

**THE VIOLATION AND FLOUTING OF COOPERATIVE  
PRINCIPLE IN THE JOKES PRODUCED BY MALE AND  
FEMALE AMERICAN TALK SHOW HOSTS**

**THESIS**

By:

Awathif Nazlah Ajibah

NIM 17320036



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

**2022**

**THE VIOLATION AND FLOUTING OF COOPERATIVE  
PRINCIPLE IN THE JOKES PRODUCED BY MALE AND  
FEMALE AMERICAN TALK SHOW HOSTS**

**THESIS**

Presented to  
Universitas Islam Negeri Maulana Malik Ibrahim Malang  
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

By:  
Awathif Nazlah Ajibah  
NIM 17320036

Advisor:  
**Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed**  
NIP 197402111998032002



**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG  
2022**

#### STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**The Violation and Flouting of Cooperative Principle in The Jokes Produced by Male and Female American Talk Show Hosts**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 8 Februari 2022

The Researcher



Awathif Nazlah Ajibah

NIM 17320036

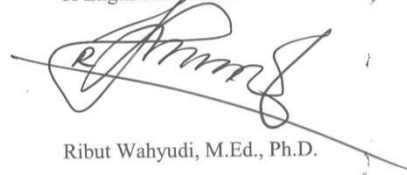
**APPROVAL SHEET**

This to certify that Awathif Nazlah Ajibah's thesis entitled **The Study on Non Cooperative Principle in The Jokes Produced by Male and Female American Talk Show Hosts** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 10 Februari 2022

Approved by  
Advisor,

Head of Department  
of English Literature



Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed  
NIP 197402111998032002

Ribut Wahyudi, M.Ed., Ph.D.  
NIP 198112052011011007

Acknowledged by

Dean,



M. Ag.

NIP 197411012003121004

**LEGITIMATION SHEET**

This to certify that Awathif Nazlah Ajibah's thesis entitled **The Violation and Flouting of Cooperative Principle in The Jokes Produced by Male and Female American Talk Show Hosts** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 03 Februari 2022

**The Board of Examiners**

**Signatures**

1. **Dr. Hj. Syafiah. M.A.**

(Main Examiner)

NIP 196609101991032002

2. **Zainur Rofiq, S.S., MA.**

(Chair)

NIP 19861018201802011180

3. **Dr. Hj. Galuh Nur Rohmah M.Pd, M.Ed.**

(Advisor)

NIP 197402111998032002



**MOTTO**

*“I hope we know our limits well. But don't stay within those limits. Overcome the limits each day.”*

*-Kim Namjoon-*

## **DEDICATION**

This thesis is especially dedicated to my beloved parents, ibu Imroatul Hasanah and bapak Abdul Rohim, who always supporting and praying for me. My dear little sister Intan Nur Laily. My beloved friends Ulfii Rahmah Maulida, Dzia Ahadini, Nur Octavia Maharani, and Rizma Akhwadiaz Alfi Syahrin who always encourage me to finish my thesis. Once again, thank you for all your infinite love, support, and prayers. I am so grateful for having you all in my life. I love you forever. Now, I will continue to reach my dreams and make you proud again.

Aamiin.

## ACKNOWLEDGMENT

*Bismillahirrahmanirrahim.*

First and foremost, my praises and thanks to Allah SWT. Because of the showers of blessings and abundance of grace, I can finish my thesis. Secondly, shalawat and regard are always directed to our Prophet Muhammad SAW, who brings us from days full of ignorance to days full of knowledge.

This thesis was completed because of the support from many parties. However, my deep gratitude goes to my supervisor, Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed, for his patience in guiding me in the process of completing this thesis.

After that, I would like to draw my thanks and gratitude to the people who are beside me for motivating, encouraging, and praying to complete this thesis.

1. The Dean of Faculty of Humanities, Dr. Hj. Syafiyah. M.A., which has facilitated me with the best learning facilities.
2. The Head of the Department of English Literature, Rina Sari, M.Pd, and all English literature lecturers. Thank you for your extraordinary knowledge and patience from the beginning of learning till the end.
3. Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed, as my supervisor. Thank you for your constant guidance and direction, which enabled me to complete this thesis well.



