

The analysis of flouting maxim in Good Morning America (GMA) talkshow

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ABSTRACT

The present study is an analysis of the flouting maxim in Good Morning America (GMA) talk show in which Jackie Chan was invited as the guest star. The goals of this research are to find out the performed flouted maxim(s) by the hosts and the guest and to reveal the reason(s) behind the occurrence of the maxim(s). In this study, the researchers employed the qualitative method and data were collected from a video. The transcript text of the utterances between the hosts and Jackie Chan as a guest consisting of flouting maxim was the instrument of this research. Then, to find and analyze the flouting maxim showed in the video, the researchers used Grice's theory, the Cooperative Principles consisting of four maxim types: quality, quantity, relation, and manner. The result showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show. The highest flouting maxims found were flouting the maxim of quantity and manner. Further, the study also revealed the rationales behind maxims flouting which were beneficial to build fun communication and to elaborate more explanations.

Keywords: *Cooperative principles; Flouting maxim; Good Morning America (GMA) talkshow*

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1. Introduction

Language can be used in many forms of people's life, such as in written or spoken forms. According to Ekah and Akpan (2018), language is an essential tool for both written and spoken communication. As human beings, people usually use the spoken form when they want to interact directly with other people to build good communication. However, building good communication is not easy; it needs an equivalent understanding and a higher comprehension of the information given by the speaker or the listener. If the speaker and listener do not have a good comprehension of the information, it will undeniably cause a communication breakdown. Therefore, to avoid the occurrence of communication breakdown, we could apply the cooperative principles introduced by Grice (1975) which was further developed by other prominent linguists (e.g. Leech, 1983; Levinson, 1983; Thomas, 1995; Yule, 1996; Vergis, 2017).

To elaborate his principle, Grice provided four maxims which should not be violated to generate good communication. The first maxim is the maxim of a quantity which primarily deals with how much information we should provide in a conversation. Grice (as cited in Yule, 1996, p. 37) elaborates two points as follows: a) make your contribution as informative as is required (for the current purposes of the exchange), and; b) do not make your contribution more informative than is required. The second maxim is the maxim of quality, which was further elaborated that we "do not say what you[we] believe to be false and do not say that for which you[we] lack adequate evidence" (Thomas, 1995, p. 63).

The third maxim is the maxim of relation which deals with whether the contents are relevant; Yule (1996) further renamed this maxim to be the maxim of relevance. The last maxim is the maxim of manner which deals with the delivery of information. Grice (as cited in Thomas, 1995) elaborated the guidelines that to have good communication, people need to: "a) avoid obscurity of expression; b) avoid ambiguity; c) be brief (avoid unnecessary prolixity), and; d) be orderly (p. 64)".

The rules of cooperative principles usually describe the basic principles of people interacting with others to reach mutual communication. However, as human beings, people will make some misunderstandings during communication due to some factors, such as different cultures, languages, perspectives, and so forth. Flouting is a condition when speakers are unable to apply certain maxims in their conversation and lead to misunderstanding in their conversation (Sembiring & Ghazali, 2017). Thomas (1995) stated that the most important category of failing to observe a maxim is flouting. Flouting the maxim is one of the ways in observing the failure of the maxim. The flouting of the maxim covers the real meanings of the speech and it arranges the listener in finding the implied meaning from the maxim flouting (Lestari, 2019). However, usually, most people did the flouting maxim to make their speaking partners find and understand the hidden meaning of their speaking. In this modern era, we can find many flouting maxims occurred, such as in TV talk show, interview, movie script (Ayasreh & Razali, 2018; Maqsood, Waqar, & Khalil, 2018; Nuringtyas, 2018).

Referring to the explanations above, the researchers were interested in carrying out a research study related to flouting maxim based on the video of America's good morning talk show with Jackie Chan as a guest star. Jackie Chan is a popular artist who is a non-native speaker of English with a strong accent of Mandarin. Jackie Chan was an old actor who is still popular until now because of his talent in mastering Kungfu. One of the reasons why people love to watch his movie is because he performed all his actions by himself or in other words, he does not use any stuntman to change him in every action. During the talk show, he answered all the questions with long answers, unimportant explanation, and a lot of various ambiguous words. In that video, two foreign hosts, a female, and a male spoke English very fluently while interviewing him. These situations, of course, will cause some problems in the communication process during the talk show such as flouting maxim. Due to this problem, the researchers formulate two main research questions to seek potential answers about the flouting maxim showed in the talk show: (1) What types of the maxim are flouted during the GMA talk show?; (2) What are the reasons for flouting maxim performance by the hosts and Jackie Chan in the GMA talk show?

2. Literature review

Building successfully delivered information during the process of interaction is not easy; the speaker and listener will face some mistakes or misunderstandings. The mistakes usually occur in speaking are known as the flouting maxim and sometimes this flouting maxim can happen unconsciously.

