

CHAPTER I

INTRODUCTION

A. Background of Study

Language plays an important role in human communication (Nasution & Tambunan, 2022). In a variety of social situations, people use language to communicate their thoughts, feelings, views, intentions, and information. But communication is more than just exchanging words and sentences. Speakers frequently convey meanings indirectly, allowing listeners to decipher meanings that go beyond the exact expressions. Thus, a key component of linguistic studies is to comprehend the delivery and interpretation of meaning.

Pragmatics is one area of linguistics that examines meaning in context. The study of pragmatics focuses on how speakers utilize language and how listeners deduce intended meanings from context. It looks at the speaker's intentions in addition to what they say. Therefore, in order to comprehend suggested meanings in communication, pragmatic analysis is crucial (Chandra et al., 2023.)

Grice's concept of conversational implicature is one of the most significant theories in pragmatics. In order to develop mutual comprehension, Grice argues that effective communication demands cooperation between speakers and listeners. The four conversational maxims of the Cooperative Principle—Quality, Quantity, Relation, and

Manner—reflect this cooperation. The maxim of Quality requires speakers to be truthful, the maxim of Quantity requires them to provide sufficient information, the maxim of Relation requires them to be relevant, and the maxim of Manner requires them to be clear and orderly. When these maxims are observed, communication becomes more effective and meaningful. Speakers can, however, purposefully violate these maxims in order to express meanings that go beyond the literal understanding of their words. Conversational implicatures are often created by such non-observance, requiring listeners to deduce the speaker's intended meaning from the context (Nordquist, 2025).

In Islam, communication is encouraged to be truthful, clear, and beneficial. Allah SWT states in Surah Al-Ahzab verse 70:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا ﴿٧٠﴾

The verse emphasizes the significance of responsibility, honesty, and clarity in communication. Since people's language reflects their attitudes and moral ideals toward others, speaking ethics is crucial to developing meaningful communication. Speaking positively, refraining from hurting others, and using language sensibly are all encouraged by ethical communication. According to Febrina and Sarwadi (2025), as language has the ability to influence, affect, and form social interactions, ethical speaking practices should go hand in hand with effective communication. As a result, people are urged to talk positively or to keep quiet when their remarks could hurt other people.

Speakers do not always follow Grice's conversational maxims, despite the significance of honest and cooperative communication. People may purposefully break or disregard conversational maxims in daily interactions for a variety of reasons, including avoiding direct responses, hiding facts, expressing emotions, making jokes, being courteous, or influencing others. Conversational implicatures, in which the intended meaning deviates from the literal meaning of the speech, are frequently the result of such non-observance. As a result, the study of maxim violations is crucial because it sheds light on the intentions of speakers and the underlying meanings that are communicated.

Literary works, films, television shows, and other mediums all exhibit the phenomenon of maxim violations. *Hannibal* is one TV show that offers excellent illustrations of indirect communication. Through intricate and psychologically nuanced dialogue, the series depicts the intricate relationships between Hannibal Lecter and other individuals. Hannibal Lecter is described as a clever, cunning person who often uses indirect communication. He frequently uses vagueness, topic shifts, evasive responses, and misleading statements instead of clearly stating his goals. Because of this, his statements often have underlying meanings that the audience and the story's characters must understand. Because of these qualities, *Hannibal* is a suitable subject for pragmatic study, especially when it comes to Grice's Cooperative Principle.

Several previous studies have investigated the violation and flouting of Gricean maxims in different contexts. Gricean maxims have been violated and disregarded in many circumstances, according to a number of previous studies. In 2025, Nadeem et al., carried out a paper titled "A Pragmatic Analysis of the Flouting of Gricean Maxims in The Dear Departed by Stanley Houghton." According to the study, the most often disregarded maxim was "quality," and the characters' depictions of hypocrisy, greed, and social friction were influenced by the disregard for maxims. "The Violation of Maxims and the Conversational Implicature in the Movie Entitled Hichki 2018," another study by Efendi et al., (2023), examined conversational implicatures and maxim violations in a film setting. The results showed that by implying meanings in the dialogue, maxim violations helped to the story's dramatic development. Additionally, Abbas Ohmayed (2024) investigated the violation of Gricean maxims in broadcast conversational exchanges and discovered that, depending on the nature of the interaction and the communicative goals of the speakers, all four maxims were violated.

