

An Analysis of Flouting Maxims in the Podcast Psick Show Scene “Asking BTS RM on 2022 Income Tax”

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ABSTRACT

Grice’s conversational maxims, developed by British philosopher H. Paul Grice in 1975, are based on the Cooperative Principle, which outlines how individuals communicate effectively by adhering to four maxims: Quantity, Quality, Relation, and Manner. This study analyzed the Psick Show podcast scene “Asking BTS RM on 2022 Income Tax” using a descriptive qualitative method. The analysis identified 19 instances of flouting conversational maxims, comprising 5 utterances flouting the maxim of quality (26.32%), 4 flouting the maxim of quantity (21.05%), 4 flouting the maxim of relation (21.05%), and 6 flouting the maxim of manner (31.58%). The maxim of manner was the most frequently flouted, attributed to the speakers’ intentional use of ambiguous or indirect responses to create humor, evade sensitive topics such as income tax, or shift the conversation, particularly in the dynamic and playful interaction involving RM and the hosts. This study aims to enhance readers’ understanding of Grice’s conversational maxims and their flouting, offering insights into how intentional violations shape communication in the context of popular media such as podcasts.

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1. INTRODUCTION

Language is a tool to communicate with many people around the world. Of course, communicating using clear language and a two-way conversation, so that the chat will be connected and no misunderstandings occur. Every interlocutor in every conversation is required to follow specific conversational guidelines if one is to effectively communicate (Herawati, 2013). Therefore, scientist (Grice Paul. - *Logic and Conversation*, n.d.) suggests the existence of rules when we communicate so that there is no misunderstanding between people. This rule is called the cooperative principle and several kinds of maxims.

The cooperative principle is key to a successful conversation. Speakers and listeners are encouraged to follow the rules of the principles in order to create conversations that are relevant, informative, and honest. This is done so that the conversation is easily understood and runs smoothly. However, many people continue to disregard Gricean communication norms. Paul Grice, 1975 in (Yulianti et al., 2021) stated that the Cooperative Principle is defined as "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". The speaker leaves the listener to determine and interpret the meaning of the words for himself. It is known as flouting maxims. Overstatement, understatement, hyperbole, metaphor, irony, or banter are all methods that can be used to flout

maxims. Flouting maxims does not indicate a breakdown in communication; rather, it demonstrates an acceptable context because the speaker has specific goals. The implied meaning in the speaker's statements exposes his or her desire to breach the maxims.

Maxim is employed to convey the speaker's messages to the addressees, either directly or indirectly. However, maxims can be employed in a variety of ways, such as optimizing messages and purposes through a slogan. Slogans might intentionally violate cooperative principles to optimize communications and urge customers to try the product. There are four sorts of maxim violations under cooperative principles. They violate the maxims of quantity, quality, relevance, and method. This study examines the number of maxim violations in the data and how they connect to the slogan's objective of capturing customers' attention, generating interest, and persuading them to try the product.

In this study, researchers analyzed the maxim violations found in the Psick Show podcast Scene "Asking BTS RM On 2022 Income Tax". This podcast is appropriate for the research on flouting communication maxims for two reasons. First and foremost, they are adults who should understand and have had ample experience in how to hold a productive discussion. Second, in this podcast, the characters/speakers have distinct discussions and characterizations. Their discussions and characterizations cause them to break norms when speaking with others. Based on the audio descriptions above, the researchers are interested in learning about the types of maxim violations that occur in the podcast Psick Show scene "Asking BTS RM On 2022 Income Tax". The researchers are attempting to demonstrate that the major characters in RM of BTS, Yongju Lee, Jaehyung Jung, and Minsu Kim, are violates the maxims.

In this study, the researchers asked two questions: What is the maxim flouted in the podcast? What does the speaker mean in his speech? The goal is to find out what is violated in the podcast, and find out the meaning of what is said by the speaker. The hope is that the listener knows the meaning of the speaker's implicit speech. In theory, this research is expected to be a reference for developing English language learning. Then, the results can be a lesson on how to communicate well in order to create good communication between speakers because they already know the cooperative principles.

2. COOPERATIVE PRINCIPLES

The concept of the Cooperative Principle was introduced by (Grice Paul. - *Logic and Conversation*, n.d.) to explain how people understand each other in everyday conversations. Grice suggested that speakers and listeners generally cooperate to ensure effective communication. He described this principle as:

"Make your 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."