According to Grice (as cited in Cutting, 2002), flouting maxim occurs when the speakers, intentionally or not, want their counterpart to understand or to look for the intended meaning. Yet, the situation becomes either the listeners fail to make an inference (Gumperz, 1982) or the speaker fails to observe certain maxims required in the interaction (Cutting, 2008).

Those four rules maxim of Grice were: a) flouting the maxim of quantity, occurs when the speaker gives more information than what is required (Leech, 1983); b) flouting the maxim of quality, occurs when the speaker says something untrue or contrary to the facts (Thomas, 1995); c) flouting the maxim of relevance, occurs when the speaker talks about something unconnected with the concept of speaking at that time (Cutting, 2002), and; d) flouting the maxim of manner, occurs when the speaker says something that has multiple meanings (Cutting, 2008).

Grice gave some suggestions for a conversation to be successful so that there were no misunderstandings between the speaker and the listener. As for what people must fulfill or observe, that is about these principles and do not violate the principle of cooperation of any principles; in other words, Grice proposes that obeying the maxim is respecting the authenticity, the amount, relevance, and the way information are given at each turn of conversation.

There were a number of previous studies conducted in finding those rules that happen during the speaking interaction. The first is the study by Aziz, Mustafa, and A'la (2019) which discovered many flouting maxims in a Sense of Humor in Indonesian Speech Acts. Approximately 30 % of humour speech contains the flouting maxim wherein the flouting maxim of manner tends to be the highest one. Then, a study by Wahyuni, Arifin, and Lubis (2019) found that flouting of maxims performed by the main characters in *La La Land* movie also happens even it was not the daily conversation used. In other words, the flouting maxim can occur in every speaking interaction within a formal or informal conversation. An investigation into the reasons behind violating maxims with different characters was also carried out by Tupan and Natalia (2008) in their study of various violations by the characters in the TV series *Desperate Housewives*. They found that the main reason to revile the maxims was to eliminate the possibility of the speaker's responses. Khosravizadeh and Sadehvandi (2012) analyzed violations or denounce quantity maxim by the main character in the film entitled *Dinner for Schmuck*. The process of the conversation must be smooth for the listener and speaker, but there are still people trying to violate the maxims to achieve certain goals. According to Jacobs and Shapiro (2000), their study also revealed how politicians choose to collect their words to produce certain colors of meaning that are not always understood by everyone. Politicians frequently try to obtain people's support or to gain social power by using the technique of playing with words by violating the principles of cooperation.

3. Method

In getting the data of the research, the researchers used qualitative research as the methodology. The instrument of this research was a written text from the script of the dialogue from two hosts and the guest in the downloaded video. Then, after getting the script of this video, the researchers started transcribing it into a written form, then analyzing and grouping it into what kind of maxim type was flouted and describing the reason as for why it happened based on the guest and the host' utterance. Finally, the data were then analyzed through three steps. The first was finding out the maxims flouting. The second was explaining the reason why the host and the guest star flouted the maxims. The third was presenting the discussions and ending it with the conclusion as the answers to the problem formulation. This study also helps people to achieve successful communication understanding the purpose of someone's utterances and avoiding misunderstanding. Someone might flout maxims during a conversation; however, by understanding the type and the reasons behind the flouting maxims, a conversation is expected to happen smoothly.

4. Findings and discussion

Fifteen utterances were found based on the conversation between the hosts of the GMA talk show and Jackie Chan. The researchers then categorized the utterances following Grice's (1975) cooperative principles, as follows:

Table 1

Types of flouting maxim.

Types of Flouting Maxim	Percentage	Quantity
Flouting maxim of quantity	33%	5
Flouting maxim of quality	14%	2
Flouting maxim of relation	20%	3
Flouting maxim of manner	33%	5

The table above shows that fifteen data of maxim were obtained from flouting both of Jackie Chan and during the hosts of the talk show. The study found 5 utterances (33%) representing the flouting of the maxim of quantity, 2 utterances (14%) representing the flouting of the maxim of quality, 3 utterance (20%) representing the flouting of the maxim of relation, and 5 utterances (33%) representing the flouting of the maxim of manner.