4. My beloved parents, ibu Imroatul Hasanah and bapak Abdul Rohim. My beloved sister, Intan Nur Laily. Thank you for the trust, passion, and prayers that are always there for me.

5. My beloved friends, Ulfii Rahmah Maulida, Dzia Ahadini, Nur Octavia Maharani, and Rizma Akhwadiaz Alfi Syahrin. Thank you for always being by my side during the work on this thesis.

6. My favorit boys, BTS. Thank you for making an amazing music. Your music always gives motivation and spirit for me to finish this thesis.

I realize that this thesis is not perfect and has many shortcomings. However, for the readers, I have a recommendation for future research on the same topic. *Alhamdulillahirabbil'alamin.*

Malang, 9 Februari 2022

The Researcher

## ABSTRACT

**Ajibah, Awathif Nazlah. 2021. The Study on Non Cooperative Principle in the Jokes Produced by Male and Female American Talk Show Hosts.**  
Thesis. English Letters Department, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.  
Advisor : Dr. Hj. Galuh Nur Rohmah M.Pd, M.Ed  
Keywords : Cooperative Principle. Jokes. Talk Show. Gender Differences

---

---

In communication, people should be cooperative to avoid misunderstanding. Meanwhile, from the non-cooperation of Grice's theory of cooperative principle, people can create jokes. Violating maxim means the speaker does not observe the maxim not in purpose. The flouting maxim implies that the speaker does not observe the maxim purposefully. Usually, the study of cooperative principle is studied in many talk shows or written texts. Differently, This research analyzes the non-cooperative principle used by male and female American talk show hosts in order to create jokes. The researcher chooses talk show hosts as an object of analysis because they are responsible for leading the course of the entertainment talk show where automatically they must have good communication skills and a good sense of humor.

This research formulated two research questions through the analysis 1) What maxim is violated and flouted by male and female American talk show hosts? and 2) What are the gender differences and similarities in using violating and flouting maxims to create jokes by male and female American talk hosts?. The research aims to find what types of maxims that usually violated and flouted by male and female American talk show hosts. In addition, this research also analyzes the gender similarities and differences between both the objects.

This research is using descriptive qualitative research methodology. So, the result of this research is a brief descriptive analysis of the use of the non-cooperative principle in creating jokes produced by male and female American talk show hosts. The data analyzed are videos downloaded from "The Late Late Show" and "The Ellen Show" Youtube channel. After that, the researcher will transcribe the downloaded video and print it. Then, from the printed data, the writer does the analysis.

Based on the findings, the researcher found that both male and female hosts violate maxim more often than flouting maxim. In conclusion, the male host has violated 10 maxims of quality, 2 maxims of quantity, 3 maxims of manner, and 10 maxims of relation. Meanwhile, the female host violates 10 maxims of quality, 1 maxim of manner, and 5 maxims of relation. Thus, different of violating maxim, both male and female hosts are flouting 1 maxim of quality. Therefore, maxim of quality is violated the most by the objects.

## ABSTRAK

**Ajibah, Awathif Nazlah. 2021. Kajian Prinsip Non Kooperatif dalam Lelucon yang Diproduksi oleh Pembawa Acara Talk Show Amerika Pria dan Wanita.** Tesis. Jurusan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Dr. Hj. Galuh Nur Rohmah M.Pd, M.Ed  
Kata Kunci : Prinsip Kooperatif. Lelucon. Talk show. Perbedan Gender.

