

## **GRICE'S COOPERATIVE PRINCIPLE ON SATURDAY NIGHT LIVE TALK SHOW**

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### **Abstract**

In doing interaction, Cooperative Principle should be followed to make communication runs well and smoothly. Since most information in modern times is conveyed through written communication, and the media play an important role in conveying today's hot issues, the language of news has attracted the interest of media researchers and language specialists for decades. There are changes when people have to break Cooperative Principle to avoid offence and embarrassment. Farther, this research aims to find out kinds of maxim violations done by speakers on "Saturday Night Live" talk show. The result of this research found that there are twenty-two utterances that violated the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relevance.

**Keywords:** Cooperative Principles, Maxim violations, Saturday Night Live, Talk show

### **INTRODUCTION**

In some cases, we know to open and end the interaction with others; in any case, some individuals illustrate what is required to keep a discussion going smoothly. Similarly, language is the basic instrument for structured and spoken communication. As humans, individuals usually use verbal forms when they want to deal directly with other people to build good communication. However, establishing good communication is not a simple thing, the same understanding and subsequent understanding of the data provided by the speaker or audience is required (Ekah & Akpan, 2018; Hasyim et al., 2021).

Grice (1975) stated that language is an inventive and adaptable system that produces imaginable communication but so that communication can be imagined and effective, it ought to obey particular characteristics. He proposed that in ordinary speech, both the speaker and the listener share a set of Cooperative Principles.

The Cooperative Principle itself is characterized as taking after, "making commitments of your discussion as necessary,

to the organization in which it occurs, with a recognized cause or title for the exchange of conversations in which you are involved" (Grice, 1975).

The communicative principle of Grice (1975) which consists of Maxim of quality, Maxim of Quantity, Maxim of Manner, and Maxim of Relevance says it is one of the most important principles in pragmatics (Brown, 1989; Davies, 2008; Mukaro, Mugari, & Dhumukwa, 2013; Yuli, 2013). Because in pragmatics, the main purpose of communication is considered as data compatibility. The Individuals more often collaborate to express their implications and certain implications of their speech. Other than that, all things being equal, a conversation is a pleasant endeavour based on a foundation of standards and mutual assurance. Grice's (1975) work on Cooperative Principles led to the development of pragmatics as a discipline subdivided into linguistics (e.g., Darighoftar & Ghaffari, 2012; Hadi, 2013; Jia, 2008; Yunxiu, 2012; etc.)

In fact, people in some contexts do not follow the role of cooperative principles. In addition, Grice (1989) said that when the

speaker does not fulfil or obey the maxim, the speaker is said to violate the maxim.

According to Sembiring & Ghozali, (2017), violations appeared in the form of situations when the speaker cannot apply certain maxims in his conversation and causes misunderstandings in his conversation. Meanwhile, the most critical category of falling flat to fulfil the maxim is a violation. Violation of the maxim is one way to see how disappointed the maxim is (Thomas, 1995). Lestari (2019) states that the violation of maxims includes the true meaning of the utterance and regulates the audience in finding the implied meaning of the violation of maxims. However, as a rule, most individuals violate maxims to make their interlocutors discover and understand the implied meaning of their topic. Ayasreh & Razali (2018), Maqsood, Waqar, & Khalil (2018) and Nuringtyas (2018), state that in this modern era there are many violations of maxims that occur, such as conversations on television, talk shows, or even movies.

Numerous linguistic investigations explained the subject of violating the Cooperative Principle. There was numerous linguistic investigation that explained the subjects of violating the Cooperative Principle. Among them are by Diana, Lidya, & Kismullah (2016)), Junaedi (2017), and Nur (2020). The result of these considered varied. Hence, the similarity between the previous research and the current research is the use of the Grice Cooperation Principle theory as a system of inquiry. Both too pointed out almost the violation of maxims occurring inside conversation within the movie. In any case, the current researchers did not analyze the violation of maxims and its reasons as the other analysts did.

