



An Analysis of Flouting Grice Maxims

In Ellen Degeneres Talk Show: A Pragmatic Study

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Abstract

This study discussed the importance of having good communication skills. The assessment standard refers to Grice's cooperative maxims as the basis for communication in order to achieve the purpose of communication itself. The speaker and the interlocutor must obey the maxims, if not obeyed then what is called a maxim violation occurs. The object of this study is to identify Grice's cooperative maxims flouting in Ellen Talk Show and also analyze how maxims flouting trigger humor in Ellen Talk Show. This study used content analysis which was categorized into descriptive qualitative method. The data were taken by communication between Elias Phoenix and Ellen. The observation of study was taken on YouTube as data collection then identified by using Grice's technique which analyzing maxims flouting into four items such as flouting of quantity, quality, relation and manner maxims. The results of study revealed that there were those all of maxims flouting in communication between Elias Phoenix and Ellen in Ellen Talk Show. The data in total were 47 utterances which were involved quantity maxim was 14 utterances (30%), quality maxim was 9 utterances (19%), relation maxim was 4 utterances (9%) and manner was 20 utterances (42%). The most of maxim flouting was manner maxim, 20 utterances (42%). Therefore, the data was analyzed that referring to how flouting of maxims trigger humor in Ellen Talk Show.

Keywords: *Flouting Grice Maxims, Cooperative principle, Humor, Elias Phoenix, Ellen Talk Show.*

Introduction

Language does not need to be learned by connecting with the society and culture that surrounds it, but separate from all of that. The language that someone has and masters tends to be innate, not something that is learned in society (Halliday, 1975). Language has a close relationship in the communication process. There is no communication event that does not involve language. Communication is essentially the process of conveying a message from the sender to the recipient. Given the fact that in communicating we are faced with a very diverse range of recipients, the success of communication will be determined by how we convey the message.

According to Wu (2019) in the concept of cooperative principles, the speaker and the interlocutor focus on the formation of conversational implicature and the application of cooperative principle is a reference to how there are general principles that regulate communication. It is not uncommon in everyday reality that we find that the communication we do is unsuccessful due to the inaccuracy of the way we communicate.

Communication has various meanings and uses. In its implementation, communication can be used formally and informally. Communication can be delivered directly and indirectly. Communication is divided into types, namely verbal and nonverbal communication. Verbal communication is a form of communication that is carried out orally and in writing. While nonverbal communication is communication that is carried out other than using oral, or can be done using body language, by utilizing body language, facial expressions, intonation and language style. According to Hasibuan et al., (2021), the use of several visual forms in communication can be presented in several forms such as diagrams, tables, charts, matrices, and graphs. One more thing, verbal symbols should not be used in non-verbal communication. One of the media that can be used to communicate is through social media such as YouTube.

Talk show involves direct interaction with the audience or may have more structured segments that focus on entertainment. Talk show can be presented in various forms of media, one of which is via YouTube. The involvement of YouTube as one of the media in communication has an important role in this modern era. As this research study links the analysis of communication on one of the famous program channels and has many benefits for the public, presented on YouTube. As conveyed by Rodriguez and Bravo (2024), the popularity of YouTube includes educational purposes among existing social networks. The uniqueness of YouTube as an information channel lies in its hybrid nature, characterized by the interaction between visual, audio, and narrative elements, which is very interesting for users.

There are several discussions that are outlined in the discussion of the field of linguistics. One of them is implicature. The use of implied meaning in a language is the definition of implicature. Yule (1996) said something similar, cooperation and politeness are two aspects that are needed. Language users who do not apply

cooperative principles will not create good communication (Setyawan & Binawan, 2021). To apply the correct methods in communicating, it is necessary to understand Grice's cooperative rules. The cooperative principle consists of the maxims of quantity, quality, relationship and manner. The realization of each can be interpreted as follows;

The application of quantitative maxim is to convey messages according to needs of the speaker to the recipient. The message content should not be excessive and should not be lacking (Griffith, 2006). Maxim of quality is the accuracy in conveying messages or information or any form in communication between the speaker and the listener or interlocutor (Grice, 2012). Purpose of communication can be achieved if the speaker and the interlocutor have good relevance. (Grice, 2012). The last is the maximum of means. This maxim is broken down into several subpoints such as expression, ambiguity, brevity and order (Griffith, 2006).