---

---

Dalam komunikasi, orang harus kooperatif untuk menghindari kesalahpahaman. Sedangkan dari prinsip kooperatif teori non-kooperatif Grice, orang bisa membuat lelucon. Melanggar maksim (*violating maxim*) berarti pembicara tidak mematuhi maksim dengan tidak sengaja. Pelanggaran maksim (*flouting maxim*) menyiratkan bahwa pembicara tidak mematuhi maksim dengan sengaja. Biasanya kajian tentang prinsip kerja sama banyak dipelajari dalam talk show atau teks tertulis. Secara berbeda, penelitian ini menganalisis prinsip non-kooperatif yang digunakan oleh pembawa acara talk show Amerika pria dan wanita untuk membuat lelucon. Peneliti memilih pembawa acara talk show sebagai objek analisis karena mereka bertanggung jawab untuk memimpin jalannya talk show hiburan dimana secara otomatis mereka harus memiliki kemampuan komunikasi yang baik dan selera humor yang baik.

Penelitian ini merumuskan dua pertanyaan penelitian melalui analisis. 1) Maksim apa yang dilanggar dan dilanggar oleh pembawa acara talk show Amerika pria dan wanita? 2) Apa perbedaan dan persamaan gender dalam penggunaan maksim pelanggaran dan pelanggaran untuk membuat lelucon oleh pembawa acara bincang-bincang Amerika pria dan wanita?. Penelitian ini bertujuan untuk menemukan jenis maksim apa yang biasanya dilanggar dan dilanggar oleh pembawa acara talk show Amerika pria dan wanita. Selain itu, penelitian ini juga menganalisis persamaan dan perbedaan gender antara kedua objek tersebut.

Penelitian ini menggunakan metodologi penelitian deskriptif kualitatif. Jadi, hasil dari penelitian ini adalah analisis deskriptif singkat tentang penggunaan prinsip non-kooperatif dalam menciptakan lelucon yang diproduksi oleh pembawa acara talk show Amerika pria dan wanita. Data yang dianalisis adalah video yang diunduh dari saluran Youtube "The Late Late Show" dan "The Ellen Show". Setelah itu, peneliti akan menyalin video yang diunduh dan mencetaknya. Kemudian, dari data yang dicetak, penulis melakukan analisis.

Berdasarkan temuan, peneliti menemukan bahwa tuan rumah laki-laki dan perempuan lebih sering melanggar maksim daripada melanggar maksim. Kesimpulannya, tuan rumah laki-laki telah melanggar 10 maksim kualitas, 2 maksim kuantitas, 3 maksim cara, dan 10 maksim relasi. Sedangkan tuan rumah perempuan melanggar 10 maksim kualitas, 1 maksim cara, dan 5 maksim relasi. Dengan demikian, perbedaan pelanggaran maksim, baik inang jantan maupun betina melanggar 1 maksim kualitas. Oleh karena itu, maksim kualitas paling banyak dilanggar oleh objek.

## يستخضع انثحث

عجبية وعواطف نزلة .2021. دراسة حول مبدأ عدم التعاون في النكات التي أنتجها مضيفو البرامج الحوارية الأمريكية من الذكور والإناث .أطروحة .قسم الآداب الإنجليزية ، كلية العلوم الإنسانية ، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج .

المستشار : د .جلوح نور رحمه م  
الكلمات المفتاحية : مبدأ التعاون .نكات .برنامج حوارى .الفروق بين الجنسين

في التواصل ، يجب أن يكون الناس متعاونين لتجنب سوء الفهم .وفي الوقت نفسه ، من عدم تعاون نظرية جريس لمبدأ التعاون ، يمكن للناس إنشاء النكات .انتهاك القول المأثور يعني أن المتحدث لا يحترم المبدأ في الغرض .يشير مبدأ الاستهزاء إلى أن المتحدث لا يلتزم بالمبدأ المقصود عن قصد .عادة ، تتم دراسة دراسة المبدأ التعاوني في العديد من البرامج الحوارية أو النصوص المكتوبة .بشكل مختلف ، يحلل هذا البحث مبدأ عدم التعاون الذي يستخدمه مضيفو البرامج الحوارية الأمريكية من الذكور والإناث من أجل خلق النكات .يختار الباحث مضيفي البرامج الحوارية كهدف للتحليل لأنهم مسؤولون عن قيادة مسار البرنامج الحوارى الترفيهي حيث يجب أن يتمتعوا تلقائياً بمهارات اتصال جيدة وروح دعابة جيدة

