The Flouting of Grice's Politeness Maxims in Podcast Directive Speech Acts of Dive Studios Channel

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Abstract

The speaker sometimes expressed their speech act inappropriately then the interlocutors may feel embarrassed or humiliated by the speaker. People who want to maintain good communication can do flouting maxim. The point of this research is to explain the flouting of the Grice Maxims in the Dive Studios Channel Podcast. Besides, this research also tries to show a relation among the flouting of the Grice Maxim. This research is conducted by using a qualitative study based on the theory of the flouting of the Grice maxim (1989). The data are in the form of directive speech acts by speakers and guests in Podcast videos of Dive Studios Channel on Youtube that consist of advice, commands, orders, questions, and requests. The findings showed that there are four types of flouting maxims used by the speakers and guests, namely flouting maxims of quantity, flouting maxims of quality, flouting maxims of relation, and flouting maxims of manner. I also found the relation among the flouting of Grice Maxims in the Podcast such as creating humor, expressing emotions, producing figurative language, and conveying messages. Furthermore, can be concluded that the flouting maxims are the way to make the communication run smoothly and show a great ambiance.

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INTRODUCTION

The choice of wording and interpretation of language in different contexts of situations are determined in pragmatics. As cited (Manik & Hutagaol, 2015) showed that the practical application of good manners or etiquette is universal and expressed in politeness. In harmony with this, Kramsch (1998) cited that people need to consider the context of the situation and cultural context in communication. The politeness principle relates to the speaker, hearer, and people who have discussed it in the conversation. However, people still make a mistake in expressing their minds which can create a conflict between their interlocutors. It happens when the speaker stated with rudeness or impolitely.

Sometimes, when the speaker expresses their speech act inappropriately, the interlocutors may feel embarrassed or humiliated by the speaker. People who want to maintain a good relationship in communication should keep a positive feeling towards others and increase the bond between the interlocutors. Because avoid speech acts to people that might be hurting others is not only the best way. To make the interlocutors understand the set of meaning we can do a flouting maxim. As cited by Paltridge (2006) when the maxim is flouted by someone, they are not deliberately trying to deceive or mislead their interlocutors, but they are deliberately not observing the maxims to make the interlocutors understand another set of meanings. People usually used this way to gain that purpose.

In Grice's (1989) theory, people who flout the maxims of conversation or they do not give the information as informative, means they keep a hidden meaning who wants to be expressed. In the theory of Grice, this is called an implicature. Grice (1989) states implicature as "to imply is to hint, suggest or convey some meanings indirectly using language". When the speaker says indirectly in his/her speech, he/she lets the hearer seek a hidden meaning which is uttered by the speaker. In this case, background knowledge of the case is needed to interpret the meaning. Grice (1989) stated that there are four types of maxims; the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner.

It is also important to choose English Podcasts which do not stiff and have a unique topic in each Podcast streaming. One of the Podcast channels that we can choose is from Dive Studios channel on youtube. Dive Studios itself is a Podcast network company that was built in July 2019. It has production studios in Seoul, South Korea, and Los Angeles. It also produces some Podcast that addresses international K-pop fans, Asian Americans, and people who have an interest in art and Asian Culture. As stated by McClung & Johnson (2010) their research showed that most Podcast users are well-educated and affluent. The user's motivations for using Podcasts could give them entertainment, time shifting, library building, and so on. Furthermore, young people are interested in media of entertainment that give a more great impact nowadays and up-to-date topics of discussion like a Podcast.

Meanwhile, I choose flouting maxims because sometimes the speaker adds meaning to the literal meaning of the utterance. In Grice's (1989) theory, people who flout the maxims in conversation, do not give the information as informative, which means they keep a hidden meaning of who wants to be expressed.

However, the speakers expect that the hearer could understand what they have said implicitly and they have a reason behind it to implicate something. Such as, they want to convey messages, ideas, and opinions build fun communication, and elaborate more explanations to keep the conversation running smoothly.

Many researchers are focusing on flouting maxims. Here, I took some journal articles as references to do the research. Here, has been categorized into some points of politeness from the journals to review. Some scholars including (Brasdefer, 2004; Fahmi, 2016; Huang, 2008; Ryabova, 2015; Sukarno, 2018; Yeomans et al., 2018) analyzed flouting maxims in daily communication. Those strategies present the theory by Brown & Levinson (1987). The result showed that there were some linguistic devices as markers of politeness strategies such as sentence moods, speech levels, passive voice, and supposition. Furthermore, the appropriate strategies will make communication among the interlocutors run smoothly and harmoniously.

