaningsih, (2023), “Conversational Maxim Violation by the Main Character in the *Shang-Chi and The Legend Of The Ten Rings* Movie”

This research aims to identify the most common type of conversational maxim violation by the main character in *Shang-Chi and the Legend of the Ten Rings*. Using Grice's Cooperative Principle and Cutting's theory, this research analyzes four types of conversational maxim violations through a descriptive qualitative method. The researcher found 15 violations in total, with quantity maxim violations being the most frequent (40%), followed by quality (26.6%), relation (20%), and manner (13.4%). The findings indicate that the maxim of quantity was the most frequently violated.

2. Ade D Cahyanti, Egi Raputri, & Alifia J C Sari (2021), “Violation in Grice’s Maxim on *Alternative Math* Short Movie”

This research aims to identify and explain the types and reasons for Grice’s maxim violations in the short movie *Alternative Math*. Using a descriptive qualitative method, 86 utterances from the movie's transcript were analyzed. The study found that all types of Grice’s maxims were violated, with the most common being violations

of quantity, quality, and relation. The reasons for these violations were to cover the truth, avoid arguments, and humiliate others.

3. Diana Fauzia Sari, Lidya Nuraini, & Kismullah Abdul Muthalib (2019), “An Analysis of Maxim Violations in a Movie and Their Impacts on Effective Communication”

This research studied the relation between maxim violations and its impact on effective communication. This research analyzed the occurrences of maxim violations in the movie *Confessions of a Shopaholic*. The researchers found that there were 40 utterances containing maxim violations in the movie. The most common maxim violation was manner (47.5%), followed by quantity (22.5%), quality (22.5%), and relation (7.5%). The researchers found that maxim violations can have a negative impact on the effectiveness of communication. They concluded that maxim violations can have a negative impact on the effectiveness of communication, but that they can also be used strategically to achieve certain goals.

4. Andreas Novebry & Rusdi Noor Rosa (2019), “An Analysis of Maxim Violation in Situational Comedy *The Big Bang Theory*”

This research paper examines the maxim violations and the reasons for these violations in the situational comedy *The Big Bang Theory* season 11. The researchers used a qualitative method called content analysis to analyze the data. They found that there were 140 utterances containing maxim violations in 336 scenes from 12



episodes. The most common maxim violation was quantity (31.4%), followed by quality (17.1%), relation (27.8%), manner (20%), and multiple maxim violation (3.5%).

5. Ahmad Ulliyadhi Satria Raharja & Alfin Rosyidha (2019), “Maxim of Cooperative Principle Violation by Dodit Mulyanto in *Stand-up Comedy Indonesia Season 4*”

The objectives of this research were to identify the types of maxim violations, determine the most dominant maxim violation, and explain its implications in Dodit Mulyanto's performance in *Stand Up Comedy Indonesia Season 4*. Grice's theory was used to analyze Mulyanto's violations of the cooperative principle. This research aimed to classify the maxims of the cooperative principle and explain how Dodit Mulyanto violated them to create humor. It also aimed to identify the types of maxim violations, determine the most dominant violation, and explain its causes. The analysis revealed that all types of maxims were violated: 24.4% were violations of the maxim of quantity, 26.5% were violations of the maxim of quality, 44.9% were violations of the maxim of relation, and 4.1% were violations of the maxim of manner. The most dominant violation was the maxim of relation, as excessive or off-topic messages were often delivered to raise humor.

6. Novi Kurnia Sari (2018), “An Analysis of Grice’s Maxim Violation in *Spider-Man: Homecoming* Movie by Jon Watts”

This research analyzes the violation of Grice's maxims in the movie *Spider-Man: Homecoming*. The researchers found that there were 20 utterances containing maxim violations in the movie. The researcher used the data reduction method and evenly analyzed each maxim violation: relation (5 turns), followed by quantity (5 turns), quality (5 turns), and manner (5 turns). The researchers concluded that the violation of Grice's maxims in the movie was created to make the conversation seem natural and not too formal.

7. David Hamonangan Sihite & Sri Juriati Ownie (2015), “Violation of Conversational Maxims in *The Avengers* Movie”

The objectives of this study were to identify the types of maxim violations, determine the most dominant maxim violation, and explain its implications in *The Avengers* movie. The researchers found 55 maxim violations. The results showed that all types of maxims were violated: 70.9% were violations of the maxim of relation, 14.54% were violations of the maxim of quantity, 9.09% were violations of the maxim of manner, and 5.45% were violations of the maxim of quality. The researchers concluded that the dominant violation of the maxim of relation in the script of *The Avengers* movie was used as a strategy by the speakers to hide something, to hide the truth, or create humor by giving irrelevant answers or changing the topic.