This means people are expected to say what is needed, when it is needed, and in the right way. Grice also proposed four conversational maxims Quantity, Quality, Relation, and Manner—to guide orderly and meaningful conversation. (Jeffries & McIntyre, 2010) note that these maxims reflect the expectations we commonly hold when engaging in conversations. Even when a speaker seems to violate a maxim, listeners often infer implicature, or implied meaning, behind the utterance.

2.1 Grice's Conversational Maxims

(Grice Paul. - *Logic and Conversation*, n.d.) outlined four conversational maxims as part of the Cooperative Principle:

2.1.1 Maxim of Quality

This maxim is about truthfulness. Speakers are expected not to say what they believe is false or unsupported by evidence (Cutting, n.d.). For example:

A: "Do you know where the Big Ben is?"

B: "It's in London."

B's response is truthful and supported by facts, which aligns with this maxim.

2.1.2 Maxim of Quantity

This maxim refers to the amount of information given. Speakers should provide as much as is needed, but not more. A violation happens when too little or too much information is shared (Cutting, n.d.). For example:

A: "How did Harry do in court?"

B: "He got a fine."

If Harry also received jail time and B left that out, it would be a flout of the maxim.

2.1.3 Maxim of Relation

Speakers are expected to say things that are relevant to the discussion. Violating this maxim means intentionally changing the subject or avoiding it (Cutting, n.d.). For example:

A: "Where is my box of chocolates?"

B: "It's in your room."

This relevant answer keeps the conversation focused.

2.1.4 Maxim of Manner

This maxim emphasizes clarity and avoiding ambiguity. A speaker should be orderly and straightforward (Grice Paul. - *Logic and Conversation*, n.d.). For example:

A: "Where was Alfred yesterday?"

B: "He went to the store and bought some whisky."

B's answer is clear and follows the maxim of manner.

2.2 Flouting of Maxims

Flouting occurs when a speaker intentionally disobeys a maxim to convey an implied meaning, often through irony, sarcasm, or humor. As long as the listener can infer the speaker's intention, this flouting can still contribute to meaningful communication.

2.2.1 Flouting the Maxim of Quality

This occurs when a speaker says something clearly untrue or lacking evidence. For example:

A: "My speech was terrible."

B: "No, I think you spoke beautifully."

Here, B may not fully believe the compliment, but uses it to avoid hurting A's feelings.

2.2.2 Flouting the Maxim of Quantity

This happens when a speaker gives more or less information than necessary. For example:

A: "Are the other giants friendly?"

B: "No, they'd eat you alive. I'm 24 feet tall, but not like them."

B gives excessive information, flouting the maxim for dramatic or humorous effect.

2.2.3 Flouting the Maxim of Relation

Speakers flout this maxim by responding with unrelated statements. For example:

A: "Will you love me forever?"

B: "Aren't you cold?"

B avoids the topic, clearly flouting the maxim.

2.2.4 Flouting the Maxim of Manner

This maxim is flouted when speakers use unclear or ambiguous language. For example:

A: "Where are you going?"

B: "Out to get that funny white stuff for someone."

Here, B uses vague terms to hide the real meaning possibly to keep something secret from a child.

This study applies a descriptive qualitative method to analyze the flouting of conversational maxims in the podcast *Psick Show* scene titled "Asking BTS RM on 2022 Income Tax." A qualitative method is appropriate because it allows the researchers to explore language use in a social and cultural context. According to (John W. Creswell - *Research Design_ Qualitative, Quantitative, and Mixed Method Approaches*-SAGE Public, n.d.), qualitative research is a method used to explore and understand the meaning that individuals or groups assign to social or human problems. This approach helps the researchers describe how speakers flout maxims in natural conversations and interpret the intended meaning behind their words.

The data for this study were collected from the interaction among the characters in the podcast: RM of BTS, Yongju Lee, Jaehyung Jung, and Minsu Kim. The researchers transcribed the dialogue directly from the video podcast through careful and repeated observation to ensure accuracy. This transcript served as the primary data for analysis.

The focus of the analysis is on flouting conversational maxims, as proposed by (Grice Paul. - *Logic and Conversation*, n.d.) in his Cooperative Principle. Grice introduced four maxims that guide effective communication: Quantity (giving the right amount of information), Quality (being truthful), Relation (being relevant), and Manner (being clear). In certain contexts, these maxims are deliberately flouted by speakers to convey hidden meanings, sarcasm, or humor. As ((*Oxford Introductions to Language Study*) George Yule - *Pragmatics-Oxford University Press, USA (1996)*, n.d.) notes, flouting a maxim does not indicate communication failure; rather, it invites the listener to infer an implied meaning.