Violation of maxims can be done intentionally or out of ignorance or unintentionally. In fact, violation of maxims will be good or bad depending on the speaker's purpose to the recipient in conveying the message. In this study, the violation of maxims committed by these two characters creates humor. Humor is something that is usually associated with smiling or laughing. Theories of humor vary widely, but overall, they all tend to the same intent. Something that is funny, charming, strange, identical to humor, and, finally, stimulates someone to laugh or smile.

According to Hadiati (2018), everyone has a different background and perception of humor, so the things that make people laugh are definitely different. The good or bad of a violated utterance is part of the public assessment of the conversation and this can also be assumptive. In its study, violation of maxims is a pragmatic study. Pragmatics is the science that studies the use of language in communication. What is studied in pragmatics tends to be more about what the speaker means in his speech, not just studying words, phrases, or clauses in a speech. An utterance is not only to be clear but also needs coherence to be able to interpret pragmatic meaning. One utterance may have several pragmatic meanings. This depends on the level of utterance's coherence and the type of context that surrounds it (Pranowo, 2020). The following is an example of an utterance containing implicature.

A: I have not paid my school fee
B: Am I your father?

(Tsojon & Jonah, 2016).

This study includes several previous studies that have similar topics discussed. Based on the classification, it can be seen from the cooperative principle, implicature, and humor.

1. Cooperative principle

This cooperative research of Grice's maxims is exemplified from Arabic political speeches. The maxims explained are utterances in modern standard Arabic. There are ten utterances explained for maxim violations. The context of this violation can be intentional or unintentional. The findings of this study support the universality of Grice's theory. Further research is needed for broader generalizations (Al-qaderi and Alduais, 2019).

2. Implicature

Pradestania et al (2023), the implicature analysis obtained from previous research was the conversation in the Chudori novel. This study used a qualitative descriptive method. The presentation of this research data was in the form of character dialogues in the novel. The results of the findings were that there are 21 general conversation implications and 16 specific conversation implications.

Another one, the use of this impressive study can be applied in everyday communication. The principle used refers to the violation of conversational maxims. The most important thing is context. This study investigates conversational implicature in everyday conversation. This study identifies violations of Grice's conversational maxims. Context is very important for understanding the meaning of conversation. This study analyzed 77 everyday conversations to gain insights. The findings of this study highlight the prevalence of certain conversational implicatures. This study aims to fill the literature gap in conversational implicature research (Rabaab et al., 2022)

3. Humor

Jin & Wang (2012), analysis of verbal humor in Joe Wong's Talk Show. Relevance theory explains the creation of humor in communication. A mutually beneficial cognitive environment is essential for humor to occur. Audience processing efforts enhance humor effects. The gap between relevance expectations stimulates audience amusement.

In a study conducted by Madrid and Gomez (2015) which discusses multimodality, humor and pragmatics. There are two studies, namely research on spoken language in college classes and research on online memes. Both concluded, despite their little attention to nonverbal language analysis, the important role of visual elements in clarifying humor implied messages.

Talk show is an event that is packaged in a light and simple way, namely a chat between guest stars who have inspiring stories with the presenter. The presenter will ask several questions that have been prepared in advance and the guest star will answer the questions. According to Frisby (1997) defined talk shows as a well-liked vehicle for making viewers feel better about themselves, get self-improvement, and feel better about their lives. According to IMDb (2003-2023), Ellen DeGeneres Show, often shortened to the name Ellen, is a television talk show hosted by comedian or actress Ellen DeGeneres which has been broadcast since 2003.