8. Risma Ardiansyah Nugraha (2013), “Maxim Violation in *Real Steel* Movie: A Pragmatics Approach”

This research analyzes the use of conversational implicatures in the movie *Real Steel*. The researchers found 20 dialogues containing violations of Grice’s maxims of cooperative principle: quality, quantity, relation, and manner. This study revealed that characters often provided insufficient evidence, irrelevant information, or overly complex expressions. The most common maxim violations were relation (7 instances), followed by manner (7 instances), quality (5 instances), and quantity (1 instance). The researchers concluded that these maxim violations were created to make the conversation seem natural and not too formal, aiding in understanding the speaker’s intended meaning even when maxims are not strictly followed.

Based on the previous studies above, the writer believes that there are some differences with what the writer will investigate in this research. The main difference lies in the process of analyzing and classifying the data and findings. In this study, the writer used the criteria proposed by Tupan and Natalia (2008) to distinguish the types of maxim violations, and the reasons behind those violations contained in the utterances of *Sherlock* characters. The writer uses these criteria so that the results obtained are more accurate. Furthermore, this study uses *Sherlock* TV series as the object of research, where previously there has been no study that discusses maxim violation by using *Sherlock* TV series as the object of research. In

addition, this study also focused on the reasons for the maxim violation. Therefore the readers can get a better understanding about the maxim violation.

## **B. Theoretical Background**

### **1. Pragmatics**

Leech (1983) defines pragmatics as “the study of how language users make use of the context in which they are communicating in order to interpret the utterances of others”. Pragmatics is a subfield of linguistics that focuses on how language is used in context and how meaning is conveyed through communication. It explores the ways in which speakers employ language beyond the literal interpretation of words to achieve specific goals and interact effectively with others. Pragmatics examines various aspects of language, such as implicature, presupposition, speech acts, and the interpretation of utterances based on situational context and shared knowledge. This field plays a crucial role in understanding the complexities of language use and the social dynamics of communication.

As stated by Yule (1996), Pragmatics is concerned with the study of "how context contributes to meaning" and how speakers use language to achieve their communicative goals. It investigates how speakers make inferences based on implicit meanings, intentions, and the shared background knowledge of both the speaker and the listener. Pragmatics allows us to understand how people navigate the subtleties

of conversation, including the use of indirect speech, politeness strategies, and cultural norms that influence communication.

Leech (as cited in Siddiqui, 2018) pointed that the pragmatics is a study of meaning and the way to relate that speech with any provided situations, along with an aspect to make a speech in a situation and further it paves a path to determine a core principle that whether it deals with semantic or the pragmatic phenomenon. Pragmatics deals not only with the meaning making of a given sentence; however, it goes necessarily with a relation to the hidden meaning of a speaker. Understanding pragmatics enhances our ability to navigate the complexities of human communication and appreciate the rich and dynamic nature of language

## **2. Context**

In linguistics, context plays a fundamental role in shaping the meaning and interpretation of language. Context refers to the surrounding elements, both linguistic and non-linguistic, that provide crucial information for understanding and disambiguating utterances. Linguistic context includes factors such as the preceding and following sentences, the discourse structure, the shared knowledge between the speaker and the listener, as well as the cultural and situational background. It helps determine the intended meaning of ambiguous words or phrases and allows for effective communication.

In accordance with Clark and Clark (1977), context is crucial for disambiguating the meaning of words or phrases that have multiple possible interpretations. For example, the word "bank" can refer to a financial institution or the side of a river, but the specific context in which it is used helps the listener to determine the intended meaning. Linguistic context provides cues that aid in narrowing down the possible interpretations and selecting the most appropriate one.

### **3. Conversation**

Conversation is a fundamental form of communication characterized by interactive exchanges between two or more individuals. It involves a dynamic and cooperative process of turn-taking, where participants engage in verbal and non-verbal cues to convey and interpret meaning. Conversations serve as a platform for sharing information, expressing thoughts and emotions, negotiating social relationships, and establishing shared understanding. According to Hutchby and Wooffitt (2008), conversation is a situated and contingent activity that takes place within specific contexts and is influenced by various social, cultural, and contextual factors. It is a complex interplay of linguistic and non-linguistic elements, such as speech acts, turn organization, discourse markers, facial expressions, and body language, which collectively contribute to the interactional dynamics of conversation. By examining the structure, strategies, and

functions of conversation, researchers gain insights into the intricate mechanisms that shape human communication and social interaction.

