

CHAPTER 3

RESEARCH DESIGN

3.1 Data Collection

The data in this study were collected from the Thai novel *Behind the Painting* written by Sriburapha and its English version translated by Dr. David Smyth. The novel was chosen because it has been a well-known novel among readers since 1937, the time novel was published, and it also has been continuously reprinted in up to 39 editions which demonstrates its value and popularity. The work has been translated into many foreign languages, for example, English, Japanese, and Chinese and has been made into a film twice, in 1985 and in 2001. It is also a supplementary reading for high school students. Moreover, Thai critics have admired the work for its artistic and the quality of written techniques lying in the characterization, and well-constructed plot, with its subtle ironies, the wonderful settings and the poetic and delicate use of language. And since this novel contains mostly the communication between the leading female character, Kirati and Nopporn, the leading male protagonist reflecting through their conversations and letters, the novel *Behind the Painting* is, therefore, worthy conducting a research from the linguistic aspect of pragmatics.

The novel *Behind the Painting* comprises nineteen chapters narrated by the leading male protagonist named Nopporn in various circumstances and different settings including 1) Chapters one to twelve contain dialogues between Kirati and Nopporn during her visit to Tokyo, Japan. 2) Chapter thirteen reveals a letter that Nopporn sent to Kirati after she leaves to Bangkok, Thailand. 3) Chapter fourteen reveals a letter that Kirati writes back to Nopporn who is studying in Tokyo, Japan. 4) Chapter fifteen shows Nopporn's narration about Kirati's letter informing him Chao Khun's death as well as a congratulating letter from Kirati to Nopporn.

5) Chapter sixteen to nineteen narrates the communication between Kirati and Nopporn after Nopporn goes back to Bangkok, Thailand after he finishes his education and working as an internship in a Japanese bank.

3.2 Theoretical Framework

Conversational implicature in this study is based on Grice's theory of conversational implicature. The term "flouting maxim" was used to refer to a basic aspect of implicit meaning analysis as exemplified in the conversations between the two main protagonists, Kirati and Nopporn, which take place in *Behind the Painting*. The data analysis aimed to find out which maxims of the cooperative principle are flouted during the switching roles as the addresser and the addressee of the two main protagonists, Kirati and Nopporn in the novel and how this flouting of maxims functions in order to understand how misinterpretation occurs.

Speech act theory based on Austin and Searle was also applied to investigate to what extent the perlocutionary acts which are the effects of Kirati's illocutionary forces on Nopporn's perception; for example, warning, pleading, and threatening prevent Nopporn from grasping the true meaning of Kirati's rhetorical style of conveying love and how the messages are conveyed through Kirati's perlocutionary act towards Nopporn.