The researchers identified utterances that reflect each of the four types of flouted maxims: maxim of quantity, quality, relevance (relation), and manner, and analyzed them based on their context and implied meaning. The analysis involved interpreting how and why each maxim was flouted by referring to Grice's theory and considering the surrounding conversational situation.

In order to determine the most frequently flouted maxim, the researchers used a percentage calculation based on the formula from (Sugiyono, 2013). The formula is as follows:

$$P = F/N \times 100\%$$

P = Percentage

F = Frequency (number of times a particular maxim is flouted)

N = Total number of maxims flouted

This formula helps the researcher quantify the results and see which type of maxim was most often flouted in the podcast.

To strengthen the validity of the analysis, the researchers rechecked the transcript multiple times and reflected on the meaning in relation to the speakers' intent, tone, and social context. Relevant theories and previous studies were also used to support the findings and ensure the reliability of the interpretation.

3. DISCUSSION AND CONCLUSION

The data was collected from the Psick Show Podcast Scene "Asking BTS RM On 2022 Income Tax" and was limited to the delivered speech. As previously stated, the focus of this study is solely on the maxims of noncompliance discussed in the podcast, specifically maxim building and maxim violation. In the podcast, has 19 flouting maxims. There are 5 utterances that flouted the maxim of quality, 4 utterances that flouted the maxim of quantity, 4 utterances that flouted the maxim of relationship, and 6 utterances that flouted the maxim of manner.

Description:

ML : Maxim Quality
MQ : Maxim Quantity
MR : Maxim Relation
MM : Maxim Manner

Table 1 Flouting Maxims on dialogues

No.	Utterances	Flouting Maxim			
		ML	MQ	MR	MM
1.	Context: (Minsu, Yongju, and Jaehyung are talking about festival money, and Minsu introduces himself as the podcast's MC) Minsu: "Howdy, y'all. I'm your MC. Blah blah blah I'm Kim. You know what I'm sayin'?" Yongju: " Yeah, you're good. You're lit, man. "	✓			
2.	Context: (Context: (Minsu was counting money, then Yongju asked him) Yongju: "Why, why are you counting money for?" Minsu: " It's a... Stone festival *A tip to celebrate the first birthday "				✓
3.	Context: (Minsu is introducing himself as a rapper, comedian, astronaut, painter. Then Jaehyung asks)			✓	

No.	Utterances	Flouting Maxim			
		ML	MQ	MR	MM
	Minsu: "I'm a comedian, I'm a rapper, I'm an astronaut, and uh... the last one is painter." Jaehyung: "Are you ready to..." Minsu: " I hate paparazzi. "				
4.	Context: (Yongju was talking about Jaehyung's make up. then yongju asked Minsu to look at it so she wouldn't be insecure.) Yongju: "So, hey. Look at Jaehyung, look at his you know. Make-up. Look at his eye shadow." Minsu: " Are you James Charles or something? "			✓	
5.	Context: (Context: (Jaehyung invited Namjoon to sit down) Jaehyung: "Oh, have a seat Namjoon, have a seat." Namjoon: " Such an honor to be in a such a world show. After Jimmy Fallon, I've been to Kimmel. I've met many world stars but PSICK show, Oh, I'm such an honor. It was my life bucket list. "		✓		
6.	Context: (Namjoon said he was nervous) Namjoon: "Guys, I'm nervous." Minsu: "You are nervous?" Namjoon: " I've been subscribing you guys, when you guys had like 80,000 followers. "				✓
7.	Context: (Yongju asked Namjoon about the truth of the rumor that Namjoon called the psick show to be invited on the podcast) Yongju: "So I heard you contacted us more than 10 to 20 times to be on this show. Am I telling it right?" Namjoon: " Oh, did I? "	✓			
8.	Context: (Namjoon said that this was his only album promotion on YouTube) Namjoon: "This is the only Youtube promotion for this, my whole album. This is the only one, yeah. I don't go anywhere, but here!" Yongju: "Why...?" Namjoon: "Only PSICK Show." Yongju: "But why?" Namjoon: " I've watched every shows! CROWN J, GOLDBUUDA, Lil Cherry, THAMA, I've watched everything. "				✓
9.	Context: (Minsu emphasized whether Namjoon knew the episode 'One Love Mountain') Minsu: "You know that?" Namjoon: " I know it, I love it. I watched every episode. Why, why aren't you guys doing this content these days? You're so into that 'New Town Cowboys'. "		✓		
10.	Context: (Namjoon said he likes 'Meta Comedy Club') Namjoon: "Hey, you know what? I love the 'Meta comedy club', too *Korea's best stand-up comedy channel." Jaehyung: "Wow, even 'Meta comedy club'?" Namjoon: "Yup." Minsu: "You know that?" Namjoon: " The episode seven was crazy, bro. "				✓
11.	Context: (Jaehyung compliments Namjoon that he is the real psick fam) Jaehyung: "He's the real PSICK fam, right there."		✓		