Meanwhile, some researchers were doing a study about flouting maxims that are more concerned with teacher-student interaction (Mei et al., 2015; Senowarsito, 2013; Widiadnya et al.,

2018; Widya, 2017). That research was to establish the principle of language communication between two sides' interactions, and it ultimately serves language communication. The research showed that the language used by students in communicating with the lecturer through WhatsApp is considered polite where the amount of maxims application is much higher when compared to the flouting of those maxims.

There is also research by Ibrahim et al. (2018) that analyzes the flouting maxims in the novel. The study focused on analyzing the flouting of cooperative principles used by the characters in the novel David Baldacci's The Escape. In her research, she is using the theory of Grice maxims. Based on the findings, they concluded that in the Se7en movie, the characters flouted all the types of the maxim, and the maxim of relevance is the most flouted. The reason why they are flouting those maxims is to cover up the mistake, to build up a good social relationship, and so on.

After that, research by (Natasya et al., 2019; Rafika, 2020; Aristyanti et al., 2020) was concerned with a study about flouting maxims in movie analysis on a movie. Those research concluded that there are many occasions where people employed the politeness principle. In research by Natasya et al., (2019) they find the reason why all characters uttered flouting maxim in this movie. They interpret the reason why Dory, Marlin, Wife Fish, Stan, Hank, and others utter flouting maxims based on their purpose which is visualized in this movie. The reasons why all characters utter flouting maxims in their dialogue are because of to expect something, to stress something, to show panic, to explain more, to avoid talking, to change the conversation, to convince, and to get attention.

Then, (Rohmawati, 2017; Rafika, 2020) conducted research on the television series. From that research can be seen that the maxims also can be flouted in television series. Research by Rohmawati (2017), found that the character in the conversation was violate all maxims. They flout all maxims to express warning, advising, admonishing, and so on. Same to the research above, Rafika (2020) the result showed that the Grice maxims flouted in humorous utterances and the language styles of the conversation. I believe that this research will give differences from those research.

From the previous study above I decided to conduct research that analyse the flouting maxims on the Podcast to make a difference from the previous study. Then, the theory used is from the theory of Grice Maxims. Then, the data taken are from Podcast videos from Dive Studious Channel on Youtube. Because nowadays Podcast is a new media of entertainment that is interesting to most people and it has an up-to-date topic of discussion. Regarding this, this research concern to explain how is the Grice Maxims flout among the speaker in the Podcast and showing a relation between the flouting of Grice Maxim in the Podcast. Thus the research questions are formulated as follows:

1. How is the flouting of Grice's Quantity Maxim in the Podcast?
2. How is the flouting of Grice's Quality Maxim in the Podcast?
3. How is the flouting of Grice's Relation Maxim in the Podcast?
4. How is the flouting of Grice's Manner Maxim in the Podcast?
5. How is the relation among the flouting of Grice's Maxims in the Podcast?

METHODS

It was focused on the flouting of Grice's politeness maxim of directive speech acts by speakers and guests in Podcast videos of Dive Studios channel on Youtube. The data are taken from 3 Podcast videos on the Dive Studios channel on Youtube. The 3 Podcast videos consist of different hosts with different topics, they are *"How did I get here?"* Episode 10 was hosted by Jae and Alexa, *"KPOP Daebak"* Episode 84 was hosted by Eric Nam, and *"I Think You're Dope"* Episode 3 was hosted by Eric Nam. The unit analysis in this research is the speaker and guest's directive speech acts containing the flouting maxims found in the scripts. Since the research is about flouting maxims I used the theory of Grice Maxims (1989) to analyze this research. Then the research used observation and documentation as the method of collecting data. The steps can be seen as follows :

1. Determine the Podcast videos in the Dive Studios channel.
2. Watch the Podcast video.
3. Transcribing the data from the spoken language into a written form.

4. Identifying the speech act from the written form to the theory of flouting maxims by Grice (1989).
5. Identifying the utterances about the relationship among the maxims being flouted.
6. Analyzing the data through the theory of Grice's maxims.
7. Re-arrange the data to the table of the instrument to make it easier in finding the gap.
8. Draw a conclusion and implication of the research.

