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Original Research Paper

CREATING HUMOUR IN CARICATURE BY CONTRAVENTION OF THE COOPERATIVE PRINCIPLES IN THE ADVENTURES OF TINTIN

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Abstract

The paper shows how the four essential cooperative principles of Grice, are violated in Herge's comic series 'The Adventures of Tintin' to create humour. The research is qualitative in nature and has been conducted on five comics, chosen strategically out of twenty-four. The general objective of this research is to investigate if humour is created by these contraventions in the comics. The specific objectives address the violations and if the protagonist violates these principles less than the supporting characters to be recognized as an idol. Data for this research has been collected by close reading and observation of the contraventions and the generated forms of humour such as wit, pun, irony, satire etc. The result shows that all the major characters in the five comics violate Grice's Cooperative maxims. Often one single utterance creates multiple violations of the maxims. Being the protagonist, Tintin significantly violates the maxims less than the supporting characters present in the comic.

Keywords: Humour, contravention, cooperative principles, maxims, comics

1. Introduction

Language has many purposes. Language, in a broad sense, serves as a tool for conveying and communicating the thoughts, feelings, and attitudes of interactants, which is necessary for the establishment and maintenance of our social connections (Leech, 1983; Brown & Levinson, 1987). Participants' capacity to work together to achieve a common goal is essential to the success of any interaction. Therefore, Grice (1975) proposes four conversational maxims to be maintained by the speakers in order to guarantee a successful communication. These maxims can be found in his Cooperative Principle (CP).

The assumption that Grice makes about the cooperative principle in this context is that people will collaborate with one another when they are communicating with one another for the sake of effective communication. According to Grice (1975), people do not obey the maxims and actively breach one of them in order to transmit additional and extra meanings.

Several researchers, like Hunter (1983), Yamaguchi (1988), Dolitsky (1992), Taberski (1998), Al Kayed (2019), and Al-Zubeiry (2020), have investigated the problem of how these violations have been utilized to generate humor in a variety of comedy shows or comic books. In order to elicit laughter and entertainment, a comedian will purposefully create implausibilities by disobeying or ignoring one of the maxims. However, this particular research is only limited to five books of the series of comics though it has twenty-four books.

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2. Objectives

The general objective of the paper was to understand whether humour in 'The Adventures of Tintin' is created through contravention of the Gricean Maxims.

The specific objectives were

(i) to measure how the comic violates the four cooperative maxims to create humour; and
(ii) to determine whether the violations were committed more by the supporting characters than by the protagonist.

3. Theoretical Framework

3.1. Cooperative Principle

Grice (1975) believes that when people engage in a conversation, they use the Cooperative Principle (CP) to successfully conserve. He says, "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." (Grice, 1975, p. 45).

3.2. Maxims of Grice

Jenny Thomas (1995:63) summarizes Grice's maxims (quality, quantity, relation, and manner) in Meaning in Interaction as follows:

a. **Maxims of Quantity:** According to this maxim, the speaker must make his/her contribution as informative as is required for the current purposes of the exchange, and not more informative than is required.

b. **Maxims of Quality:** The speaker should not say anything that he or she believes to be false or anything that lacks sufficient evidence.

c. **Maxim of Relation:** The speaker's speech must be relevant. He should always speak about something which is being discussed then.

d. **Maxims of Manner:** This maxim needs the speaker to keep the following points in mind: avoiding obscurity of expression, avoiding ambiguity and maintaining order.

3.3. Violating a Maxim

A violation occurs when a speaker collapses to follow a conversational maxim in order to purposely generate deceptive implicature in a dialogue (Thomas, 1995).

3.4. Various Humour in Discourse

Humour, according to Audrieth (1998), is anything designed to make others laugh.The current study focuses on linguistic humor that causes people to laugh reflexively.The irony, satire, pun, wit, according to Dynel, are "the most prominent categories of humour, and so they recur most frequently in the current literature on the (pragma) languages of humour" (Dynel, 2011: 7). These forms of humour are briefly discussed here.