Previous studies have looked at Grice's maxims in a variety of settings, such as books, movies, and broadcast interviews. However, there is still a lack of research on psychological thriller TV shows, especially those that focus on deceptive and indirect communication. Furthermore, previous studies have mostly examined dialogues involving several characters, while the communication tactics of a single character have

received less attention. To provide a more thorough understanding of Hannibal Lecter's conversational techniques and the underlying meanings they transmit, this study examines the violations of Grice's maxims used in Hannibal.

B. Definition of Key Terms

1. **Cooperative Principle.** The Cooperative Principle explains how people achieve good conversational communication in everyday social situations—that is, how speakers and listeners collaborate and freely accept being understood in a specific way. In this study, the Cooperative Principle serves as the theoretical framework for analyzing Hannibal Lecter's utterances.
2. **Grice Conversational Maxims.** Maxims are principles that speakers and listeners must follow to ensure effective communication. Grice organizes the cooperation principle into four maxims: quantity, quality, relevance, and manner.
3. **Violation of Grice Maxims.** One of non-observance of the maxim occurs when the participants in a discussion fail to fulfill Grice's conversational maxim. Grice proposed four situations in which speakers fail to comply with the maxims. In this study, maxim violation refers to Hannibal Lecter's utterances that violate the maxims of Quantity, Quality, Relation, or Manner.

4. **Conversational Implicature.** A conversational implicature is an implied meaning in conversation that goes beyond the literal words spoken. It was first introduced by philosopher H. P. Grice and calls on the listener to deduce the speaker's true intentions by using context and common prior knowledge. In this study, conversational implicature is analyzed to explain the meanings conveyed through the non-observance of Grice's conversational maxims.
5. ***Hannibal* TV Series.** Bryan Fuller's "Hannibal" television series, which ran from 2013 to 2015, is a psychological thriller about the complex connection between FBI profiler Will Graham and cannibalistic psychiatrist Dr. Hannibal Lecter. The series is known for its clever use of language, which includes many idioms that enhance the dialogue and narrative. In this study, Hannibal Lecter's utterances serve as the primary source of data for analyzing the non-observance of Grice's conversational maxims.

C. Research Questions

1. What types of Grice's maxim violations are used by Hannibal Lecter in *Hannibal*?
2. What implied meanings are conveyed through those violations?

D. Objectives of Study

1. To analyze the different manners that Hannibal Lecter in Hannibal violates Grice's maxim.
2. To further explain the meanings that those violations imply.

E. Significance of Study

1. For students, this study is expected to help students better understand maxim violations and implied meanings in communication.
2. For English learners, this study is expected to improve learners' pragmatic competence in interpreting indirect meanings in English conversations.
3. For lecturers, this study is expected to serve as an additional reference for teaching pragmatics and conversational implicature.
4. For future researchers, this study is expected to provide references for future studies on pragmatics, Grice's Cooperative Principle, and media discourse analysis.

CHAPTER II

THEORETICAL REVIEW

A. Linguistics

The scientific study of language, or linguistics, looks at language from a variety of angles, including its use, structure, cognitive processes, social roles, and cultural importance. Cavallaro (2023) states that linguistics studies the structure of language, its usage in communication, the differences and similarities between languages, and the ways in which language functions as a social and cognitive phenomena. Linguistic studies also examine how language connects to society, identity, power, and communication in a variety of circumstances because language is essential to human interaction.

Linguistics is an interdisciplinary field that makes contributions to many other fields, including criminology, psychology, sociology, communication studies, and artificial intelligence (Cavallaro, 2023). Linguists examine various facets of language through a number of fields, such as phonetics, phonology, morphology, syntax, semantics, and pragmatics, in order to fully comprehend language. From speech sounds and grammatical structure to meaning and language use in context, each branch focuses on a different aspect of language.