After collecting the data, the data are analyzed as follows :
1. Watch three Podcast videos with different topics from the Dive Studios channel on Youtube.
2. Transcribing the utterances from the Podcast videos.
3. I made a list of Grice maxims from the Podcast videos.
4. Then, I checked the utterances that flouted in Grice's maxims.
5. Describing the types of politeness maxims by Grice that frequently exist in Podcast videos from Dive Studios channel on youtube.
6. Evaluating and interpreting the relationship among the politeness maxims by Grice were flouted.
7. Then I was reporting the finding of the research.
8. In the last step, I conclude from the results of the analysis.

RESULTS AND DISCUSSION

Based on the findings, it is found that the speakers and guests in Dive Studios Channel Podcast sometimes flout the maxims in some conversations. Besides, I also found that there is a relation among the flouting maxims. The results of this study highlight five main findings based on the formulated research questions. They are flouting the maxims of quantity, flouting the maxim of quality, flouting the maxim of relation, flouting the maxim of manner and the relation among the maxims flouter in the podcast will be explained below.

Flouting the Maxim of Quantity

According to Grice (1989), someone flouting the Grice Maxim of Quantity, when their contribution is not as informative as is required and gives more information than is required. So, in flouting Grice Quantity Maxim, the speaker perhaps gives less / more information to their interlocutor. The following analysis shows an example of the data and a detailed explanation:

(1) Jae : "What languages do you speak then?"

Alexa: **"Uh English my first language and now I speak Korean. I had Spanish when I was little till I was like eleven. It was like a mandatory class in my school."**

(Episode 10 - *"How did I get here?"* hosted by Jae and Alexa)

In (1), Jae asked a question to Alexa about the language she speak. Then, Alexa didn't give a response by answering the language she speak, but she also explain that she can speak Spanish when she was still a little girl. She also explains about at that time she was still eleven. From that conversation can be seen that Alexa gives more information than is required from the question asked by Jae. Furthermore, it can be concluded that Alexa flouting the Maxim of Quantity.

Flouting the Maxim of Quality

According to Grice (1989), someone flouts Grice's Maxim of Quantity when their contribution is not true and the speaker says something which lacks adequate evidence. Here the speaker may use hyperbole, metaphor, irony, and banter or joke to flout this type of maxim. The following analysis shows an example of the data and a detailed explanation:

(2) Jae: "Uh really. I thought your Spanish was really good 'cause you always made fun of my special like you were good at Spanish."

Alexa: **"I think I'm at least here. You're like here.**

(Episode 10 - *"How did I get here?"* hosted by Jae and Alexa)

In (2), Jae give an opinion to Alexa that he thought Alexa's Spanish was good cause' she always made fun of me special like she was good at Spanish.

Then, Alexa said that "I think I'm at least here. You're like here". Here, Alexa disagrees with Jae cause her Spanish was not good as Jae's. So, Alexa uses Irony to express that she is nothing more than Jae in speaking Spanish, she also expresses her praise to Jae. From this conversation, can be seen that Alexa was flouting the Maxim of Quality because Jae's opinion was untrue and she express her praise to Jae.

Flouting the Maxim of Relation

According to Grice (1989), someone flouting the Grice Maxim of Relation when the speaker says something irrelevant, the speaker has something to hide, and the speaker says something indirectly. The following analysis shows an example of the data and a detailed explanation:

(3) Jae: "Wait why are you stuck in 2015 then?"

Alexa: **"I don't know my brain is just stuck."**

(Episode 10 - *"How did I get here?"* hosted by Jae and Alexa)

In (3), Jae asked something to Alexa about the reason why she is stuck in 2015. Then, Alexa stated, "I don't know my brain is just stuck". Alexa answer with something irrelevant because her answer was not answering the question from Jae. Probably she answer like that because there is something to hide. From this conversation, can be seen that Alexa was flouting the Maxim of Relation because she says something irrelevant with her answer or she has something to hide.

Flouting the Maxim of Manner

According to Grice (1989), someone flouting the Grice Maxim of Manner when the speaker says something ambiguous or obscure and the speaker says something not brief or orderly. The following analysis shows an example of the data and a detailed explanation:

(4) Jae: "What are the benefits of bilingualism?"

Alexa: **"Ah okay"**

(Episode 10 - *"How did I get here?"* hosted by Jae and Alexa)

In (4), Jae asked a question to Alexa about the benefit of bilingualism. Then, Alexa answered, "Ah okay". From the conversation, it can be concluded that Alexa didn't give more explanation about the benefit of bilingualism and she just says okay. From this, that can be concluded that Alexa answers the question not briefly. From this conversation, can be seen that Alexa was flouting the Maxim of Manner because she said something not briefly.