The Ellen DeGeneres Show focuses more on entertainment talk shows with well-known celebrities or previously unknown inspirational figures, such as volunteers, die-hard fans of the program, philanthropists, special talents, or people who are popular on social media for their kindness.

Linking to previous studies above as the gap to current study, the studies involving flouting of maxims mostly takes one character between the host and the guest. The reciprocal communication between the two is the basis of the study meanwhile this current study involves two main characters that are done differently both in place and time with one host. Not only that, this study also takes a humorous character presented by Elias which can automatically be seen how the purpose of flouting maxims in the main character in this study is to create humor.

This study analyzed flouting of Grice's cooperative maxims which related to communication between Elias Phoenix and Ellen in Ellen Talk Show as object of the study. The aims of study are to investigate the flouting of maxims that occur in the stage during show. Another one is to identify the most dominant type of maxim flouting produced between Elias Phoenix and Ellen in Ellen Talk Show. The way of observing was taken by watching their show through YouTube.

Method

This research was interpreted using a qualitative descriptive research method which is specifically a type of content analysis research. The stages of this research started from data collection then analyzing and drawing conclusions. Similar to what was stated by Cohen et al., (2007), researchers must consider the objectives and uniformity. Also added by Narbuko & Achmadi (1997), the descriptive method is a method used as a solution to solving research problems based on the data collected. Content analysis is a research methodology or systematic analysis procedure for text content (words, phrases, statements, communications, documents, etc.).

Qualitative content analysis allowed researchers to understand how to communicate by looking for violations of maxims in delivering speech. There are many types of characters on the Ellen talk show, this study focused on the humorous character, Elias Phoenix as a data source. The sample data used were four different types of videos from Elias Phoenix's presence on Ellen talk show. The duration of the four videos ranges from 5-6 minutes.

The data collection of the study was taken by online observation through YouTube platform. The data form of the study used text conversation. In another word, the most dominant data used verbal communication which were uttered by Elias Phoenix and Ellen in Ellen Talk Show. According to (Ismayani, 2019), limitation of data research is useful so that researchers are not trapped by the amount of data obtained. Several steps are carried out to collect data in this study, they are:

- 1) The theory applied in this study is Grice's theory which focuses on the introduction of cooperative principles as one of the fields of study in pragmatics which also includes the use of maxims carried out by Elias Phoenix and Noah Ritter on the Ellen Talk Show
- 2) The researcher conducted an analysis related to the violated maxims such as; maxims such as quantity, quality, relationship, and manner displayed by Elias Phoenix and Ellen on the Ellen Talk Show
- 3) The researcher identified what types of maxim violations were more dominantly carried out by Elias Phoenix and Ellen on the Ellen Talk Show

Table 1 Data Collection Table in Flouting of Maxims

No	Utterances	Flouting of Maxims			
		1	2	3	4
1	<i>"Do you want an otter or a chicken?"</i>	✓			
2	<i>"He is great producer"</i>		✓		
3	<i>"Guess, what? He lets me have – He lets me play of his fun games"</i>			✓	
4	<i>"Why did the otter cross the road?"</i>				✓

Note:

a. Code/Coding

FM/V1/001: Flouting of Maxim/Video 1/Datum number.

b. Flouting of Maxims

(1). Flouting of Quantity Maxim

(2). Flouting of Quality Maxim

(3). Flouting of Relation Maxim

(4). Flouting of Manner Maxim

The data were analyzed by the researcher, it follows the Grice's theory. This theory is kind of approach to the pragmatic study. Functionally, the pragmatic study focuses on contextual conditions which analyzing the types of maxims and the

explanation why they flout the maxims. The data must answer the categories stated on the purposes of the study. The data were taken by researcher through online observation by YouTube, they were displayed by researcher in form of table and descriptions. The researcher then calculated the percentage of maxims flouting and investigating what types of maxim flouting produced by communicating between Elias Phoenix and Ellen DeGeneres in Ellen Talk Show.