This current research focused on finding out the maxim violations of the Cooperative Principle in Saturday Night Live talk show. The researcher was curious about looking at the violations of maxims since unknowingly this has become a serious problem in genuine life. Individuals ought to know how critical the rule of cooperation is in a discussion i.e. to urge the objective of the discussion they

are doing and not to cause a misunderstanding with the interlocutors. Talk shows are utilized as a means of research because within the talk show we can see the intelligence between individuals in different settings and circumstances. It is just like the representation of communication that happens in real life. Furthermore, this current research aimed to find out maxim violations in Saturday Night Live talk shows.

## **LITERATURE BACKGROUND**

Building effectively conveyed data during the interaction process is not simple; speakers and listeners sometimes confront misunderstanding. It ordinarily happened in talking are known as violating maxims and now and then violating maxims happen unconsciously. Violation maxims occur when the speaker, intentionally or not, wants his partner to get it or look for the intended meaning Grice (Cutting, 2002). However, Gumperz (1982) explained that circumstance becomes whether the listener fails to make inferences or) the speaker fails to adhere to certain maxims required when the speaker interacts with the listener as stated by Cutting (2008).

Furthermore, there is four maxim of Grice's cooperative principle were 1) violating maxim of quantity, 2) violating maxim of quality, 3) violating maxim of relevance, and 4) violating maxim of manner.

### **1. Violating maxim of quantity**

This violating maxim of quantity happens if the information given by the speaker is more or less informative. It means that information must be following what is needed by the speaker (Thomas, 1995).

### **2. Violating maxim of quality**

This violating maxim of quality happens if information produced by the speaker is unfaithful or different to reality. It means that the information given should be convenient and it can be proved in the fact of life (Thomas, 1995).

### **3. Violating maxim of relevance**

This violating maxim of relevance existed if the information given by the

speaker was not correlated with ongoing context (Cutting, 2002).

#### 4. Violating maxim of manner

Cutting (2008) explained that this violating maxim of manner existed if the information presented by the speaker is unclear and ambiguous.

Grice gave some recommendations for a discussion to be viable so that there were no mistaken assumptions between the speaker and his or her interlocutors. Speakers and listeners should fulfil or obey these principles and do not abuse the rule of Grice's cooperative principles. Cooperative principles are concerning the quality, quantity, relevance, and manner are given at each turn of talk.

## METHODOLOGY

This research utilized a qualitative research method (Arafah & Hasyim, 2019; Hasyim et al., 2020). Qualitative methods emphasize the observation of phenomena and focus more on the substance of the meaning of these phenomena (Kaharuddin, & Rahmadana, 2020; Rahman, 2017). The analysis and intuition of qualitative research are unequivocally affected by the strength of the words and sentences utilized.

Qualitative research is exploratory research (Arafah & Hasyim, 2020). It provides insights into the problem or helps to develop ideas or hypotheses. It is also used to explain thought and opinion, and dive deeper into the problem. In using this methodology, the researcher explained the issues that occur in the poetry by collecting the whole data in detail, in this case, the data were words, phrases, descriptions, and so on.

The researcher collected the data by downloading the latest video of *Saturday Night Live* talk show on Youtube; second, watching and transcribing the utterances from the video into the written text; third, reading the utterances carefully and selecting which maxim violations they belong.

After the process of collecting data, the researcher analyzed the data. Several steps were used to analyze the maxim violations.

The first step was to do intensive reading on the utterance. The second step is applying Grice's cooperative principle theory to identify all maxim violations that can be found in the talk show. The last step was to conclude the data analysis.

## FINDINGS AND DISCUSSION

### 1. Finding

This subheading discussed the finding derived from the research problems in which focused on maxim violations build upon theory of cooperative principle by Grice. The researcher found 22 utterances that violated a rule of four maxims.