Among such areas, pragmatics is especially relevant to the current research since it looks at how speakers express meaning in ways other than

through literal word interpretation. Pragmatics examines how context, speaker intention, and listener interpretation affect communication, in contrast to semantics, which concentrates on conventional meaning. The theoretical foundations of this study are mostly found in the discipline of pragmatics since it examines how Grice's conversational maxims are not followed in the Hannibal Season 1 dialogues.

B. Pragmatics

Pragmatics is a discipline of linguistics that investigates meaning in relation to context. Unlike semantics, which focuses on the literal meaning of words and phrases, pragmatics investigates how speakers convey intended meanings and how listeners interpret those meanings depending on contextual circumstances. Yule (1996) defines pragmatics as the study of contextual meaning, speaker meaning, and how more information is communicated than is explicitly expressed. Similarly, Leech (1983) notes that an utterance cannot be fully understood unless it is considered in its context, defining pragmatics as the study of meaning in relation to speech contexts. Thus, pragmatics provides the theoretical foundation for studying conversational meaning, including implicit meanings deriving from transgressions of Grice's conversational maxims.

Numerous facets of language studies are covered by pragmatics. These include deixis, speech act theory, conversational implicature, conversational maxims, relevance, presupposition, applied pragmatics, and general

pragmatics, as outlined in the article by Abdulghani & Abdullahi (2021). Because they explain how speakers convey meanings beyond the literal interpretation of their utterances, conversational implicature and conversational maxims are two of these topics that are directly relevant to this subject.

Pragmatics offers the theoretical framework for examining how inferred meanings are produced through conversational exchanges since this study looks into transgressions of Grice's maxims in the television show *Hannibal*.

C. Cooperative Principle

The Cooperative Principle, first out by H. P. Grice in 1975, is one of the most important theories in pragmatics. According to Grice, effective communication is predicated on the idea that listeners and speakers collaborate during a discourse. According to him, participants should tailor their conversational contributions to the direction and goal of the exchange (O. R. E. Musa et al., 2022).

Grice offers four conversational maxims—the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner—to explain how people collaborate during a discussion. These maxims serve as rules that help speakers communicate clearly and assist listeners in understanding what they are saying. Speakers don't always follow these guidelines, though. Sometimes they deliberately break them in order to hide

information, trick people, or accomplish certain communication goals.
(Yuldosheva, 2025)

1. Maxim of Quantity

The Maxim of Quantity concerns the amount of information provided in conversation. According to Grice, speakers should make their contribution as informative as required for the purpose of the conversation but should not provide more information than necessary. In other words, speakers are expected to provide sufficient information without being either too brief or excessively detailed. Providing too little information may leave the hearer confused, while giving unnecessary details may reduce conversational efficiency.

2. Maxim of Quality

The Maxim of Quality concerns truthfulness. As stated by Grice, speakers should refrain from saying things they don't have sufficient proof for or that they think are untrue. According to this principle, when communicating, speakers must give accurate and trustworthy information. In order for listeners to trust the information being presented, a speaker's contribution must be honest and supported by enough proof.

3. Maxim of Relation

The Maxim of Relation (or Relevance) requires speakers to make contributions that are relevant to the topic of conversation. Utterances

should be connected to the current context and communicative purpose. Relevant responses enable conversations to proceed coherently and help participants understand one another effectively.

4. Maxim of Manner

The Maxim of Manner concerns the clarity of expression rather than the content of what is said. Speakers should avoid ambiguity, avoid obscurity, be brief, and be orderly in presenting information. This maxim encourages speakers to communicate clearly and systematically so that hearers can easily understand the intended message without confusion. (Goni et al., 2022)

As a result, the primary theory employed in this study to find and examine maxim violations in Hannibal Lecter's talks is Grice's Cooperative Principle.

D. Violation of Maxims

When a speaker purposefully disregards a conversational maxim in a way that could mislead or deceive the hearer, this is considered a breach. A violation is typically meant to hide information or keep the hearer from understanding the speaker's true intention, in contrast to flouting, where the speaker openly violates a maxim to urge the hearer to deduce an additional meaning (Abbas Ohmayed, 2024).

A speaker who gives too little or too much information may be in violation of the quantity maxim. Example if A asked “Where is the

linguistics professor's office?" and B answered with "Somewhere in this building." When B deliberately didn't specify the exact information despite the knowledge of it marked it as violation of the quantity maxim (Zufferey & Moeschler, 2026.)