Fusch et al., (2018) stated that there are several types of triangulation, namely data triangulation, investigator triangulation, theory triangulation, and methodological triangulation. In addition, in getting the data trustworthiness, the researcher checked the data that was obtained from the observation to the expert. The researcher first classified the data of the cooperative principle of maxims that are obtained from the observation. The researcher consulted it to the expert of pragmatics study.

Results

The conversation between Elias Phoenix and Ellen DeGeneres in Ellen Talk Show was a fun and lively exchange, especially given the young age of the guests. Their interactions could be analyzed through the lens of Grice's cooperative maxims; Quality, Quantity, Relation, and Manner. When these maxims were flouted, it invited to humorous or unexpected outcomes, which was part of the charm in such settings. These findings were analyzing the categories of maxims flouting and how the flouting of maxims trigger humor in Ellen Talk Show.

Table 2 Findings of Maxims Flouting by Elias and Ellen

No	Flouting of Maxims	Elias & Ellen			
		Video 1	Video 2	Video 3	Video 4
1	Quantity	2	4	4	4
2	Quality	2	5	2	0
3	Relation	2	1	1	0
4	Manner	10	5	5	0
Total		47			

Flouting of Maxims

The data analysis related to flouting of maxims would be identified further below;

Table 3 Frequency of Maxims Flouting by Elias and Ellen

Flouting of Maxims	Token	Percentage
Quantity	14	30%
Quality	9	19%
Relation	4	9%
Manner	20	42%
Total	47	100%

The data shown above, it could be described as overall data that researcher took for analyzing flouting of maxims; quantity, quality, relation, and manner. The utterances' accumulation stated by Elias Phoenix with Ellen were 47 utterances (100%). Therefore, the videos which were analyzed, they were four videos. This study presents one example of each maxim violation committed by Elias and Ellen. This example can provide a deeper understanding through interpretation related to the context of maxim violation to create humor. Dominantly, Elias Phoenix with Ellen were 20 utterances of manner maxim flouting (42%). Several factors that cause deviations from the maxim of manner in talk shows can occur due to many things, including politeness in speaking to older people, the atmosphere, time and place when the conversation takes place can also cause deviations from the maxim of manner. Here was following the break down analysis based on the category of maxims flouting and how flouting of maxims trigger humor in Ellen Talk Show.

Flouting of Quantity Maxim***Context:***

The arrival of Elias Phoenix in the invitation event hosted by Ellen as a famous host in the Ellen Talk Show was not for the first time but the third time. Ellen was very enthusiastic about the arrival of Elias Phoenix and was ready to give interesting questions and invite laughter from the audience as Elias Phoenix's reaction and character are humorous. Ellen asked about Elias' age when he came for the third time.

Data 1. Ellen: "You had a birthday since you have been here. You are eight years old now, right?"

Elias: "I know, eight. And I do not even feel one-bit different Like, no, like, I still feel like I am seven but when I was six going to seven, I felt like, Oh my-gosh, I do not feel one bit different. No, I had felt different when I was six turning to seven, I meant. I was talking about when I turned seven to eight, I did not feel one bit different"

Analysis:

Remembering that the last time Elias Phoenix came to Ellen Talk Show was when he had passed his birthday. Ellen was interested in asking about Elias's increasing age and tried to guess his age. Ellen guessed Elias' age was 8 years old by asking a confirmation question whether her guess was correct. A quantity violation occurred by looking at Elias' answer that he gave too much information than needed. Elias' response to Ellen's question seemed more like giving certainty about his age that he was aware that he was 8 years old. Not only that, Elias even told his feelings when he got older from the age of 6 to 8 years that there was no change at all it felt the same but he corrected his words when he got older from 6 to 7 years old, he felt there was a difference but not when he got older from 7 to 8 years old.

