

FLOUTING THE MAXIM IN CONVERSATION AT ELLEN DEGENERES SHOW AND THE TONIGHT SHOW STARRING JIMMY FALLON

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Abstract

This research analyzes flouting the maxim in conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon, in these talk shows flouting the maxim appears, it causes the speaker and hearer being misunderstanding and not cooperative in the conversation. The aims of this research are to find out the type of flouting the maxim, to know the strategies of flouting the maxim used and to know politeness principle in conversation at Ellen DeGeneres and The Tonight Show Starring Jimmy Fallon. the writer uses the maxim theory by H. Paul Grice (1973) that discusses about types of Flouting the maxim, rhetorical strategies theory by Peter Grundy (1995) that discusses the strategy to flout the maxim, and Politeness Principle Theory by Geoffrey Leech (1983) that discusses the usage and violation of Politeness Principle in the conversation at Ellen DeGeneres and The Tonight Show starring Jimmy Fallon. This research uses the qualitative as the kind of this research, for collecting the data the writer uses the technique of documentation and constant comparative to analyze the data. The result of this research shows the data based on the formulation of problem. They are: **(1)**, there are four types of flouting the maxim; flouting quantity, flouting quality, flouting relation and flouting manner which have flouted in the conversation at Ellen DeGeneres and The Tonight Show Starring Jimmy Fallon. **(2)**, there are six strategy of flouting the maxim used; tautology, overstatement, understatement, metaphor, rhetorical question, irony. **(3)**, there are seven politeness principle found; tact maxim, modesty maxim, the agreement maxim, the sympathy maxim, the consideration maxim, the generosity maxim, and the praise maxim.

Keywords: Flouting the maxim, Rhetorical Strategy, Politeness Principle, Conversion

Background of the Problem

Language is the tool of human to communicate and convey the purpose in their daily routine with societies it also included the daily conversation, conversation is constructed with spoken rather than written language. Interlocutors would exchange the idea what is in their mind in order to make the inference easier to be understood and sometimes the idea that comes in their mind will be unconsciously said

with contrast meaning to state what they assume in getting the inference, as H. Paul Grice (1989) stated, 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. The contribution that speaker and hearer should do here is they can cooperate as it is required when they are conversing.

The maxims can be broken by speaker and hearer also without any maxim that broken during the conversation due to not following the cooperative principle intentionally or unintentionally makes the conversation will be flat and less of politeness, furthermore in conversation flouting the maxim happened, where *Flouting the maxims* is defined as when speakers do not seem to follow the maxims but expect the listener to generate the implications, not taking the words at the face value., (Yuvike, W, 2009). Flouting the maxim is one of the non-observance who only can make the speaker create a deliberate choice without depends on maxims that always obey, thus in cooperative principle may be broken by the participant of conversation.

In this research, the writer would like to analyze flouting maxim that happened in the talk shows not also in daily life thereby selecting two talk shows because the writer find misunderstanding interpretation while watching the talk show that contains flouting the maxim during the conversation. Therefore, the writer gets the conversation at The Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon to be analyzed in this Talk Show.

This research uses talk show as object of the research in analyzing the data, Bruun (2000) "Talk shows are cheap to produce and popular among viewers, and the ability of this genre to attract viewers is no new phenomenon either". Thus, cheap because talk shows use the same set which supported by audience and the crew that involved in the studio, so the talk show is a program that develops from the nineties till now that still get the extra attention by the viewer, also gives the profit to television company as we know talk show blooms becoming the program that waited by viewers due to show the relationship between TV studios, the host and the interview indirectly which the viewer would be close to the program that served and it is relatable with the writer discusses about how speaker and hearer can cooperate when they are conversing which is described by host and the guest in this talk show.