صاغ هذا البحث سؤالين بحثيين من خلال التحليل (1) .ما الحكمة التي يتم الاستهزاء بها والانتهاك من قبل مضيفي البرامج الحوارية الأمريكية من الذكور والإناث كاستراتيجية لخلق النكات؟ و (2)كيف تؤثر الفروق بين الجنسين على الاستهزاء بالثوابت وانتهاكها كاستراتيجية لخلق النكات التي يستخدمها مضيفو البرامج الحوارية الأمريكية من الذكور والإناث ؟ .يهدف البحث إلى معرفة أنواع الثوابت التي عادة ما تنتهك وتنتهك من قبل مضيفي البرامج الحوارية الأمريكية من الذكور والإناث .بالإضافة إلى ذلك ، يحلل هذا البحث أيضاً أوجه التشابه والاختلاف بين الجنسين بين كلا الجسمين.

يستخدم هذا البحث منهج البحث النوعي الوصفي .لذا فإن نتيجة هذا البحث عبارة عن تحليل وصفي موجز لاستخدام مبدأ عدم التعاون في خلق النكات التي ينتجها مضيفو البرامج الحوارية الأمريكية من الذكور والإناث .البيانات التي تم تحليلها هي مقاطع فيديو تم تنزيلها من قناة "The Late Late Show" و "The Ellen Show" على اليوتيوب .بعد ذلك يقوم الباحث بنسخ الفيديو الذي تم تنزيله وطباعته .ثم ، من البيانات المطبوعة ، يقوم الكاتب بالتحليل.

بناءً على النتائج ، وجد الباحث أن كل من المضيفين من الذكور والإناث ينتهكون الحكمة في كثير من الأحيان أكثر من الاستهزاء بالمبدأ .في الختام ، فإن العائل الذكر قد خالف 10 من أقوال الجودة ، ومبدأين للكمية ، و 3 أقوال في الأسلوب ، و 10 أقوال للعلاقة .وفي الوقت نفسه ، فإن المضيف الأنثوي ينتهك 10 ثوابت للجودة ، ومبدأ أساسى واحد في الأسلوب ، و 5 أقوال للعلاقة .وهكذا ، يختلف عن المخالفة ، فإن كل من المضيفين من الذكور والإناث ينتهكون مبدأ الجودة الأول .لذلك ، يتم انتهاك أقصى قدر من الجودة من قبل الكائنات.

## TABLE OF CONTENT

LEGITIMATION SHEET.....	iv
MOTTO.....	v
DEDICATION.....	vi
ACKNOWLEDGMENT.....	vii
ABSTRACT.....	ix
ABSTRAK.....	x
يستخهض انثحث.....	xi
CHAPTER I.....	1
1.1 Background of the Study.....	1
1.2 Problems of the Study.....	5
1.3 Objectives of the Study.....	5
1.4 The Significance of the Study.....	6
1.5 Scope and Limitation.....	6
1.6 Definition of Key Terms.....	7
a) Cooperative Principle.....	7
b) Maxim.....	7
c) Violating Maxim.....	7
d) Flouting Maxim.....	8
e) Joke.....	8
f) Gender.....	8
g) Talk Show.....	8
1.7 Previous Studies.....	8
1.8 Research Method.....	10
1.8.1 Research Design.....	11
1.8.2 Research instrument.....	11
1.8.3 Data and Data Source.....	12
1.8.4 Data Collection.....	12
1.8.5 Data Analysis.....	13
CHAPTER II.....	14
2.1 Basic Concept of Cooperative Principle.....	14