The term "irony" means "a dissembler" (Abrams, 1999: 134). The difference between what is stated and what is intended is defined as irony (Simpson, 2004: 46). Furthermore, sarcasm is a type of linguistic irony that expresses mockery (Joshi et al, 2016: 123). The literary art of diminishing or derogating a subject by rendering it absurd and arousing attitudes of pleasure, disdain, scorn, or anger toward it is characterized as satire (Abrams, 1999: 275).

Cuddon (2013: 573) defines a pun as "a figure of speech including a play on words." It is recognized as one of the initial forms of wordplay. Pun was popular in many literary works and provides a world-wide type of comedy. Wit is primarily a type of linguistic humour that creates a surprise of comedic amazement by departing from the anticipated and unpredicted (Abrams, 1999: 330).

The conceptual framework shown below further clarifies the research more clearly:

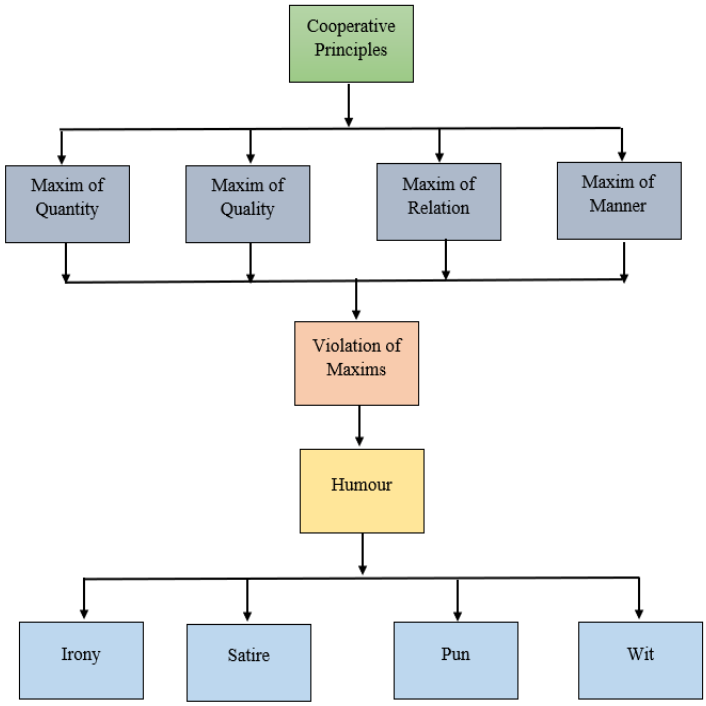


Figure 1. Conceptual Framework

4. Literature Review

A significant amount of research addressed the subject of violating Gricean maxims in order to produce humour. Taberski (1998), for example, investigated and evaluated an American comedy show Friends in regard to Gricean maxims. This research focuses on a qualitative approach. During the data analysis, the investigator found maxim flouting and classified it by number and type.

Retno conducted another study that examined the situation of the comedy Friends (2006). The research looks at the different sorts of humour that emerged in the comedy series Friends, as well as an episode of The One with That Could Have Been and its relationship to Grice's Maxims. It is carried out in order to determine the sorts of humour that exist in this episode and to determine if those humours confirm or deny Grice's Maxims as the conventional conversational standards.

Hu (2012) investigated the cooperation principle and the relevance theory in regard to verbal humour in the comedy show called Big Bang Theory. According to the results of the study, comedy is produced when all or some of the four cooperative maxims are disobeyed or flouted.

There is an interest in studying cartoons from a pragmatic standpoint. Using Grice's conversational implicature, Olowolayemo (2013) investigates the authenticity of nine cartoons from the Punch newspaper. According to the study, there are instances where Grice's maxims were observed, flouted, violated, and suspended.

Gultom (2013) investigates the violation of the cooperative principle in a cartoon in Komapas, an Indonesian daily over the period between January to April 2015. The study was conducted via descriptive qualitative method. The research examines 68 cartoons using Grice's implicature theory. According to the study's findings, 12 cartoons violate the quality maxim, 25 cartoons violate the quantity maxim, 15 cartoons violate the manner maxim, 7 cartoons violate the relevance maxim, and 1 animation does not violate any maxim. Similarly, Riyadh Ibrahim (2014) employs Grices' conversational implicature to conduct a socio-pragmatic study of cartoons in Iraqi media. This study

indicates that all cartoons breach the quality standard in order to convey political and social themes to the readers.