The relation among the Flouting Maxims

Based on the findings, I also found that there is a relation among the flouting maxims in the Podcast performed by the speaker in Podcast videos of Dive Studios Channel such as :

1) Creating Humor

According to the findings, the first relation among the maxims being flouted in the podcast was creating humor. Thus, the researcher found that sometimes the speaker in the podcast flouted the maxims might make the conversation lively and friendly, sometimes the maxim flout also caused humorous effects. Sometimes, the speaker flouted the maxims in the podcast because they said something less or more than needed or exaggerated their statement. Because of that, usually, humor is created in the conversation. The following analyses showed examples of the research data and detailed explanations, they are:

Similar to the current study, the conversation was taken from Podcast videos with the title *"I Think You're Dope"* Episode 3 hosted by Eric Nam. From the conversation, Eric used banter or joke because he feels not a great guy like a professional when he was with Alec maybe Eric thought that he was nothing when he was with Alec. Then, he said that "It feels like I'm not a great guy like professional with you". From this conversation, can be seen that Alec was flouting the Maxim of Quality. He used banter of jokes for expressing her praise to Eric and create humor because he was a professional guy.

Similar to the current study, Rafika (2020) her study focused on analyzing the flouting of Grice Maxim in the Humorous Utterance in the American Situation Comedy 2 Broke Girls. Based on the finding above the data showed the flouting of a maxim of quantity, quality, manner, and relation in the humorous utterances in American Situation Comedy 2 Broke Girls. The most prominent flouting of a maxim is that of quantity. Sometimes, the actors flout this maxim, they say something less or more than needed or exaggerate their statement. Because

of that, usually, humor is created in the conversation. The flouting of maxims might make the conversation lively and friendly.

To sum up, the relation of the flouting of Grice Maxims in the Podcast, the first is to create humor. Based on the findings, I found that humourous speech acts were created by the speakers in the Podcast videos of the Dive Studios channel. Thus, speakers create humor because they tried to make the conversations friendly and lively, to show interest, provoke laughter, and to make a good ambiance.

2) Expressing Emotions

According to the findings, the second relation among the maxims being flouted in the Podcast is to express emotions. Thus, the researcher found that sometimes the speaker in the podcast flouts the maxims to make people aware of something without hurting their feelings or to make the utterances be understood by the hearer. The following analyses showed examples of the research data and detailed explanations, they are:

It can be seen in the conversation of *"How did I get here?"* Episode 10 hosted by Jae and Alexa, she explains that she was like a horse because it is cool. Then, She asked Jae about his opinion about horses. Jae said that he didn't like horses. "Oh. The bane of my existence. My number to allergy is horses". It can be said that Jae has an allergy to horses. Here, can be seen that Jae was flouting the Maxim of Quantity because he gave less information than is required or he stated his feeling about horses.

For instance, it is similar to the current study, by Natasya et al., (2019) finds the reason why all characters uttered flouting maxims in this movie. They interpret the reason why Dory, Marlin, Wife Fish, Stan, Hank, and others utter flouting maxims based on their purpose which is visualized in this movie. The reasons why all characters utter flouting maxims in their dialogue are because of to expect something, to stress something, to show panic, to explain more, to avoid talking, to change the conversation, to convince, and to get attention.

To sum up, the second relation of the flouting of Grice Maxims in the Podcast was expressing emotions to make people aware of something without hurting their feelings. It can be concluded that in every communication we might use feeling to show our minds. However, I also found that the speakers in the Podcast of Dive Studios Channel also express their emotions after they flout the maxims such as interest, confusion, excitement, fear, and happiness.

3) Figurative Language

According to the findings in the previous section, the third relation among the maxims being flouted in the podcast is the performance of figurative language. Thus, the researchers found that sometimes the speaker in the podcast flout the maxims by performing hyperbole, metaphor, irony, sarcasm, and banter. There are the same intended meanings and certain aims which are delivered by the speaker behind the utterance where flouting of maxims occurs. Hence, it is because flouting of maxims is a way to carry out the listener seeks the true meaning through what is said indirectly by the speakers. The following analyses showed examples of the research data and detailed explanations, they are:

For instance, it can be seen from the conversation of *"How did I get here?"* Episode 10 hosted by Jae and Alexa, he stated that he can't remember of something. Then, Alexa didn't believe it. After that Jae used the metaphor "I'm a goldfish" to express his less memorization or he has lack of memory like the goldfish. Here, it can be concluded that Jae was flouting the Maxim of Quality because he used a metaphor to express his feeling about his less memorization.