The writer focuses on the non-observance of the conversational maxim which has four categories: flouting the maxim, violating the maxim, infringing the maxim, opting out the maxim. From those categories, the writer limits the data just one category of Flouting the maxim to be analyzed. Hence, the writer will take the data from the dialogues, because in getting the video does not include the script of conversation, so it takes from the subtitle which the writer accessed from www.gainsubtitle.com then applied in Ellen DeGeneres Show and Tonight Show starring Jimmy Fallon that will be seen as Grice's view. Here, the writer takes three episodes at Ellen DeGeneres Talk Show First is with Taylor Swift, Second is with Debra Messing Recruits, and last is with Sandra Bullock. The three episodes at The

Tonight Show Starring Jimmy Fallon first is with Donald Trump, second is with Trevor Noah Turns Donald Trump, last is with Shawn Mendes.

There are some problems also discusses in this research they are; strategies of flouting the maxim are used and Politeness Principle are related in conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon which are relatable with flouting the maxim in conversation that have been formulated by the writer in this research.

Method of the Research

The writer uses qualitative research and descriptive method that is fit with the aim of this research in analyzing the problem. According to Simon C (2001) qualitative research is concerned with the systematic collection, ordering, description and interpretation of textual data generated from talk, observation or documentation. It means that qualitative research is study that involves the aspect of pragmatics which in doing this research is conducting the systematic way to analyze the data. By using qualitative, this research designs the data into form of descriptive method that generates the data from the dialog of conversation between speaker and hearer. The writer uses descriptive method to describe the data that is found which the writer is ready to analyze.

Source of the Data

In conducting the research source of data is taken from the primary data, therefore in this research the writer only uses the primary data.

According to Ajayi (2017) in journal of Advance Statistical Method in Education:

Primary data is one which is collected for the first time by the researcher while secondary data is the data already collected or produced by others. There are many differences between primary and secondary data, which are discussed in this work. But the most important difference is that primary data is factual and original whereas secondary data is just the analysis and interpretation of the primary data.

From the statement above the primary of data in this research is the original data that writer uses is video from YouTube channel. The Talk Shows are *Ellen DeGeneres Talk Show* and *The Tonight Show Starring Jimmy Fallon* in YouTube channel. These talk shows are hosted by Ellen DeGeneres and Jimmy Fallon which are the popular host in America, and the writer takes some episodes that are selected at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon, then the writer chooses 3 episodes of each two talk shows to make the research balance as main data that would be analyzed.

Technique of the Data Collection

The writer uses documentation technique as Arikunto stated, “Dokumentasi adalah mencari dan mengumpulkan data mengenai hal-hal yang berupa catatan, transkrip, buku, surat kabar, majalah, notulen, rapot, agenda dan sebagainya. From that statement it is obviously that in collecting the data the writer collect the data by observing and identifying the subtitle that showed from the video in the talk show.

Technique of Data Analysis

Analyzing the data is very crucial activity in this research, where the data is processed through the information that will be concluded. To support the data, the writer also uses another method in analysis the data, the method is constant comparative. As Taylor and Bogdan stated “The constant comparative method is used by the researcher to develop concepts from the data by coding and analyzing at the same time. Constant comparative method shows that by using this method involved two or more variable that would be compared in the research. Thus, the writer not only use descriptive to describe the data but also use comparative to compare and to develop each feature of data.

Analysis

Type of Flouting the Maxim in Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon

There are five types of flouting the maxim that be flouted that writer found in this research, they are; flouting quantity, flouting quality, flouting relation and flouting manner

Flouting Quantity

Flouting quantity is type of flouting the maxim which is indicated the speaker flouts the maxim due to give too little and too much information to the hearer that can cause little and wider information to speaker and hearer catching the meaning that will be conveyed during the conversation.

Datum 1:



Ellen DeGeneres : They're on rock. And they're spiny-looking there. And the poor things are just minding their own business.

Taylor Swift :No, they're not. That's just the things. **they're like a grenade. They're like, they're sitting there waiting to completely injure you to the point where.** Okay, so you step.

On datum 1 above this conversation happens when Ellen gives the statement about the fact of sea urchin to Taylor, but Taylor utters "**they're like a Grenade. They're like, they're sitting there waiting to completely injure you to the point where.**" This conversation shows that Taylor does flouting quantity which Taylor cannot give the information as required to the hearer there, too much information during the conversation and it show the repeat statement by saying "**you could lose your hand trying to get it off your food**" that Taylor wants to say if she does not like sea urchin because it injures your body. So, in this case Taylor flouts the maxim of quantity by which she cannot give the information as required, give too much information.