2.1.2 Observing Maxim.....	15
2.1.2 Flouting Maxim.....	17
2.1.3 Violating maxim.....	19
2.2 Verbal Humor.....	19
2.3 Joke.....	21
2.4 Talk Show.....	22
2.5 Host.....	22
2.6 Gender in Language and Humor.....	23
CHAPTER III.....	25
3.1 FINDINGS.....	25
3.1.1 Male Host Jokes.....	25
3.1.2 Female Host Jokes.....	38
3.2 DISCUSSION.....	50
3.2.1 Male Host Jokes.....	51
3.2.2 Female Host Jokes.....	53
3.2.3 Gender Influences in Male and Female Hosts Jokes.....	54
CHAPTER IV.....	58
5.1 Conclusion.....	58
5.2 Suggestion.....	59
BIBLIOGRAPHY.....	61
CURICULUM VITAE.....	63
APPENDIX A.....	64
APPENDIX B.....	67
APPENDIX C.....	70
APPENDIX D.....	71

## CHAPTER I

### INTRODUCTION

This chapter consists of the background of the study, research question, research objective, research significance, scope of limitation, definition of key term, previous study, and research method.

#### 1.1 Background of the Study

The research of cooperative principle of communication is important to do and develop. The reason is, cooperative principle exists in the real communication that people need to do in order to socialize with others. In addition, when communicating with others, people should be cooperative instead of they should be purposive behavior and rational (Fang & Xin, 2017). To be cooperative during a conversation, Grice (1975) suggests four maxims that should be observed; the maxim of quality, quantity, manner, and relation. But, there are some people who intentionally not observing either flouting or violating maxims. It means, they wished for other meanings wants the hearer to understand (Thomas, 1997) or they try to create a funny utterance such as jokes in order to make a conversation run well. So, in this research, the researcher will analyze the use of non-cooperating maxims for creating jokes used by male and female American talk show hosts.

Flouting and violating maxim many do in the media for several purposes. (Zebua at al, 2017) found that male participants at Ellen DeGeneres show flouted and violated the maxim of quantity for increasing self confidence and making their statement stronger. Besides, from the same research, the researchers found

that female participants usually flouted and violated the maxim of relevance in order to avoid talking about something. Other than that, in the presidential election debate in Indonesia, one of the candidates flouted all maxims for some purposes such as saving face, controlling the information, and ignoring something (Fadhly, 2012). So, looking at some purposes of flouting and violating maxim above, the researcher interests to analyze jokes in media especially talk show by non observing Grice's maxim of communication.

Nowadays, jokes have a good place in the media. Comics, cartoons, situation comedy (sitcom) use the linguistics form of humor. An advertisement uses humor for public marketing (Chovanee & ermida, 2012). In television, beside of sitcom, talk show also shows a form of humor. Tustiatina, Sunarni, and Suganda (2019) found ethnic humor in the Indonesian talk show "Ini Talkshow." In that research, the researchers concluded that humor could be used in intercultural interaction even during the talk show. So, it can be concluded that during the media's performance (cartoon, comic, sitcom, and talk show), the participant suggested using a form of humor in addition to have a good public speaking skills.

Recently, talk show be more popular especially American talk show. A host leads the talk show program. We can see it from the number of viewers and their subscribers on Youtube; "The late late show" hosted by James Corden has 26 million subscribers, and "The Ellen Show" hosted by Ellen DeGeneres has 37,7 million subscribers on their official Youtube channel. People are also interested in researching it for many fields of investigation. In 2019, there is an analysis about



the language style used by Ellen DeGeneres during her show (Putra & Rosa, 2019). This fact proved that American talk shows have and still exist for entertaining also investigating. As successful as the talk show program, a professional host is the most influential on it besides a crew.

The host has the most crucial role in the talk show program. The job of host not only leading, presenting, and interviewing the guest, but he has a responsibility to make everything in that program run exciting and not dull considering this TV program is mainly entertaining. According to (Timberg, 2002), the one irreplaceable part of a talk show is a host. In "The Late Late Show," James Corden usually makes jokes to make the show more exciting. Found in the comment of one of his videos, "Jungkook's laughs is unreal." This means Jungkook laughs so hard at James Corden's jokes. So, the researcher chooses James Corden and Ellen DeGeneres because they are good at presenting a show and have a good sense of humor.