Furthermore, Wellman Kondowe (2014) undertakes a study in which he analyzes twenty political cartoons from the Malay newspaper The Nation. To evaluate the data, the researcher employs Grice's Conversational Implicature. The investigation focuses on the two caricatures' verbal and nonverbal actions CI has been used systematically to uncover possible interpretations readers might imply in the cartoon discourse by utilizing linguistic and non-linguistic factors presented in the captions. According to the findings of the investigation, Malawi cartoonists frequently disobey, suspend, and opt out of conversational maxims.

As a result, the majority of the studies focused on the humour impact and its relationship to flouting and violating Gricean maxims. Nonetheless, the current study seeks to elucidate other aspects that contribute to the generation of funny implicatures in Herge's comic series The Adventure of Tintin.

So far, many studies have been conducted on the Adventures of Tintin but the perspective of Grice's Cooperative Maxims has not been attempted yet. Likewise, many types of research have been conducted on Grice's cooperative maxims' application in real-life situations, and TV shows but the relationship between the humour of discourse and the violation of the maxims has been overlooked in the comic 'The Adventure of Tintin'. Hence the present study can be considered an original one based on the given context.

5. Research Methodology

The research adopts a qualitative method for which the researcher focuses on gathering information through open-ended and conversational communication. Observation and Document analysis have been used as research instruments. The researcher observes the violation of the cooperative principles in the conversations of the characters, in the books of The Adventure of Tintin. The comics have been used as the primary materials and various research papers have been used as a secondary source of the data.

To get the primary data, the researcher used close reading and observations. The secondary data have been used to understand the underlying meaning behind the violations happened in the primary data. Among the twenty-four comics the researcher chose five books to conduct the study. These five books have been chosen through strategic sampling process as these introduce all the major characters of the whole series. The list of the chosen books that has been purposefully chosen for qualitative data are shown in the table below.

Table 1. Sample Size

Serial Number	Name of the Comic	Year of Publication
01	Tintin in America	1932
02	Cigars of the Pharaoh	1934
03	The Blue Lotus	1936
04	Prisoners of the Sun	1949
05	The Calculus Affair	1956

6. Findings and Discussion

This section presents the summary of collected data from the five chosen books. To make the paper simple and organized the researcher has taken each book and shown two dimensions of it. These are the contraventions of maxims, and the type of humours created by them.

6.1. Tintin in America (The Adventures of Tintin)

Tintin in America is the third volume of Belgian cartoonist Hergé's comic book series The Adventures of Tintin. Following the success of Tintin in the Congo, Hergé created a story set in the United States in order to express his worries about the persecution of American Indian people by the United States government. (Jean-Marie, 2010)

6.1.1. Contravention of Cooperative Principles in Tintin in America (The Adventures of Tintin)

The table below shows the violation of the maxims by different characters in Tintin in America.

Table 2. Contravention of Cooperative Principles in Tintin in America

Name/ Identity of the Characters	Violation of the Maxim of Quality	Violation of the Maxim of Quantity	Violation of the Maxim of Relation	Violation of the Maxim of Manner
Driver	1			1
Tintin	4			7
Gang member	3		1	
Bobby Smiles	3	1		5
Snowy				4
Buyer 1			1	
Buyer 2			1	
Indian			1	
Cowboy				1
Lost man			1	
Police				1
Chief	1	1		
Mike MacAdam	1	1		
Alcatzer	3	1		1
Gang member 2	1	1		

6.1.2. Creating Humour by Violating the Cooperative Principles in Tintin in America

Table 3. Creating Humour by violating the cooperative maxims in Tintin in America.