A. Types of Maxim Occur in “Good Morning America (GMA) Talk Show”

Here are the maxim flouting in a conversation between Jackie Chan and the hosts of Good Morning America (GMA) talk show.

a. Flouting Maxim of Quantity

Host 1 : *hmmm aaa and aaa you you are love Bruce Lee, you are like Bruce Lee. Has a chance to work with him but does it goes smoothly when you there?*

Guest : *at that time he was star...aa I low class stuntman, I remember that was fight fight .. and he pick me up as the last one /and he has to chew stick pa..pa..pa and he hit me and fall down. that's oke, we hurt so.pa..papa. i come on and bhummm...okey. by the time he coming and rolling action, you everybody so very exciting. What i was waiting... waiting pa..pa.. at the end come on and bump pa... i just feel so many stars...*

b. Flouting Maxim of Quality

Host 2 : *bright light?*

Guest : *aa the crew...I was in that said when the crew member around, they stood they cannot still see me, and I see the light aaa the lifeguard... lifeguard please tell everyone.. I down the water.. am down the water.*

c. Flouting Maxim of Relation

Host : *what you suppose to lay down was your head?*

Guest : *see...thatt.. aa we luck..lucky, we don't have... just aaa just aaa what how do you say the sound? Aa recording aa the same time without played.*

d. Flouting Maxim of Manner

Host 2 : *owhh that was you have worth it?*

Guest : *ummmm so was so nice hit by Bruce Lee*

1. Reasons behind Maxim Flouting happens in “ Good Morning America (GMA) talk show”

In this section, the researchers explain the reason behind Maxim Flouting happens between the hosts of Good Morning America (GMA) talk show and Jackie Chan.

a. Flouting Maxim of Quantity

Host 1 : *hmmm aaa and aaa you you are love Bruce Lee , you are like Bruce Lee. Has a Chance to work with him but does it goes smoothly when you there?*

Guest : *at that time he was star...aa i low class stuntman, i remember that was fight fight .. and he pick me up as the last one /and hehas to chew stick pa..pa..pa and he hit me and fall down. that's oke, we hurt so.pa..papa. i come on and bhummm...okey. by the time he coming and rolling action, you everybody so very exciting. What i was waiting... waiting pa..pa.. at the end come on and bump pa... i just feel so many stars...*

Based on the utterance above, Jackie Chan flouted the maxim of quantity since he gave more information than what was needed. He only needed to answer the question with simple and yes/no answers only, but he added more information by telling the hosts about his story of the first meeting with Bruce Lee. Moreover, Jackie Chan gave more information to the host's question because he thought that the host asked him to explain the process of meeting Bruce Lee until he could work together. Hence, it can be concluded that Jackie Chan gave more information because he was excited to express his effort to get the chance to show his ability as an actor and he wanted to tell the host that he liked Bruce Lee. By providing that information, it also helped the host to build fun communication and asked more questions to him to investigate further about his life story.

b. Flouting Maxim of Quality

Host 2 : *bright light?*

Guest : *aa the crew...i was in that said when the crew member around, they stood they cannot still see me, and i see the light aaa the lifeguard... lifeguard please tell everyone.. i down the water.. am down the water.*

Here, Jackie Chan flouted the maxim of quality because he answered the question as he imagined that he saw something hole light like a lifeguard who can inform the people around him to help him. He only imagined that because there was no lifeguard there, he just saw the whole light that maybe comes from the sun or other things which he gave a chance for saving his own life. Moreover, he also knew that he saved his life because he touched some side of jet sky that he drove before but he said about lifeguard only to share to hosts that his situation at that story was very dangerous and needed some help.

Host : *what you suppose to lay down was your head?*

Guest : *see...thatt.. aa we luck..lucky, we don't have... just aaa just aaa what how do you say the sound? Aa recording aa the same time without played.*

a. Flouting maxim of Relation

In this section, Jackie Chan flouted the maxim of relation since he said something that was not relevant to the host's question in which the house asked something about his action but he said about another part of the video that they watched together. Jackie felt very excited to tell the hosts and audience about the story behind creating his movie until he did not aware that the hosts actually asked further regarding his performance on that video. Moreover, the hosts did not ask more and just continued to listen to Jackie's experiences when performing in that movie.

b. Flouting Maxim of Manner

Host 2 : *owhh that was you have worth it?*

Guest : *ummmm so was so nice hit by Bruce Lee*

Jackie Chan flouted the maxim of manner because he answered the question by winking his eyes to create some jokes there. In his explanation before he explained that he got a lot of pain and spent a lot of effort to become one of the stuntmen chosen by Bruce Lee. Then, when he said that “was so nice that hit by Bruce Lee” it showed that he attempted to make some ambiguous meaning of his speech. His reason to flout the

maxim of manner was only to make some jokes which can make the communication with hosts of Good Morning America to be easier and fun.

Guest : *interesting life.*

Host 1 : *what's interesting life, what's a crazy life*

Host 2 : *i don't event no to say this, when finish you study your said, what you do if not this.. aa i just feel like to take swim class .. or something. There is something you could be doing.*

This second utterance of flouting the maxim of manner was flouted by the second host of Good Morning America talk show. She tried to suggest Jackie's story by adding some examples if that situation happened to her that she would do something. She uses some presupposition containing more than one meaning and she thought that her partner of speech would understand it, without needing more explanation.