#### **4. Grice's Conversational Maxims**

The Gricean Cooperative Principle, proposed by philosopher H. Paul Grice in his 1975 article "Logic and Conversation", is a guiding principle that underlies effective and cooperative communication. According to this principle, participants in conversation are expected to make their contributions in a manner that is informative, truthful, relevant, and clear (Grice, 1975). The Cooperative Principle emphasizes the importance of mutual understanding and cooperation in successful communication. It provides a framework for participants to engage in meaningful dialogue and align their communicative intentions with the expectations of the conversation (Grice, 1975). By adhering to the Cooperative Principle, individuals can establish common ground, foster effective information exchange, and ensure smooth interaction in various communicative contexts. Furthermore, Grice identified four conversational maxims that stem from the Cooperative Principle:

- a. Maxim of Quantity:** in a conversation, be as informative as is required.
- b. Maxim of Quality:** in a conversation, you say what you believe to be true, and only say what you have sufficient evidence for.

**c. Maxim of Relation:** make your contributions to the conversation relevant to what is being discussed.

**d. Maxim of Manner:** be as clear, brief, and as orderly as possible when you make your contributions in a conversation.

These maxims serve as guidelines for cooperative communication, but they can be flouted or violated for various pragmatic reasons.

#### **4.1 Flouting a Maxim**

Flouting a maxim is not an accidental occurrence; rather, it is a purposeful and intentional act designed to convey an implicature. This implicature carries an additional meaning that extends beyond literal interpretation of the utterance (Ibrahim et al., 2018). When a speaker flouts a maxim, they are not simply failing to follow the maxim out of carelessness or ignorance; rather, they are purposefully doing so to communicate something beyond the literal meaning of their words.

The listener, recognizing the flouted maxim, infers the intended meaning based on their understanding of the speaker's intent and the conversational context. This creates a dynamic communication process where meaning is not solely derived from the surface form of the utterance but also from the speaker's manipulation of conversational principles. Flouting a maxim involves deliberately breaking one of Grice's conversational maxims, adding depth and nuance to the conversation.



Furthermore, flouting a maxim is a sophisticated communicative technique. It relies on the assumption that the listener is aware of the maxims and can detect that the speaker is intentionally violating them. The speaker expects the listener to recognize the flouting and to infer the unstated meaning. This technique is often used to convey sarcasm, irony, humor, or to address sensitive subjects indirectly.

Example:

**a. Flouting Maxim of Quantity**

*A: How was your vacation?*

*B: We went to the beach, hiked the mountains, visited three museums, toured the city, and ate at a different restaurant every night.*

**Flouting maxim:** B provides an excessive amount of information.

**Implicature:** B had a very busy and eventful vacation.

**b. Flouting Maxim of Quality**

*A: Is the weather nice today?*

*B: Oh, it's just perfect for a picnic—if you enjoy thunderstorms.*

**Flouting maxim:** B uses sarcasm.

**Implicature:** The weather is actually bad and not suitable for picnic.

**c. Flouting Maxim of Relevance**

*A: Are you coming to the party?*

*B: I have a dentist appointment.*

**Flouting maxim:** B gives an unrelated response.

**Implicature:** B unable to attend the party because of the dentist appointment.

**d. Flouting Maxim of Manner**

A: *Where should we meet?*

B: *Let's rendezvous at the place where we had that delicious apple pie last fall.*

**Flouting maxim:** B uses an indirect, vague, and ambiguous reference.

**Implicature:** B assumes A remembers the specific location from a shared past experience.

These examples demonstrate how speakers can flout conversational maxims to communicate implied meanings, often relying on shared context and the listener's ability to infer the intended message.

## **4.2 Violating a Maxim**

Violations of conversational maxims, as proposed by H. Paul Grice, are instances where speakers intentionally deviate from the guidelines of the Cooperative Principle to convey additional meaning or achieve specific communicative effects. Violation of maxim is the condition where the speakers do not maximize their contribution in using maxim usage while doing conversation. Speakers who violate a maxim cause the hearer not to know the truth and only understand the surface meaning of the speaker's words.

Cutting (2002) stated, “maxim violation is unostentatiously, quietly deceiving. The speaker deliberately supplies insufficient information, says something that is insincere, irrelevant or ambiguous, and the hearer wrongly assumes that they are cooperating” (p. 40). Grice (as cited in Sari, 2019, p. 713) explained that a speaker who violates a maxim will be liable to misled. Speakers who violate a maxim cause the hearer not to know the truth and only understand the surface meaning of the speaker’s words.

A conversational maxim is violated when a speaker intentionally disregards it to create a misleading implicature in the conversation. This differs from flouting a maxim, where speakers aim for listeners to grasp the implicit meaning. When speakers know that listeners will only interpret the literal meaning of their words, and not the actual underlying meaning, they are breaking a conversational maxim. In other words, the speakers deliberately mislead and deceive the listeners (Amianna & Putranti, 2017).

#### **a. Violating Maxim of Quantity**

When a speaker violates the maxim of quantity, they withhold enough information, preventing the listener from fully grasping the topic. This is because the speaker deliberately wants to conceal the complete picture from the listener.

Example:

A: *Does your dog bite?*

B: *No.*

A: *\*bends down to stroke it and gets bitten\* Ow! You said your dog doesn't bite!*

B: *That isn't my dog.* (Cutting, 2002).