Type of Violation	Type of Humour	Number
Quality	Situational Irony	4
	Verbal Irony	7
	Dramatic Irony	6
	Pun	
	Wit	3
	Satire	
Quantity	Situational Irony	2
	Verbal Irony	2
	Dramatic Irony	1
	Pun	
	Wit	
	Satire	1
Relation	Situational Irony	1
	Verbal Irony	
	Dramatic Irony	3
	Pun	
	Wit	
	Satire	2
Manner	Situational Irony	4
	Verbal Irony	4
	Dramatic Irony	2
	Pun	
	Wit	7
	Satire	4

The above table showed what violations have led to what type of humour in *The Adventures of Tintin.*

6.1.3. *Illustrations of Violating the Cooperative Principles in Tintin in America (The Adventures of Tintin)*

Some examples of the violation of the cooperative principles in Tintin in America are shown below.



Figure 2. Examples of the violation of the cooperative principles in Tintin in America

6.2. Cigars of the Pharaoh (The Adventures of Tintin)

Cigars of the Pharaoh is the fourth volume in Belgian cartoonist Hergé's The Adventures of Tintin series of comic albums. Cigars, the sequel to Tintin in America, was a commercial success, and it was published in book form by Casterman shortly after its finish. Hergé maintained The Adventures of Tintin with The Blue Lotus, a story that proceeded from Cigars (Michael, 2001).

6.2.1. Contravention of Cooperative Principles in Cigars of Pharaoh (The Adventures of Tintin)

The table below shows the violation of the maxims by different characters in Cigars of Pharaoh

Table 4. Contravention of Cooperative Principles in Cigars of the Pharaoh

Name/identity of the Characters	Violation of the Maxim of Quality	Violation of the Maxim of Quantity	Violation of the Maxim of Relation	Violation of the Maxim of Manner
Tintin	3			3
Snowy	1			2
Thomson			1	3
Thompson			1	6
Doctor Sarco			5	
Goon	1			
Director	1			
Mr. Zloty		1	2	
Fakir	1			

6.2.2. Creating Humour by Violating the Cooperative Principles in Cigars of Pharaoh (The Adventures of Tintin)

The table below combines these violations and shows what violations have led to what type of humour.

Table 5. Creating Humour by violating the cooperative maxims in Cigars of the Pharaoh

Type of Violation	Type of Humour	Number
Quality	Situational Irony	2
	Verbal Irony	3
	Dramatic Irony	2
	Pun	
	Wit	1
	Satire	1
Quantity	Situational Irony	1
	Verbal Irony	
	Dramatic Irony	
	Pun	
	Wit	
	Satire	
Relation	Situational Irony	6
	Verbal Irony	2
	Dramatic Irony	6
	Pun	
	Wit	
	Satire	2
Manner	Situational Irony	5
	Verbal Irony	6
	Dramatic Irony	4
	Pun	
	Wit	
	Satire	**2**

6.2.3. Illustrations of Violating the Cooperative Principles in Cigars of the Pharaoh (The Adventures of Tintin)

Some examples of the violation of the cooperative principles in the Cigars of the Pharaoh are shown below.

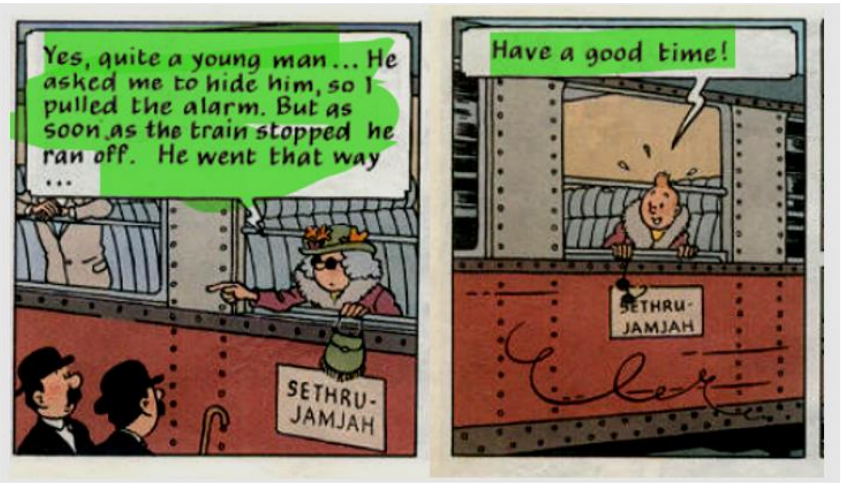


Figure 3. Examples of the violation of the cooperative principles in Cigars of the Pharaoh

6.3. The Blue Lotus (*The Adventures of Tintin*)

The Blue Lotus (French: Le Lotus bleu) is the fifth volume of Belgian cartoonist Hergé's comic book series The Adventures of Tintin. Continuing the premise of the preceding story, Cigars of the

Pharaoh, the story tells of Tintin, a young Belgian reporter, and his dog called Snowy, who are invited to China during the 1931 Japanese invasion, where he unveils the machinations of Japanese agents and uncovers a drug-smuggling organization (Michael, 2001).