Flouting Quality

Flouting quality is type of flouting the maxim where people flouting the maxim by giving lack adequate of evidence during the conversation, it can cause the speaker and hearer sometimes cannot catch what speaker and hearer meaning and the information given cannot be trusted.

Datum 3:



Sandra Bullock : Ok. Sorry. So let's be serious
 Ellen DeGeneres : alright
 Sandra Bullock : **This is very serious show today. A whole different vibe for me today.** There's like a seriousness here that we have to.
 Ellen : What are you talking about?
 Sandra Bullock : **I don't know.**

On datum 3, this conversation happens when Sandra tries to be serious to the next question which Sandra uttered "**this very serious show today. A whole different vibe for me today**" it shows Sandra does not cooperate during the conversation because she gives the statement that be lack adequate as just play the statement which herself even does not know what she told by uttering "**I don't know**" when Ellen asks Sandra what she is talking about, so in this case Sandra is flouting quality.

Flouting Relation

Flouting relation is type of flouting the maxim which is based on Grice theory that speaker and hearer do not give the relevance information in conversation, thus it can make the misunderstanding because give the unrelated statement in conversation.

Datum 5



Ellen Deeneres	: Yeah, Exercise daily?
Debra Messin	: ha...ha...ha. No.
Ellen Deeneres	: No?
Debra Messin	: No
Ellen Deeneres	: How often?
Debra Messin	: No

On datum 5, this conversation happens when Ellen asks about the exercise to Debra, Debra seemingly does not cooperate in doing the conversation with Ellen, Debra cannot answer as ellen's question. Debra repeatedly gives the unrelevant answer by saying "ha...ha...ha..." and "No", obviously based on Grice Theory flouting relation happens when speaker and hearer do not give the relevance statement or information in conversation, it shows that Debra does not cooperate. So in this case Debra isflouting the relation in this talk show.

The Strategies of flouting the maxim in conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon

There are strategies that used in the conversation at Ellen DeGeneres and The Tonight Show Starring Jimmy Fallon to flouting the maxim, here the strategies is rhetorical strategies used by the participant as the way to flout the maxim in conversation based on the Peter Grundy Theory that rhetorical strategies have been considered flouting the Grice maxim which is included tautology, overstatement, understatement, metaphor, irony and rhetorical question. Below the writer analyzes the data of strategies for flouting the maxim.

Tautology

Based on Grundy Theory that the use of tautology in conversation is an expression to express complex meaning which makes the utterance that expressed from speaker or hearer more idiomatic during the conversation.

Datum 9:



- Ellen DeGeneres : This is the serious part. You've had a rough couple of months. And I'm happy that you're happy and things are good.
- Sandra Bullock : Thank you. Yeah. It was a, you know like, life, I realize, happens whether you schedule it or not. **That just blew my mind this year.**

From the datum 9, this conversation happens when Sandra tells her life facing the year to Ellen. Sandra uttered "**that just blew my mind this year.**" so in this case, It is the strategies of flouting the maxim that used in conversation by Sandra that it could be the complex meaning as the surprise for facing her year when she expressed in this Ellen DeGeneres Show Talk Show.

Overstatement

Overstatement is a case expression where the speaker's description is stronger than actual state of affair which means the statement that is over in conversation and it similar with hyperbole.

Datum 10:



- Ellen DeGeneres : Had you not been open to dating? What does this mean to be open?
- Debra Messing : No, I have been open. I have never
- Ellen DeGeneres : you filthy, filthy people.
- Debra Messing : I have been open. **No one has asked me on a date. Not one, Zero.**

From datum 10 above, this conversation happens when Ellen asks Debra about the date. The statement that is uttered by Debra "**no one has asked me on a date. not one, zero**" and It shows that Debra exaggerates the statement that she gives to Ellen because she is the famous one or actress that she cannot deny if there is no someone who invites her on date even she cannot say the truth while saying the

statement she is laughing to answer Ellen's question, so in this case Debra is using Overstatement strategy to flout the maxim.