When a speaker purposefully makes a false assertion or fails to provide supporting proof, they may be in violation of the quality maxim. When a speaker avoids explicitly answering a question by providing an irrelevant response, they are in violation of the relation maxim. On the other hand, when a speaker purposefully employs ambiguous, unclear, or vague language that makes the statement hard to grasp, they are in violation of the maxim of manner (Potts & Ling, 2022.)

When conversing with other characters in the television series *Hannibal*, the main character regularly employs vague, deceitful, and oblique language. Thus, examining the violations of Grice's maxims reveals how Hannibal communicates inferred meanings, manipulates talks, and hides information.

E. Conversational Implicature

Conversational implicature is an implicit meaning that is deduced by the person listening through logical reasoning and contextual interpretation but is not stated expressly in an utterance. Speakers frequently convey meanings that go beyond the literal interpretation of their words, and listeners might deduce these intended meanings by presuming that speakers are adhering to the Cooperative Principle (Goni et al., 2022).

According to Grice, three primary factors are taken into account when deriving conversational implicatures: (1) the conventional or literal meaning of the utterance; (2) contextual information or shared background knowledge between the speaker and the hearer; and (3) the presumption that the speaker is adhering to the Cooperative Principle and its conversational maxims. These components allow the listener to deduce the speaker's intended meaning beyond what is (Abdulghani & Abdullahi, 2021).

Conversational implicatures have distinctive characteristics. The principle of quantity is demonstrated by the fact that they can be cancelled without contradiction. For example, the sentence "Bruno has three cars, even four counting this one" suggests that Bruno has precisely three cars; however, this implication can be disregarded in the second part. Furthermore, conversational implicatures cannot be rephrased without eliciting the same meanings because they are non-detachable. For instance, the literal equivalent "Emma changes her opinions depending on who she speaks to" and the metaphor "Emma cannot be trusted" both imply the same idea. (Zufferey & Moeschler, 2026)

Besides that, Grice makes a distinction between particularized and generalized conversational implicatures. The latter results from certain statements made in specific contexts, which might cause various implicatures depending on the circumstances. For example, depending on the context, the phrase "It's four o'clock" might mean multiple things, like

"We're going to be late for the seminar," "We still have time for coffee," or "Let's pick up the children from school."

On the other hand, unless there are exceptional circumstances, such as in the case of "Louise met a man at the theater," where the implicature that the man is not her husband usually applies and violates the maxim of quantity because it is under informative, generalized implicatures are consistently inferred from utterances. Grice classifies it as a generic implicature because of this default use. (Zufferey & Moeschler, 2026)

Analysis of conversation also encompasses non-verbal communication such as gestures and body language. Grice's principles ensure that effective communication aligns with specific maxims: Quality (truthfulness), Quantity (sufficient detail), Relevance (pertinent information), and Manner (clarity and order). Understanding these principles allows one to interpret a speaker's intentions more accurately by assessing their adherence to Grice's maxims (R. E. I. Musa & Mohammed, 2022.).

F. *Hannibal* TV Series

Hannibal is an American psychological thriller television series developed by Bryan Fuller for NBC. The show, which is based on Thomas Harris's novels, focuses on the developing bond between forensic psychiatrist Dr. Hannibal Lecter and FBI criminal profiler Will Graham. Although Lecter is publicly recognized as an accomplished psychiatrist, he is secretly the

Chesapeake Ripper, a serial killer who manipulates those around him while concealing his true identity (Hannibal Wiki, 2021).

The central figure of the story is Will Graham, who can reconstruct murders from the perspectives of serial killers thanks to his extraordinary capacity for empathy. Will experiences extreme psychological stress as a result of this exceptional empathy, even when it helps the FBI solve murder cases. Jack Crawford, the head of the FBI Behavioral Science Unit, appoints Dr. Hannibal Lecter as Will's psychiatrist to help him manage his mental illness. Unbeknownst to Will and the FBI, Lecter takes advantage of their professional relationship to psychologically control Will while carrying out his own illegal actions.