6.3.1. Contravention of Cooperative Principles in The Blue Lotus (The Adventures of Tintin)

The table below shows the violation of the maxims by different characters in the Blue Lotus.

Table 6. Contravention of Cooperative Principles in The Blue Lotus

Name/ Identity of the Characters	Violation of the Maxim of Quality	Violation of the Maxim of Quantity	Violation of the Maxim of Relation	Violation of the Maxim of Manner
Tintin	1		7	
Snowy				
Messenger			2	
Gibbons				1
Didi			4	
Mitshuhirato	3			2
Thomson				
Thompson				2

6.3.2. *Creating Humour by Violating the Cooperative Principles in The Blue Lotus (The Adventures of Tintin)*

The table below combines these violations and shows what violations have led to what type of humour.

Table 7. Creating Humour by violating the cooperative maxims in The Blue Lotus

Type of Violation	Type of Humour	Number
Quality	Situational Irony	3
	Verbal Irony	1
	Dramatic Irony	1
	Pun	
	Wit	3
	Satire	
Quantity	Situational Irony	
	Verbal Irony	1
	Dramatic Irony	
	Pun	
	Wit	
	Satire	
Relation	Situational Irony	13
	Verbal Irony	1
	Dramatic Irony	1
	Pun	
	Wit	
	Satire	3
Manner	Situational Irony	3
	Verbal Irony	1
	Dramatic Irony	1
	Pun	
	Wit	
	Satire	1

6.3.3. *Illustrations of Violating the Cooperative Principles in The Blue Lotus (The Adventures of Tintin)*

Some examples of the violation of cooperative principles in The Blue Lotus are shown below:



Figure 4: Examples of the violation of the cooperative principles in The Blue Lotus

6.4. Prisoners of the Sun (The Adventures of Tintin)

Prisoners of the Sun is the fourteenth volume of Belgian cartoonist Hergé's comic book series The Adventures of Tintin. Prisoners of the Sun was a commercial success, and Casterman published it as a book the year after it ended. With Land of Black Gold, Hergé continued The Adventures of Tintin, and the series itself became a defining part of the Franco-Belgian comics tradition (Michael, 2001).

6.4.1. Contravention of Cooperative Principles in Prisoners of the Sun (The Adventures of Tintin)

The table below shows the violation of the maxims by different characters in Prisoners of the Sun.

Table 8. Contravention of Cooperative Principles in Prisoners of the Sun

Name/identity of the Characters	Violation of the Maxim of Quality	Violation of the Maxim of Quantity	Violation of the Maxim of Relation	Violation of the Maxim of Manner
Tintin	3		1	1
Snowy				2
Captain Haddock	2			1
Thomson				
Thompson	1			2
Police	3			
Professor Calculus			3	

6.4.2. Creating Humour by Violating the Cooperative Principles in Prisoners of the Sun (The Adventures of Tintin)

The table below combines these violations and shows what violations have led to what type of humour.

Table 9. Creating Humour by violating the cooperative maxims in Prisoners of the Sun

Type of Violation	Type of Humour	Number
Quality	Situational Irony	
	Verbal Irony	1
	Dramatic Irony	6
	Pun	
	Wit	6
	Satire	2
Quantity	Situational Irony	
	Verbal Irony	
	Dramatic Irony	
	Pun	
	Wit	
	Satire	
Relation	Situational Irony	
	Verbal Irony	
	Dramatic Irony	1
	Pun	
	Wit	
	Satire	

Manner	Situational Irony	
	Verbal Irony	5
	Dramatic Irony	2
	Pun	
	Wit	2
	Satire	2

6.4.3. Illustrations of Violating the Cooperative Principles in Prisoners of the Sun (The Adventures of Tintin)

Some examples of the violation of the cooperative principles in Prisoners of the Sun are shown below.