Understatement

Understatement is different with overstatement which is indicated by saying less than what speaker means and it based on the Perrine Theory and also based on Leech Theory, it can be as critic to criticize someone by showing negative expression.

Datum 12:



Ellen DeGeneres : **Exercise daily?**

Debra Messing : **Ha, ha, ha**

No.

Ellen DeGeneres : No?

Debra Messing : No

Ellen DeGeneres : How often

Debra Messing : No

On datum 12, this conversation happens when Ellen takes place to talk and Ellen ask to Debra which she did in exercise daily at home, cooperatively here Ellen has cooperate in asking her question but Debra does not look cooperative with her statement by answering **Ha, ha, ha** without say the point what Ellen has asked to herself, it indicates that Debra give less what Ellen means in answering her question so in this case Debra is doing the understatement to the Ellen in this conversation where actually Ellen should get the appropriate and enough answer from Debra.

Metaphor

Metaphor is an expression that can change the meaning by describing person or object to the similar characteristic that is trying to the object, and it concludes based on interaction theory in Levinson "metaphor" happens when metaphorical expression is embedded in literal expression.

Datum 13:



- Ellen DeGeneres : Okay, let's talk about another irrational fear of yours.
You're scared getting arrested.
- Taylor Swift : I'm scared of getting framed.
- Ellen DeGeneres : Okay, now you've gone one step beyond. Who would
frame you and for what?
- Taylor Swift : Oh, so many people would frame me. And they could frame
you for any crime that could go to jail for, and I look at me, I
wouldn't survive in jail and I think it comes from the fact that,
like, I could open up my phone I could look at my phone and
see any headline written about me at any time, and it could be,
like, the most ridiculously untrue thing. And so I think the
dream and the nightmare of being framed comes from like, I
could do nothing I've wrong. I could sit in my house with the
cats all day and somehow, there could a g be an article about,
like, me buying a house in a place I've never been or dating a
guy I've never met.
- Ellen DeGeneres : Right.
- Taylor Swift : So it's like, you know but then you take it a step further. **In
the nightmare world**, it's being framed for murder.

On datum 13 above, this conversation happens when Taylor give an explanation why she is afraid of getting framed which cause to herself in her daily life by uttering “**in the nightmare world**” and it describes the bad situation that she faces of being afraid to be framed from anyone which makes she uses metaphor here. In this case the writer finds the data which usage of metaphor as the strategies to flout the maxim in this research only used in Ellen DeGeneres Show.

Rhetorical Question

Rhetorical question is a strategies which is indicated not only as a question to get an answer but here the question is a statement that is uttered intently by speaker and hearer, based on Hornby Theory when someone asked it is not indicated to get the answer but it indicates and emphasize the point of statement.

Datum 14:

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- Ellen DeGeneres : Go out with some single friends. Do you have single friend?
 Debra Messing : No
 Ellen DeGeneres : oh, no. wow.
 Debra Messing : Are you good at setting people up?
 Ellen DeGeneres : I'm so good at setting people up.
 Debra Messing : Think about it.
 Ellen DeGeneres : **Let me know what are you looking for and I have set so many people up.**
 Debra messing : Have they been successful?

On datum 1 above, this conversation above happens where Ellen says that she can make somebody going on date. Debra Messing utters "**Let me know what are you looking for and I have set so many people up**", here Ellen is not giving a question to Debra but rather than to give the statement in her sentence if she wants to tell the proof, she can set someone in other word is dating therefore by asking to Debra which is here not literally to expect the answer from Debra except giving the statement to persuade Debra in this talk show. So in this case Ellen is using rhetorical question in this talk show.

Irony

Irony is a strategy which is indicated the way of speaker and hearer give the offensive expression and also give the positive statement but in other hand implies the negative statement in conversation based on Leech Theory.

Datum 17:



- Shawn Mendez : It was the coolest thing of my entire life, right there.
 Jimmy Fallon : Look at that. He's the greatest. And you did "cry me a river"?
 Shawn Mendez : No, we didn't do "cry me a river." We did "what goes around around." Who's the better friend now?
 Jimmy Fallon : Oh, that's what you did?
 Yeah. Yeah. I wasn't there, though. I wasn't there.