This series consists of three seasons. Season 1, which premiered on April 4, 2013, consists of thirteen episodes and establishes the psychological conflict between Will Graham and Hannibal Lecter. Throughout the season, Hannibal purposefully uses well-crafted dialogue to trick, mislead, and manipulate Will. The series is especially well-suited for pragmatic analysis, especially in the context of Grice's Cooperative Principle, since these encounters commonly entail deceptive communication, hidden intents, and indirect meanings.

The analysis in this study is limited to only Hannibal Lecter's statements that violate Grice's conversational maxims and is solely focused on Season 1 of Hannibal. These statements are analyzed to determine the kinds of maxim

breaches and to decipher the conversational implicatures created by Hannibal's deliberate deceit and manipulation.

G. Review of Previous Study

Several previous studies have discussed Grice's Cooperative Principle, particularly maxim violations, maxim flouting, and conversational implicature in different discourse contexts.

The first previous study was conducted by Nadeem et al., (2025) entitled A Pragmatic Analysis of the Flouting of Gricean Maxims in *The Dear Departed* by Stanley Houghton. The goal of the study was to pinpoint and examine how Stanley Houghton's one-act play's dialogue violated Grice's conversational maxims. Using a qualitative analytical method, the researchers examined sixteen chosen statements that violated maxims. The results showed that the most commonly flouted maxim was the Maxim of Quality, which was followed by the Maxim of Manner, Relation, and Quantity. The researchers came to the conclusion that the characters' disregard for maxims served as a dramatic device to expose their avarice, hypocrisy, emotional instability, and moral dilemmas while creating conversational implicatures. This research uses Grice's Cooperative Principle and a qualitative methodology to examine conversational data, just like the current study. However, Nadeem et al. looked into maxim flouting in a literary play with several characters, in contrast to the

current study, which concentrates on the transgressions of Grice's maxims utilized by Hannibal Lecter in the television series *Hannibal*.

The next study, *The Violation of Maxims and the Conversational Implicature in the Movie Entitled Hichki 2018*, was carried out by Efendi et al., (2023). The purpose of this qualitative study was to identify conversational maxim violations and investigate how these violations resulted in conversational implicatures in the movie *Hichki*. The data consisted of utterances gathered from the movie script and subtitles. The results revealed that twenty-seven utterances contained maxim violations, with the Maxim of Manner being the most frequently violated, followed by the Maxim of Quantity and Relation. The researcher also found several conversational implicatures that occurred independently of maxim violations. The study came to the conclusion that by using language to convey inferred meanings, maxim violations enhanced the film's emotional effect. By using Grice's theory to examine maxim violations and conversational implicatures through qualitative content analysis, this study and the current research are similar. However, because the current study concentrates on Hannibal Lecter's communication in a psychological thriller television series rather than an inspirational drama film, the goal of analysis is different.

The third study was conducted by Abbas Ohmayerd (2024) entitled *A Pragmatic Analysis of Flouting Gricean Maxims in Televised Conversational Interaction*. The study's objective was to look into how journalists, Joe Biden,

and Bashar Assad violated Grice's conversational maxims during broadcast political interviews. The researcher examined conversational excerpts using a qualitative method to ascertain which maxims were broken and whether this phenomena was common in other cultures. The study found that maxim flouting is a cross-cultural pragmatic phenomenon because the results showed that all four conversational maxims were disregarded based on the communicative goals of the speakers. This study, like the current one, uses qualitative analysis to analyze conversational data and Grice's Cooperative Principle as its theoretical foundation. However, whereas the current study examines fictitious dialogue and highlights the communication strategy of a particular fictional character, the previous study concentrated on real political interviews and cross-cultural communication.

It is evident from the aforementioned earlier research that Grice's Cooperative Principle has been studied in a variety of settings, such as books, movies, and political interviews on television. Nevertheless, there are still few studies looking at how Grice's principles are violated in psychological thriller TV shows. Additionally, the present study focuses on Hannibal Lecter as the major subject of analysis, whereas other studies typically examined interactions involving numerous individuals. This study is anticipated to offer a deeper understanding of how maxim violations are used to transmit inferred meanings in psychological thriller discourse by focusing on a single character whose communication is marked by manipulation, ambiguity, and indirectness.