The research about gender is always interesting and important too. It talks about differences, power, and others. Sardar & Loon (1999) stated that gender has two definitions and understandings. The first understanding refers to the word "sex" as biological determination. The second understanding of gender is a social construction that refers to the words "male" and "female." Making different distinctions and talking about others as masculine or feminine is allowed in gender (Coates, 2015). Sociolinguistics is one of the branches of linguistics that examines gender from a social and linguistic perspective. This proves that gender and language are closely related. Therefore, researchers are interested in finding

gender differences influence in-joke creation using the flouting or violating maxim.

Gender and humor have a powerful relationship. Different gender has a different way to communicate. As long as gender is a crucial in social construction, it influences the way they talk to make a distinction in position and power in society. According to Crawford (2003), women's joke has a purpose of building solidarity and intimacy while men's joke functions as a form of competition. Therefore, in the research of gender stereotype in humor production and memory bias conducted by Mickes (2012) male has proven funnier than a female. In this research, the researcher tries to analyze the use of violating and flouting maxims as a strategy to create jokes in a different gender.

This research will be continuing to research jokes creation by being non-cooperate on Grice's cooperative principle created by male and female American talk show hosts; James Corden and Ellen DeGeneres. Looking at the relationship between language and gender, the researcher will analyze the jokes while seeing gender differences. Previously, (Rafika, 2020) found that flouting the maxim of quantity is found the most in the American TV situation comedy program "2 Broke Girls". In the present research, the researcher focuses on finding the maxims flouted and violated by two American talk show hosts to create jokes.

Schwarz (2009) has done the research to find linguistic features that have been done to create humour by stand up comedians. She found concluded that five linguistic features can be chosen to create humour or jokes: wordplay and punning,

hyperbole, repetitions, timing, and paralinguistic choices. Moreover, this research is tried to find the other linguistic features that can be used to create jokes.

## **1.2 Problems of the Study**

1. What maxim is violated and flouted by male and female American talk show hosts?
2. What are the gender differences and similarities in using violating and flouting maxims to create jokes by male and female American talk hosts?

## **1.3 Objectives of the Study**

The research focuses on analyzing jokes created by either violating or flouting the maxim of Grice's cooperative Principle used by male and female American talk show hosts. Before analyzing the humorous conversation in the American entertainment talk show hosts, firstly, the researcher observes the theory of humour and conversation. The researcher also observes how jokes work and take place in the media. Next, the researcher decides the meaning or definition of jokes used in the research. This research aims to determine what types of maxims the object of research violates or flouts. After that, the researcher tries to capture the gender similarities and differences between male and female hosts when using violating and flouting maxims to create jokes.

#### **1.4 The Significance of the Study**

The researcher conducted this study to contribute theoretically and practically to linguistics's fields. Theoretically, this research contributes to a deeper understanding of the cooperative principle. This research will also contribute to increasing the study of the cooperative principle and its relation to jokes. That is crucial for people to know that the non-cooperative principle can create a joke since jokes are one of the communication's strategies. In addition, the present study has provided research suggestions on cooperative principles for future research. Practically, the researcher expects this research to provide knowledge about cooperative principles and jokes that appear in daily life conversations.

Also, it is crucial to analyze the topic of male and female American talk show hosts. The reason is that host is the most crucial part of a talk show. Entertainment talk show hosts need to know that apart from good public speaking skills, creating humour can also help make the show more interesting.

#### **1.5 Scope and Limitation**

In this research, the researcher focuses on analyzing jokes created by violating and flouting the maxims of Grice's theory of cooperative principle; the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relation created by male and female American talk show hosts the conversation.

To analyze it, the researcher chooses the theory of cooperative principle by Grice. Further, the finding also focuses on gender differences influence of joke creation.

The limitation of this research is that the researcher analyzes two American talk show hosts to cover the differences and similarities in creating jokes by either violating or flouting the maxims of cooperative principle: James Corden and Ellen DeGeneres.

### **1.6 Definition of Key Terms**

In this research, the researcher conducted some definitions of some keywords used as follow:

#### **a) Cooperative Principle**

The cooperative principle is a theory proposed by H. P Grice in 1976 that contains four maxims that should be obeyed in communication.