No.	Utterances	Flouting Maxim			
		ML	MQ	MR	MM
	Namjoon: <i>"Yeah, I'm a PSICK Fam. You guys are changing the face of the Korean comedies, right now. I said I'm absolutely honored to be here."</i>				
12.	Context: (When Minsu asked Namjoon about how long it took to release his album) Minsu: "How long did it take for you to release this album?" Namjoon: <i>"I think it took like almost four years?"</i>	✓			
13.	Context: (When they were talking about the hectic process of making individual albums) Jaehyung: "Yeah, we usually work as a group but when we work individually, it gets hectic. Hectic as f**k." Yongju: <i>"So my favorite song of your album is 'Lonely'."</i>			✓	
14.	Context: (When Minsu asked about Namjoon's collection) Minsu: "What's in your collections?" Namjoon: <i>"Mostly, when you say collectors, they collect international arts from the other areas but for me, I have my Korean pride. So, when it comes to a painter, you know like Van Gogh, Picasso, or Monet. But when you think of Korean painter you can't name one painter. We don't know a lot of them."</i>		✓		
15.	Context: (When they talk about Korean food) Yongju: "You know, our question was if you're from Ilsan, do you like Ilsan Kalgooksu?" Namjoon: <i>"OOHHH, OH COME ON."</i>				✓
16.	Context: (When they talk about Korean food) Yongju: "Chicken Kalgooksu and Clam Kalgooksu, half and half." Namjoon: "Wow, I'm getting confused right now." Yongju: <i>"Can we get some more soju here?"</i>			✓	
17.	Context: (When Jaehyung asked about the price range of the gift that Namjoon gave to his friend) Jaehyung: "What's the price range of the gifts you send them?" Yongju: "Yo, that's very difficult." Namjoon: <i>"Yo, that's really important and tricky question."</i>				✓
18.	Context: (Minsu talks about his youth) Minsu: "Oh, when I was young, I slept only two hours." Jaehyung: <i>"Woah, sir you are the bomb. You are the best of the best."</i>	✓			
19.	Context: (Minsu, Jaehyung, and Yongju asked for artist recommendations to be invited to the psick show) Minsu: "Anything else?" Namjoon: <i>"I'm not sure that he would come here or not but Chris Martin is my friend."</i>	✓			

Then the table below is the percentage overview of flouting maxims in the podcast Psick Show scene "Asking BTS RM on 2022 Income Tax"

Table 2 Percentage Overview of Flouting Maxims

No.	(X) Types of Flouting Maxims	(F) Frequency	(P) Percentage
1.	Quality	5	26.32%
2.	Quantity	4	21.05%
3.	Relation	4	21.05%
4.	Manner	6	31.58%
Total (N)		19	100%

3.1 Flouting Maxim of Quality

According to (Grice Paul. - *Logic and Conversation*, n.d.), if speaker says untrue or the speaker tells lie which means the speaker denies something that is believe to be false. Flouting maxim of quality occurs five times in the podcast Psick Show scene “*Asking BTS RM on 2022 Income Tax*” which the speaker flouts the maxim of quality when the simply say something that obviously does not represent what they think. The selected examples are explained as follows:

Data 1:

Minsu: “Howdy, y'all. I'm your MC. Blah blah blah I'm Kim. You know what I'm sayin'?”

Yongju: “*Yeah, you're good. You're lit, man.*”

[00:00:46-00:00:52]

This conversation happened when Minsu was introducing himself as the MC of the podcast, but the way he introduced himself was unclear (just blablablabla). Then Yongju responded with a joke “you're good. you're lit, man”. Yongju's answer deviated from what Minsu asked and contained a lie that Minsu was cool when introducing himself.

Data 2:

Yongju: “So I heard you contacted us more than 10 to 20 times to be on this show. Am I telling it right?”