Humor:

The context of the conversation above led to Ellen's curiosity regarding Elias Phoenix's age which she knew that had increased when she came back to Ellen Talk Show. Elias' reaction is humorous, namely Elias' answer is more about his awareness of his increasing age and the excessive information he told when he had changed his age from 6 to 8 years old.

Flouting of Quality Maxim

Context:

The performance that Ellen displays every time she fills her show with various invited guests steals the attention of Elias Phoenix. Until the time came for Elias to have the opportunity to come to her show, he asked about Ellen's appearance, one of which was her hairstyle. Ellen's appearance made Elias very impressed with her as Ellen's style which has short and neat hair made Elias' curiosity arise whether Ellen uses Gel on her hair or not.

Data 2. Elias; "Hey, be just the way you are. Do not put on any hair gel"

Ellen: "Okay, Well, It's too late for that now"

Analysis:

As Elias' question to Ellen from his curiosity related to Ellen's neat and cool hairstyle began with his statement that Elias assumed Ellen's hair must have used Gel so he told Ellen to just be herself by not using Gel on her hair. Elias phoenix's fallacy of assumption clearly includes this as a violation of the maxim of quality. Elias did not provide the truth of this information accurately and precisely. Elias stated it to be believed to be true. There is no valid truth by connecting using gel on hair is not being yourself. Elias Phoenix's intention is to ask Ellen not to imitate others to use Gel on her hair. However, Gel is indeed useful for making hair strong, neat, and looks cool because by using Gel, hair can be shaped as desired. Ellen's response to Elias' statement also gives the meaning that Ellen has already used Gel on her hair.

Humor:

The humor highlighted in the conversation above was based on Elias' fallacy in thinking, namely linking the use of gel on hair with being yourself. Basically, gel is indeed made based on its use on hair. Ellen's response to Elias' suggestion was not taken seriously with saying that Elias was too late to tell her.

Flouting of Relation Maxim**Context:**

Elias Phoenix's first appearance on the Ellen Talk Show was a memorable and enjoyable one for both of them, especially for Elias, so they both gave each other compliments.

Data 3. Ellen: "That's a great outfit"

Elias: "You are beautiful person"

Ellen: "Hu he eh thank you so much you are beautiful person, love your hair"

Analysis:

The difference in the way of complimenting between Elias and Ellen indicates the formation of a violation of the maxim of relation. As Ellen's feelings of happiness and admiration for Elias Phoenix, made Ellen compliment Elias' outfit. Although the direction is the same to compliment, Elias' response is different from Ellen. Elias compliments Ellen's beauty. This is categorized as a violation of the maxim of relation because both of them compliment two different, irrelevant things. Furthermore, Ellen adds compliments to Elias for his hair too. From the meaning of the conversation, there is an implied meaning that Elias prefers Ellen's beauty to her outfit or in other words, Ellen only gives compliments to Elias' outfit.

Humor:

The humor was produced in the conversation above, the difference in the objects of the compliments that they expressed to each other. The irrelevance of the object that was being complimented gave a different and limited meaning as if it was focused on the object being complimented only not as a whole, and also created an indirect opposite meaning. The humor was created when Elias complimented Ellen's beauty and Ellen added her compliment to Elias, namely his hair.

Flouting of Manner Maxim

Context:

The excitement of the conversation between Ellen and Elias cannot be separated from the discussion of his brother. Elias Phoenix has a close brother who is always loyal to him. Wherever Elias goes, his brother goes with him. Ellen brought it to the forum related to his brother with the aim of surprising Elias because Ellen knew that Elias Phoenix was very close to his brother. At one time, they did not go together and they met at one place while shopping.

Data 4. Ellen: "Okay. You met him when you were shopping?"