Table 1. Violating maxim of quality

No	Utterances
-	-

Table 2. Violating maxim of quantity

No	Utterances
Datum 1	We lost before.
Datum 2	Just like Al Gore.
Datum 5	That's right.
Datum 6	Birds!
Datum 7	For eternity.
Datum 11	I have real teeth.
Datum 15	Yeah, I love New York and I want my modest bulge to show that.
Datum 16	That's what I want to know.
Datum 17	I get it.
Datum 18	Nope, nope, I'm good.
Datum 20	That's one of those default settings.
Datum 21	Tinder.

Table 3. Violating maxim of manner

No	Utterances
Datum 4	Oh!
Datum 8	To what?
Datum 9	Excuse me?
Datum 12	No! I mean... Yes.
Datum 13	Personal connection?
Datum 19	Oh, really?
Datum 21	I'm sorry what?

Table 4. Violating maxim of relevance

No	Utterances
Datum 3	But your real advantage is

	you're not a woman, you're a man!
Datum 10	He already asked that.
Datum 14	Okay. Now I'm sending you both to hell.

## 2. Discussion

Regarding the finding, people did not follow the cooperative principle in their communication. From research finding which has answered research questions, the researcher found out maxim violation on *Saturday Night Live* talk show these are the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relevance. Related to the focus of this research, those maxim violations consisted of 0 data violating maxim of quality, 12 data violating maxim of quantity, 7 data violating maxim of manner, and 3 data violating maxim of relevance.

The researcher starts the discussion by summing up the kinds of violated maxims. The first, violating the maxim of quality which means people did not give true and concrete information and accordance with the fact which must be supported and based on clear evidence. In the findings, the researcher did not find the conversation which violated the maxim of quality because in the *Saturday Night Live* talk show all the presenters uttered the information which accordance with fact.

The second, violating the maxim of a quantity means people should give information as required, it violates the maxim of quantity if the speaker gives information more or less informative. The example can be seen in *datum 1, datum 2, datum 5, etc.* where the information given by the speaker is less informative as required. While in *datum 1*, the information given by the speaker is more than what is required.

The third, violating maxim of manner means people did not give clear information and gave ambiguity information. It can be found in *datum 4, datum 8, datum 9, etc.* Where the information was given by the speaker such unclear and ambiguities information while the purpose of maxim

manner is to avoid ambiguities word or information in conversation.

The fourth, violating maxim of relevance means people give information which not relevant to the ongoing topic. The example of violating maxim of relevance can be seen in *datum 3, datum 10, and datum 14* where information given by the speaker is not relevant to the ongoing discussed topic. Thus, people who change the topic unpredictably are normally rude or uncooperatively should violate the maxim of relevance.

Build upon the theory of cooperative principle by Grice, it found that the maxim of quantity is frequently violated in conversation especially in *Saturday Night Live* talk shows. It happened because speakers intended to trigger the listeners to be responsive and touchy towards circumstances on him or her which related to the ongoing conversation. So, speakers do not have to be clarified in long discourse to precise almost his or her thought or idea towards something, so the listeners can see that the speaker is still being agreeable in communication indeed he or she ridicules the proverb of communication, the listener can easily distinguish what speaker's implied in his or her utterances.

## CONCLUSION

The process and the result of maxim violation build upon the theory of cooperative principle purposed by Grice brought into some conclusions. Further, the finding showed that 0 data violated the maxim of quality, 12 data violated the maxim of quantity, 7 data violated the maxim of manner, and 3 data violated the maxim of relevance. The total of utterances that violated the maxim of cooperative principle is 22 data. It means that in *Saturday Night Live* talk shows, people mostly violated maxims of quantity in their interactions.

Finally, the researcher concluded that violating maxims performed by speakers in *Saturday Night Live* talk shows was advantageous in creating some jokes, interaction and presenting more information. Furthermore, Kalliomaki (2005) stated both

speaker and listener should pass on idea, thoughts, and conclusions in some cases the violating of maxims is reasonable to happen.

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