**Violating maxim:** Speaker A assumed that the dog nearby belonged to speaker B. However, speaker B deliberately withheld relevant information about the dog during the conversation, which resulted in a misunderstanding.

#### **b. Violating Maxim of Quality**

When a speaker makes an untrue statement, they are considered to have violated the maxim of quality. This violation occurs because the speaker is not adhering to the expectation of truthfulness in communication, demonstrating dishonesty and insincerity in the conversation.

Example:

Husband: *How much did that new dress cost, darling?*

Wife: *Thirty-five pounds.* (Cutting, 2002).

**Violating maxim:** Contextually, the wife did not want her husband to know the right cost to her dress because it was too expensive. The wife tried to manipulate her husband by not being sincere and gave the incorrect price of the dress.

#### **c. Violating Maxim of Relation**

When a speaker fails to make a relevant contribution to the topic under discussion, they are considered to have violated the

maxim of relation. This violation also occurs if the speaker abruptly changes the subject.

Example:

Husband: *How much did that new dress cost, darling?*

Wife: *I know, let's go out tonight. Now, where would you like to go?* (Cutting, 2002).

**Violating maxim:** The wife attempted to distract her husband by shifting the topic and provide irrelevant information with the ongoing conversation.

#### **d. Violating Maxim of Manner**

When a speaker violates the maxim of manner, they give an obscure reference, a vague answer, said everything except the thing that was expected to hear, or state something that was not brief or orderly.

Example:

Husband: *How much did that new dress cost, darling?*

Wife: *A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.* (Cutting, 2002).

**Violating maxim:** The wife gave ambiguous, obscure, and too much information, yet, none of that seem to be related to the question, leaving her husband's question remains unanswered.

## 5. Criteria of Grice's Maxim Violation

Tupan and Natalia (2008) proposed a set of guidelines in distinguishing each maxim violation based on Grice's Cooperative Principle theory:

Table 2.1 Criteria of Grice's Maxim Violation

Maxim	Violating the maxims
Quantity	<ul style="list-style-type: none"><li>a. If the speaker does circumlocution or not to the point</li><li>b. If the speaker is uninformative</li><li>c. If the speaker talks too short</li><li>d. If the speaker talks too much</li><li>e. If the speaker repeats certain words</li></ul>
Quality	<ul style="list-style-type: none"><li>a. If the speaker lies or says something that is believed to be false</li><li>b. If the speaker does irony or makes ironic and sarcastic statement</li><li>c. If the speaker denies something</li><li>d. If the speaker distorts information</li></ul>
Relevant	<ul style="list-style-type: none"><li>a. If the speaker makes the conversation unmatched with the topic</li><li>b. If the speaker changes conversation topic abruptly</li><li>c. If the speaker avoids talking about something</li><li>d. If the speaker hides something or hides a fact</li><li>e. If the speaker does the wrong causality</li></ul>
Manner	<ul style="list-style-type: none"><li>a. If the speaker uses ambiguous language</li><li>b. If the speaker exaggerates thing</li><li>c. If the speaker uses slang in</li></ul>

	front of people who do not understand it d. If the speaker's voice is not loud enough
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Source: Tupan and Natalia (2008)

## 6. Reasons for Violating Maxims

According to Arbain et al. (2023), the speaker violated the maxims for various reasons, which are:

### a. Misleading the hearer

The speaker provides false information and speaks a lie in the hopes that the listener won't be able to distinguish the difference.

### b. Saving face

To avoid the listener from feeling uncomfortable, the speaker would attempt to make comments that are vague, ambiguous, or lie.

### c. Communicating self-interest

In order to communicate self-interest in this way, the speaker decides to discuss their interests rather than the actual topic of the conversation. Consequently, they are violating the maxim in an attempt to turn the topic in a different direction.

### d. Avoiding the discussion

Avoiding the discussion happens when one of the speaking partners feels compelled to break the rule and respond to the unpleasant topic in a way that is unrelated to the discourse.

e. Protracting the answer

Protracting the answer is providing the listener with excessive information that they become overwhelmed.

## **7. TV Series**

A TV series, also known as a television series or TV show, is a serialized audiovisual production that consists of multiple episodes (Thompson, 2019). These series are broadcasted on television networks or made available through streaming platforms, captivating audiences with their episodic storytelling format. TV series provide narratives that unfold over time, allowing for in-depth character development, ongoing storylines, and thematic exploration (Mittell, 2015). Each episode typically contributes to an overarching plot while offering self-contained stories that engage viewers. With the advent of streaming services, the viewing experience has been revolutionized, enabling audiences to binge-watch entire seasons at their own pace (Lotz, 2017). This format has allowed for more complex and serialized storytelling, making TV series a popular and influential form of entertainment.