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Shawn Mendez : Yeah, you weren't there. Sorry, sorry.
 Jimmy Fallon : That's all right. I wasn't there.
 Shawn Mendez : You follow him on Instagram, though, right?
 Jimmy Fallon : Uh, no. I just hang out with him outside of fake social media. **I'm really his friend. Anyway.**

On datum 17 above, the conversation in The Tonight Show Starring Jimmy Fallon where in this talk show jimmy and Shawn are talking about the singer Justin Timberlake during the conversation shows the irony that is uttered from Jimmy by saying **"I'm really his friend. Anyway"** it describes Jimmy only gives a statement that there is no wrong statement while she is answering the question from Shawn, in this case Jimmy uses the irony by giving the friendly statement but the writer finds if Jimmy shows another expression being offensive to Shawn in this talk show when he is answering the question from Shawn.

Politeness Principle in conversation at Ellen DeGeneres and The Tonight Show Starring Jimmy Fallon

Politeness principle can be understood as the strategy to avoid the conflict, and it identified in conversation there are two which are self indicates as a speaker while other indicates as a hearer. Politeness principle related during the conversation if speaker and hearer being polite in conveying the meaning each other in order not to create the situation of misunderstanding and also can be polite to other and self, by using the polite language speaker and hearer are expected to maintain politeness which tends to show a good personality during the conversation, contrarily by using the inappropriate language tends to show the bad personality. Furthermore, Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon relate the usage and violation of politeness principle with Leech Theory proposed, there are seven politeness principles related by set more specific maxim.

Tact maxim

The tact maxim orientates that all participants should minimize cost to the hearer and maximize benefit to the hearer in the conversation.

Datum 18:



Ellen DeGeneres : **Let's talk about your fear of sea urchin.**

Taylor Swift : (groans) Don't even sea urchins.

Ellen DeGeneres : Now, come on.

Taylor Swift : I can't with.

On datum 18 above, in this conversation Ellen uses tact maxim while asking Taylor to get answer by trying to respect Taylor in the beginning of question that he will be available and could be answered to Taylor by saying **"Let's talk about your fear of sea urchin"**, it indicates that Ellen question can be respectful to Taylor how she started the conversation to allow herself if she will discuss the topic with Taylor and by asking first to Taylor before inviting Taylor to give next another question in this talk show, therefore it shows Ellen DeGeneres Show where Ellen used Tact maxim in her utterance in this talk show.

Modesty maxim

Modesty maxim orientates that all participant which they should minimize praise of self and maximize dispraise of self in order to make all participants can be humble by minimize praise of self.

Datum 20:



Debra Messing : huge, huge, huge. Like you plan, I planned Christmas like in July, and then start planning actually decorating two weeks before Thanksgiving.

Ellen : are you serious?

Sandra Bullock : serious

Ellen : so,

Sandra Bullock : There is an uncomfortable silence goingyeah, somethingnot right with her.

Ellen DeGeneres : **I see why Ellen thought she was special.**

On datum 20 above, this conversation happens when Ellen and Sandra Bullock talk about Christmas. Here, Ellen violates the modesty maxim of politeness principle by uttering that **"I see why Ellen thought she was special"**, as Leech theory which the speaker have to minimize praise of self and it looked from what Ellen has said that Ellen is praise her program about herself.

The Agreement maxim

The agreement maxim orientates that all participant which are the speaker and interlocutor can minimize disagreement with the hearer and maximize agreement with the hearer.

Datum 22:



- Ellen DeGeneres : is he still doing stand up?
 Debra Messing : he still is. And now there is nothing off limits. Now he uses me in his material.
 Ellen DeGeneres : oh, wow.
 Debra Messing : Yes.
 Ellen DeGeneres : Do you like it?
 Debra Messing : **I mean, I kind of feel like I have to be supportive, right?**
 Ellen DeGeneres : **Right**

On datum 22 above, this conversation happens when Debra talk about his son to Ellen. Here, Debra messing is using the agreement maxim of politeness principle to Ellen by saying “**i mean, I kind of people like I have to be supportive right?**”based on the Leech Theory if Debra maximizes the agreement maxim to Ellen where Ellen also said “**right**”what Debra has been talking showed Ellen is agree with Debra’s utterance.