Based on the finding we noticed that several flouting maxims happen during the interview between Jackie Chan and the hosts of the GMA talk show. There were fifteen times of flouting maxim happening during the talk show, in which the highest maxim occurred were the maxim of quantity and maxim of manner. Then, it was followed by the maxim of relation 3 times and the last is the maxim of quality 2 times. This finding conformed to several previous studies (Aziz et al., 2019; Hong, 2007; Zebua, Rukmini, & Saleh, 2017) that many flouting maxims occur in a Sense of Humor in Indonesian Speech Acts; it is approximately 30 % of humour speech contains the flouting maxim were in the flouting maxim of manner tend to be the highest one. From those findings, we can assume that this study found similar maxim flouting that is the maxim of manner meaning that they usually use many ambiguous words. This can make their speaking partners feel confused to understand the speaker's intention.

The causes of similar finding happen may also be delivered because the subject of these research are a non-native English speaker which makes the percentage of flout the maxim manner happen higher during their communication. Furthermore, many people did the flouting of maxim manner for various reasons. For example, the guest in the GMA talk show flouted the maxim of manner because he wanted to make some jokes. Most comedy films produced by Indonesians are often harassed excessively to create a funny effect from the film. Nuringtyas' (2018) research also linked with the finding of the present study in which the quantity maxim was found 25 times and it is the maxim most frequently appear. This result is also quite similar to the result of the present study in which maxim of manner stands to be one of the highest floutings. Then, the reason for Jackie Chan's flouting maxim is also the same as the Nuringtyas' study

which had found the most reason used to flout the maxim of quantity is building one's belief and cheering the listeners.

The maxim of relation was the third higher maxim flouts by Jackie Chan and the hosts of the GMA talk show which occurred 3 times. One of the reasons why this flouting maxim happens is because Jackie Chan was excited to tell his story until he answers the question from the host with a different and unconnected answer and he thinks that most of the listeners understand his answers. Sometimes, that situation naturally happens due to the active speaker. Al-Qaderi and Alduais (2019) believed that one reason that people flout the maxim of a relation is that because they want to tease the listeners. The reason why someone flouts the relation maxim is not only for teasing someone, but also for mocking the listeners. This statement is also supported by other previous studies (Al-Qaderi & Alduais, 2019; Ibrahim, Arifin, & Setyowati, 2018; Khosravizadeh & Sadehvandi, 2012; Sembiring & Ghozali, 2017) that there are two reasons someone flouts the maxim; the first reason is mocking the listeners which can be found in flouting the maxim of quantity and flouting the maxim of relation.

The maxim quality is the lowest maxim flout found in this research. This is linked with the study by Sembiring and Ghozali (2017) study that the lowest data of the frequencies of flouting maxim is the maxim of quality, reaching 8.6%. Moreover, another study found that the quality maxim was the highest flouting maxim that occurred (Wahyuni et al., 2019). They found that forty-four utterances contain flouting of maxims, which consist of eleven floutings of the maxim of quantity, ten floutings of the maxim of quality, three floutings of the maxim of relevance, and nine floutings of the maxim of manner. Although they appear in different percentages, they show similar reasons in that they give the opposite meaning from the truth. It was linked with Nuringtyas (2018) saying that hiding the truth is becoming the most reason used to flout the maxim of quality. Thus, it can be said that there are always reasons behind the flouting of the maxims. The reasons are varied, depending on the situations happening during the conversation.

5. Conclusion

There were 15 utterances of the flouting found in the result of this study. The quantity and manner are the highest maxims occurring in the Good Morning America Talk show. These two maxims occur 5 times, followed by flouting the maxim of relation which happens 3 times, and lastly followed by flouting the maxim of manner 2 times. Flouting maxim of quantity and flouting the maxim of manner were the highest flouting maxims appear during the talk show. These are because both Jackie Chan and two hosts talked very actively to each other. Besides, the flouted of maxim manner appeared also because Jackie was expressive in sharing his experience in filming the actions movie which made him talked and gave more information than it was needed.

The maxim flouting of quality and relevance is the lowest percentage maxim that occurs during the talk show. Flouting the maxim of quality means that giving

information or statement which is believed to be false. Therefore, it happened only twice in the talk show, and the reason is that Jackie Chan did not intend to lie, but he wanted to create humor. Humor can be achieved by manipulating some rules in conversation. Hence, people would not feel it as a conflict when stating humor. Besides, it reduces tension during the conversation (Soedjatmiko, 1992). Moreover, there are always reasons behind the flouting of the maxims, and the reasons have multifaceted functions, depending on the situations happening during the conversation. Maxim's flouting performed by Jackie was beneficial in building fun speaking, interaction, and giving more explanations. As far as both speaker and hearer can convey messages, ideas, and opinions well, sometimes the flouting of maxims is fair to occur (Kalliomaki, 2005). Thus, it can be said that there are always reasons behind the flouting of the maxims.

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