Similar to the current study, Rahmi et al. (2018) found that in a talk show usually, guests consist of a group of people who are learned or who have great experience to whatever issue is being discussed on the show for that episode. Her study focused on analyzing how Grice's maxims flout in the humorous utterances in American Situation Comedy 2 Broke Girls in Season 6 episodes 3-9 and the maxim which is flouted the most is the Maxim of Quantity and the language style which is found in the most is hyperbole.

To sum up, the third relation of the flouting of Grice Maxims in the podcast is the use of figurative language. The use of figurative language is the way the speakers in the Podcast express or implicate something which cannot be taken directly. In another way, the speakers expected that the hearer could understand what they have said implicitly to keep the conversation running smoothly.

4) Convey Messages

According to the findings, the third relation among the maxims being flouted in the podcast is speakers trying to convey messages. Thus, the researcher found that speakers tend to convey messages implicitly in certain situations. It means that in the process of communication, people do not always say what they mean. What speakers utter can be different, opposite, or more than what it says. This kind of communication creates additional or implicit meaning The following analyses showed the examples of the research data and detailed explanations, they are:

For instance, it can be seen in from the conversation of *"How did I get here?"* Episode 10 hosted by Jae and Alexa, he said that Alexa was fluent in speaking Spanish and she was like a native. Then, she answered, "I wanna be better though". From her answer, it can be concluded that she still needs to be better maybe she also still learned to speak Spanish. Here, it can be concluded that Alexa was flouting the Maxim of Relation because she said something irrelevant to Jae's question by didn't give a yes or no answer but she still needs to be better. It might be that Alexa wants to convey a message that she didn't want to be called a native but she is just a learner.

Similar to the current study, Marlisa and Hidayat (2020) found that 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. Thus, it can be said that there are always reasons behind the flouting of the maxims. The other study by Aisya (2019) found that regarding the reasons for their indirectness in flouting the maxim, it is found that the highest occurrences are the reason for increasing the force of the messages and the reason for politeness. The result is in line with the idea that politicians need the trust of the masses, therefore they tend to be indirect by flouting the maxim to send messages.

To sum up, the fourth relation of the flouting of Grice Maxims in the podcast is to convey messages. As far as both speaker and hearer can convey messages, ideas, and opinions well, sometimes the flouting of maxims is fair to occur. Thus, it can be said that there are always reasons behind the flouting of the maxims to build fun communication and to elaborate more explanations.

CONCLUSION

From the finding analysis, I concluded that in some situations, the speaker in the podcast flouts the maxims for certain reasons. The findings showed that there were 4 types of flouting Grice Maxims by the speakers in the Podcast videos of Dive Studios channel, they were flouting Maxim of Quantity, flouting Maxim of Quality, flouting Maxim of Relation, and flouting Maxim of Manner. Based on the data analysis, most of the speakers in the podcast were flouting the Maxim of Quantity and fewer of the speakers in the podcast were flouting the Maxim of Manner.

The flouting Maxim of Quantity occurs when their contribution is not as informative as is required or more informative than is required. The speaker perhaps gives less or more information to the listener. Furthermore, the speakers in the podcast might want to implicate something to save the utterance from the mistake contributing to the conversation. The other reason is the speakers in the podcast want to elaborate more explanations by giving more information or they feel confused or hide something by giving less information than is required.

The flouting Maxim of Quality happened when their contribution is not true and the speaker said something which lacks adequate evidence. Here the speaker may use hyperbole, metaphor, irony, and banter or joke to flout this type of maxim. The reason why the speakers in the podcast flout Maxims of Quality is because they feel the information was untrue, to express praise to the hearer, or create humor to make a fresh or funny conversation, to avoid being bored, and to show solid self-confidence.

The flouting Maxim of Relation occurs when the speaker says something irrelevant, the speaker has something to hide, and the speaker says something indirectly. The speakers in the podcast flouted this maxim by saying something irrelevant because they were not answering the question

appropriately. Probably their answer is like that because there is something to hide.

The flouting Maxim of Manner occurs when they try to avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly in expressing something. The speakers said something ambiguous and not briefly maybe they don't want to explain more something in their mind. The speaker flouted the Maxim of Manner because they didn't want to give more explanation or didn't explain briefly about something by saying something ambiguous or obscure, and not briefly.

However, based on the data analysis, I also found a relation between Grice Maxims being flouted in the Podcast such as creating humor, expressing emotions, producing figurative language, and conveying messages. Furthermore, can be concluded that the flouting maxims are the way to make the communication run smoothly and to show a great ambiance.

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