Figure 5. Examples of the violation of the cooperative principles in Prisoners of the Sun

6.5. The Calculus Affair (The Adventures of Tintin)

The Calculus Affair is the eighteenth volume of Hergé's comic book series The Adventures of Tintin. The plot revolves around the efforts of the teenage reporter Tintin, his dog Snowy, and his buddy Captain Haddock to save Professor Calculus, who has devised a machine capable of demolishing objects with sound waves, from kidnapping attempts by the rival European republics of Borduria and Syldavia (Michael, 2001).

6.5.1. Contravention of Cooperative Principles in The Calculus Affair (The Adventures of Tintin)

The table-10 shows the violation of maxims by different characters in The Calculus Affair.

Table 10. Creating Humour by violating the cooperative maxims in Prisoners of the Sun

Name/identity of the Characters	Violation of the Maxim of Quality	Violation of the Maxim of Quantity	Violation of the Maxim of Relation	Violation of the Maxim of Manner
Tintin				3
Captain Haddock	7		7	2
Jolyon	1	1	1	
Professor Calculus			9	
Thomson				
Thompson			2	1
Man in disguise	4			1
Professor Topolino	2			
Traffic Police				1
Colonel Sponz				4
Bianca			3	

6.5.2. Creating Humour by Violating the Cooperative Principles in The Calculus Affair (The Adventures of Tintin)

The table-11 below combines these violations and shows what violations have led to what type of humour.

Table 11. Creating Humour by violating the cooperative maxims in The Calculus Affair

Type of Violation	Type of Humour	Number
Quality	Situational Irony	2
	Verbal Irony	7
	Dramatic Irony	5
	Pun	1
	Wit	
	Satire	
Quantity	Situational Irony	
	Verbal Irony	
	Dramatic Irony	1
	Pun	
	Wit	
	Satire	
Relation	Situational Irony	2
	Verbal Irony	5
	Dramatic Irony	6
	Pun	
	Wit	
	Satire	3
Manner	Situational Irony	2
	Verbal Irony	6
	Dramatic Irony	4
	Pun	
	Wit	3
	Satire	5

6.5.3. *Illustrations of Violating the Cooperative Principles in The Calculus Affair (The Adventures of Tintin)*

Some examples of the violation of the cooperative principles in The Calculus Affair are shown below.



Figure 6. Examples of the violation of the cooperative principles in The Calculus Affair

7. Conclusion

From the analysis of the previous chapter the researcher finds out that Herge has violates the cooperative principles to create humour. However, it is not the only way humour is produced in comics. Herge uses his drawings to create irony and wit too. Moreover, there are instances too where there are no violations of the maxims, but the actions of the characters create humour. This means one of the ways of creating humour in the comics is the violation of the cooperative maxims which is not the only way. As this research only aims to find out how the violations of the maxims lead to creating humour, the researcher focused on only those parts of humour which were created by the violation of the cooperative principles of Grice. After analyzing the fifteen books, the researcher witnessed a pattern among the characters. Tintin, the protagonist always maintains the maxim of quantity and relation unless he is drugged or drunk by accident which happened only in two of the fifteen books, for a short period of time. Tintin's dog snowy violates the maxim of manner. Another major character,

Captain Haddock always violates these maxims in almost his every dialogue. His ill temper and drinking habit led to violating the maxims of relation and matter the most. Professor calculus who has hearing issue, violates the maxim of relation as he talks presuming what the speaker is saying. The two police brothers Thomson and Thompson break the maximm of manner the most. The villains in the books mostly break the maxim of quality.

When the researcher focused on the humour of the comic series, she discovered that Tintin, the protagonist mostly creates wit but forms of irony are also created. Professor calculus produces dramatic irony the most. The police brothers, Snowy, Captain Haddock create dramatic and situational ironies most. We cannot see any examples of pun in these fifteen books. Maybe as the English version is translated, creating puns was not possible.

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