The Sympathy maxim

The Sympathy maxim should oblige all the participants to maximize sympathy towards the hearer and minimize antipathy toward the hearer in order all the participants can maximize sympathy between one another.

Datum 24:



- Sandra Bullock : I think. You can’t not see what’s going on in the world anymore, and you can’t protect your kids from it, so they saw it, and it just made them really sad.

Ellen DeGeneres : That's so great. I hope a lot of people do that because there are a lot of people.

On datum 24 above, this conversation happens when Sandra Bullock talks about her children. Here, Ellen reacts what Sandra Bullock has been saying, by saying "**I hope a lot of people do that**" Ellen give the sympathy feeling to Sandra about Sandra's life to protect her children in this world. Here Ellen maximizes her sympathy feeling to Sandra that indicates the usage of sympathy feeling.

The Consideration maxim

The consideration maxim wants all the participants to minimize the hearer's discomfort and maximize the hearer's pleasure in order to consider the feeling of the speaker.

Datum 25:



Taylor Swift :....but then you take it step further. In the nightmare world. It's being for murder

Ellen DeGeneres :I don't think that's a step. That's a leap. But, anyway, I think you're fine, and I think you would even have fans in prisons, and they would take care of you, and they would all love you.

On datum 25 above, this conversation happens when Taylor clarifies why she is afraid being framed by uttering "**....but then you take it step further. In the nightmare world, It's being for murder**", and Taylor gives the reason how she could face it, from Taylor's utterance, Ellen respond by uttering "**I don't think that's a step. That's a leap**". Which Ellen considers what have been stated from Taylor is not a step but a leap how she could face her fear. The utterance from Ellen shows if Ellen uses the consideration maxim of politeness principle by minimize discomfort of what she has been stated to Taylor where Ellen considers the statement from Taylor in this conversation.

The Generosity Maxim

The generosity maxim wants all the participant to minimize benefit to self and maximize cost to self in order to make the speaker can respect other.

Datum 27:



Ellen DeGeneres
Sandra Bullock

: I hope a lot of people do that because there a lot of people
: **I think a lot of people are doing it.**



On datum 27 above, this conversation happens when Sandra talks about the Christmas event and how she protects her children to Ellen, that makes Ellen amazes to Sandra for what have been Sandra done by uttering “I hope a lot of people do that because there a lot of people” which Sandra responds “**I think a lot of people are doing it.**” It indicated the utterance that is uttered by Sandra is generosity of politeness maxim where Sandra here also wants to state as Ellen said if what she has been doing is also done by people, it show if Sandra minimizes benefit to self.

The Praise Maxim

The Praise Maxim wants all the participants to minimize dispraise of the hearer and maximize praise of the hearer in order to make all participant do not mock or humiliate other.

Datum 29:



Jimmy Fallon : you posed for a picture with him. It was great.
Shawn Mendes : I got it
Jimmy Fallon : **I really loved that**

On datum 29 above, in this conversation happens when Jimmy praises to Shawn and Justin Timberlake friendship while being together on her stage, by saying “**I really love that**”. Therefore the writer indicates that here Jimmy applies politeness principle by using the praise maxim to hearer that he tells to Shawn in this conversation.

Conclusions

Based on the analysis in finding research, the writer draws some conclusions according to formulation of the problem. There are some four types of flouting the maxim; flouting quantity, flouting quality, flouting relation and flouting manner which have flouted in the conversation at Ellen DeGeneres and The Tonight Show

Starring Jimmy Fallon. There are six strategies of flouting the maxim used; tautology, overstatement, understatement, metaphor, rhetorical question, irony. There are seven politeness principles found; tact maxim, modesty maxim, the agreement maxim, the sympathy maxim, the consideration maxim, the generosity maxim, and the praise maxim.

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