#### **b) Maxim**

The term maxim is the rules that both the speaker and the hearer must follow to convey the intentions to each other.

#### **c) Violating Maxim**

In this research, violating maxim is also defined based on Grice's theory of cooperative principle: when speakers know that the hearer will not know the truth and only understand the words' surface meaning.

**d) Flouting Maxim**

In this research, flouting maxim are defined based on Grice's theory of cooperative principle: when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied.

**e) Joke**

Joke is a part of language and communication study and contains funny things that invite laughter.

**f) Gender**

In this research, the word gender leads to personality, behavior, and how they represent themselves.

**g) Talk Show**

Talk show is defined as a program that displays one or several people to discuss a certain topic brought by the host.

**1.7 Previous Studies**

As long as humor in media is an interesting topic to research, many people have done it. Rafika, R. Yuliasri, I. & Warsono (2020), conducted research entitled *"Flouting of Grice's Maxims in the Humorous Utterances in American Situation Comedy2 Broke Girls."* This research analyzes the maxims flouted and language style by the actors in American Situation Comedy2 Broke Girls. In this

research, the researcher analyzes flouting and violating maxim by male and female hosts in a talk show with different language styles through gender differences.

Verschueren, J (2017) conducted research entitled "*Pragmatics of Humor in a Serious Story*" that analyzes humor in the serious story as a research subject. The umbrella of study in this research is pragmatic. The biggest difference between Verschueren's research and this research is the subject of research, which analyzes humor in a talk show which has the semi-formal context of a conversation, not the serious one. As a result, this story proved to be funny after the researcher analyzed and demonstrated the mechanism for making the meaning of this story. Different from the previous, the present research will focus on analyzing the joke creation in a semi-formal television program (entertainment talk show).

Mael, M. R., Septiana, H. & Retnani. (2018) conducted research entitled "*Humor Conversation Due to Violation of Cooperative and politeness Principles.*" In this research, researchers analyze humor created by violated the cooperative maxim and politeness principle. The data of this research is conversations documented by postgraduate students that were recorded before. The result of this research is a violation of cooperative and politeness principles can bring jokes to a conversation, and jokes or humorous conversation can make more intimate relationship each other. Unlike what researchers found in the previous, the present researcher will analyze specifically jokes or humor creation by violation and

flouting of the cooperative principle and analyze the influence of gender differences.

Shahreza, H and Ali, M (2017) conducted research entitled "*A Sociolinguistic Analysis of Gender in Persian Verbal Humor: The Case of Online Jokes.*" This research focuses on analyzing gender's role in verbal humor in Persia. This research uses mixing research paradigms, qualitative and quantitative research. Different from the present research, the researcher uses only qualitative research methodology. Also, the researcher focuses on creating jokes by flouting or violating Grice's maxim of the cooperative principle.

Unlike previous studies, this research will provide a renewal in the research on the creation of humour by flouting or violating Grice's maxims of cooperative principle created by male and female American talk show hosts and the influence of gender differences.

## **1.8 Research Method**

This chapter elaborates on the methods used to collect the data of the research. This chapter consists of research design, research instrument, data source, and data collection and analysis.



### **1.8.1 Research Design**

For this research, the researcher using pragmatism as a philosophical worldwide or umbrella. The first reason is pragmatism requires the researcher to be focused and concerned with practical issues: the talk show's linguistics aspect analysis is connected. The second reason is that this research also focuses on gender differences in influencing jokes creation by non-cooperating the maxim of the cooperative principle.

This research uses qualitative research as a research paradigm. The researcher taught that qualitative research is the best to compare creating jokes by flouting and violating Grice's maxims. The reason is, this research was made to test, explain, describe and compare a strategy to create jokes by flouting and violating maxim used by male and female American talk show hosts. The concept of qualitative research about research design (data collection and data processing/analyzing) and instrument (the researcher as the main instrument) is matched with this research.