Namjoon: “*Oh, did I?*”

[00:03:28-00:03:35]

In this conversation, Namjoon flouts maxim quality by answering “oh, did I?”. So, it sounds like an uncertain answer and raises doubts. Because he actually did not do what Minsu asked. This is a flouting of maxim quality because it does not reveal the truth.

3.2 Flouting Maxim of Quantity

Flouting maxim of quantity happens when the speakers give more or less amount of the information that required. In this podcast, four utterances which can be categorized as flouting maxim of quantity are found. This analysis is supported by (Grice Paul. - *Logic and Conversation*, n.d.). The selected examples are explained as follows:

Data 3:

Jaehyung: “Oh, have a seat Namjoon, have a seat.”

Namjoon: “*Such an honor to be in a such a world show. After Jimmy Fallon, I've been to Kimmel. I've met many world stars but PSICK show, Oh, I'm such an honor. It was my life bucket list.*”

[00:02:31-00:02:43]

There is a flouting of maxim quantity when Jaehyung invites Namjoon to sit down, but Namjoon replies with remarks containing excessive information and not needed by the questioner. Here Jaehyung only invites to sit down, but Namjoon answers by providing information that it is an honor to be invited to this podcast.

Data 4:

Minsu: “You know that?”

Namjoon: “*I know it, I love it. I watched every episode. Why, why aren't you guys doing this content these days? You're so into that 'New Town Cowboys'.*”

[00:04:17-00:04:24]

The context is Minsu asking Namjoon if he (Namjoon) knows the episode 'One Love Mountain', then Namjoon answers with an excessive answer and contains unnecessary information, causing a flouting of maxim quantity because of his long-winded answer.

3.3 Flouting Maxim of Relation

There are four utterances of flouting maxim of relevance which occur in this podcast. Which flouting maxim of relation occurs when the response is obviously irrelevance to the topic or change the topic. Based on (Grice Paul. - *Logic and Conversation*, n.d.), which flouting maxim of relation occurs when the response is obviously irrelevance to the topic. The following examples of the data as follows:

Data 5:

Minsu: "I'm a comedian, I'm a rapper, I'm an astronaut, and uh... the last one is painter."

Jaehyung: "Are you ready to..."

Minsu: "***I hate paparazzi.***"

[00:01:12-00:01:22]

When Minsu introduces himself who has many identities, then Jaehyung has not finished asking but has been answered by Minsu with an answer that does not relate or has nothing to do with Jaehyung's question. So Minsu flouted the rule of maxim of relation, because the answer does not match what is asked.

Data 6:

Yongju: "So, hey. Look at Jaehyung, look at his you know. Make-up. Look at his eye shadow."

Minsu: "***Are you James Charles or something?***"

[00:01:48-00:01:54]

The conversation above is actually discussing makeup, then Yongju tells Minsu to look at Jaehyung's makeup. But Minsu flouts the maxim of relation with his joke speech and makes this a flouting maxim of relation. Because Minsu's speech has nothing to do with what they are talking about.

The conversation between Yongju and Minsu obviously irrelevant to the topic because Minsu answered the question from Yongju by flouting maxim of relation. It should be answered by "Oke, I'll look it." but he just asserted Yongju by his utterance.

3.4 Flouting Maxim of Manner

Based on (Grice Paul. - *Logic and Conversation*, n.d.), when the speaker asks or tells something, the listener should answer it as clear as possible and not obscure or ambiguous. In this flouting maxim, the speakers fail to fulfil the maxim of manner that requires the listener to be clear, brief and orderly in starting their utterances. It is the last ranks happened in this podcast. The examples are below:

Data 7:

Yongju: "Why, why are you counting money for?"

Minsu: "***It's a... Stone festival *A tip to celebrate the first birthday***"

[00:00:37-00:00:40]

When Yongju asked Minsu what the money was for, Minsu didn't give a clear answer, which made Yongju ask a second time.

Data 8:

Namjoon: "Guys, I'm nervous."

Minsu: "You are nervous?"

Namjoon: "***I've been subscribing you guys, when you guys had like 80,000 followers.***"

[00:02:48-00:02:51]

The context is when Namjoon said that he was nervous when speaking on the podcast, then Minsu asked to emphasize and make sure if Namjoon was really nervous, instead of answering him with the answer "yes, I'm nervous", Namjoon answered him with another answer like avoiding the question. This makes Namjoon flouts the maxim of manner.

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