Elias: "Yeah, he is my coin guy"

Ellen: "Uh-huh"

Elias: "He is my coin guy"

Ellen: "He is your coin guy"

Elias: "Do-do-do-do-do-do yeah"

Analysis:

Ellen got information that Elias Phoenix met his brother while shopping. Then Ellen asked Elias about it. Violation of manner maxim occurred when Elias said that his brother was "His coin guy". Elias' statement regarding this was clearly ambiguous and confusing. The naming term was unknown to others as long as Elias did not explain it including Ellen who responded with confusion and gave the response "Uh-huh". Elias stated this twice and when Ellen tried to confirm the naming term that was directed at his brother, Elias' reaction was "Do-do-do-do yeah" with a facial expression that made everyone strange seeing his gesture. He did not explain anything.

Humor:

Humor presented in conversation above, it could be seen by Elias' response that Elias did not give clear information about his brother that Elias called as "coin guy". Reacting as "Do-do-do-do-do-do yeah" was also making humor stronger.

Discussion

Language mastery skills need to be a special concern, especially in countries or individuals who use English as a foreign language, relating to maxim violations, speaking skills play a big role in this context. Speakers and interlocutors are expected to remain synchronous in delivering and receiving conversation messages because misunderstandings are very possible in communication. To avoid this, an understanding of Grice's theory is needed, namely maxims in communication. Having an understanding of maxim violations in communication can make communication more effective regardless of the purpose of the communication. This study emphasizes that the main purpose of speakers and interlocutors in violating maxims on the Ellen talk show is to entertain in addition to many other implied purposes stated on this show.

The failure of the speaker to check at what level a maxim utterance is uttered is a form of maxim violation. The non-compliance that drives someone to intentionally violate a maxim is the understanding of maxim violation. Thus, the principle of cooperation can be obtained by the participants in the conversation (Firda et al., 2021).

Considering the current study, there were previous studies in implicature theme stated by several researchers such as Maya et al (2022), and Pradestania et al (2023), their results of studies highlight conversational implicatures in dialogues and Chudori's novel. The study from Maya revealed 17 utterances of implicature and the study from Pradestania et al reveals 21 general and 16 specials conversational implicatures. Regarding the classifications of maxims flouting as well stated by Yule (2012), the further explanation below;

1. Flouting of Quantity Maxim

The most prominent point in analyzing violations of the maxim of quantity is when the speaker or interlocutor expresses information that is too much or too little than what is needed. This maxim requires a character who can provide sufficient information contribution according to what is needed.

2. Flouting of Quality Maxim

The truth of the information conveyed and not based on assumptions or beliefs to make information or things true is a basic element and a guideline for conversations that achieve good chat quality so that the information conveyed or obtained is certain and true.

3. Flouting of Relation Maxim

As the name suggests, the maxim of relation is the use of conversation that is intended to have relevant meaning so that communication can run one way and

not go out of context. Misuse of irrelevant information contains hidden or intentionally hidden meaning.

4. Flouting of Manner Maxim

Avoiding ambiguous, confusing conversations because they are unclear is a violation of the maxim of manner. The character or speaker must dare to give, state or receive clear information in order to create good communication with an impact on harmonious social relations.

Conclusion

Based on the study, the researcher identified flouting of Grice's cooperative maxim in Ellen Talk Show. The data which were explored, it found the results into different categories. The data result relates to flouting of maxim in Elias Phoenix with Ellen. The accumulation of data produced by Elias Phoenix and Ellen were 47 utterances (100%). The utterances were involved into flouting of quantity maxim, quality maxim, relation maxim and manner maxim.

The results of analysis in flouting of maxims stated by Elias Phoenix with Ellen, flouting of quantity maxim was 14 utterances (30%), flouting of quality maxim was 9 utterances (19%), flouting of relation maxim was 4 utterances (9%) and flouting of manner maxim was 20 utterances (42%). The manner maxim was dominantly flouted in this part. Another analysis, it answered how flouting of maxims can trigger humor in Ellen Talk Show. The maxims flouted by Elias Phoenix with Ellen provided the humor sense. The humor sense was identified from certain sentences were uttered by them.

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