### **1.8.2 Research instrument**

In this research, the researcher is the main instrument. She collected the data by searching, downloading, watching, and analyzing the hosts of American talk show based on the research question above from the video on their official Youtube channel. The researcher used the tools in this research; laptop, mobile

phone, internet connection (for searching and downloading videos), and earphones (to listen to the more apparent conversation in the videos).

### **1.8.3 Data and Data Source**

The data in this study are downloaded from the official Youtube channel of “The Late Late Show” starring James Corden and “The Ellen Show” starring Ellen DeGeneres. Data which is a video will be transcribed first before being analyzed. The videos of James Corden is taken from <https://www.youtube.com/user/TheLateLateShow> and the videos of Ellen DeGeneres is taken from <https://www.youtube.com/user/TheEllenShow>.

### **1.8.4 Data Collection**

- a) In collecting the data, the researcher uses several steps. First, the researcher downloaded twelve videos of “The Late Late Show” and “The Ellen Show” Youtube channel watched at least 1 million times. Second, the researcher collects the male and female host utterances that violate and flout the maxim of the cooperative principle. Third, she takes a funny utterance as follow:
  - a) Both host and guest are laughing
  - b) The host are laughing

c) The guest are laughing

### **1.8.5 Data Analysis**

In analyzing the data, the researcher has three steps. First, the researcher examines the data that violate or flout the maxims. Second, the researcher determines what maxim is violated or flouted. Last, the researcher looks for similarities and differences between male and female hosts in violating or flouting maxims to create jokes. The last stage aims to answer the second research question: how gender differences influence flouting and violating maxims as a strategy to create jokes used by male and female American Talk Show hosts.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter will cover the approach and theory that will be used for the analysis. The theoretical framework will be organized as follow :

#### 2.1 Basic Concept of Cooperative Principle

The basic concept of cooperative principle is what H.P Grice and J.L Austin worked on in 1940 and 1950. Grice stated that there is a relation between cooperative principle and conversational maxim (Thomas, 1997). Besides, Austin found distinction from what the speaker said to what hearer understood (Austin 1962&1976). Thus, Grice (1976) sees how the hearer gets the real meaning until the implied meaning (can be the opposite meaning). Basically, the cooperative principle gives rules that the speaker should observe to send a message to the hearer successfully. Also, the cooperative principle shows some possibilities that happen when people are not observing the rules.

In communication, people should cooperate to send a message to others. To cooperate during a conversation, H.P Grice proposed rules that should be observed. The theory of cooperative principle has four maxims; the maxim of quality, quantity, manner, and relation that can be used to make an implication, runs as follow: “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.” (Grice, 1976)

### 2.1.2 Observing Maxim

Observing maxim means speaker being cooperated during the conversation. By following the maxim, the speaker will send the true meaning of what he wants to say. The maxim that Grice has proposed consist of four maxims :

1. Maxim of quality :

- speakers prohibit to say what they believe to be false
- speakers prohibit to say something that lack of evidence

Mother : “Do you remember where the last time you see your ring before it lost?”

Son : **“As much as I remember, lastly I see it in the box on my table.**

From the example of conversation above, the son observes the maxim of quality by saying, “As much as I remember,” which means he is not sure about what he states and knows.

2. Maxim of quantity : speakers should make their contribution as informative as is required. It means speakers do not allow either decreasing or increasing the information from the required.

Mother : “Are you happy, my son?”

Son : **“Yes.”**

From the example of the conversation above, the son being cooperated by observing the maxim of quantity. Answering “yes” to the mother is clear enough to be understood. The son does not give a piece of additional information that will create a misunderstanding.

3. Maxim of manner : speakers should be brief and avoid an ambiguity. Also, speakers should say something orderly and avoid making obscurity of expression.

Mother : “Where are you when your private teacher comes?”

Son : **“Let me clarify it, at that time I am either in bathroom or kitchen.”**

From a short conversation above, the son was following the maxim of manner in answering his mother’s question. He briefly states where he is when his private teacher comes and not saying something ambiguous.

4. Maxim of relation : speakers should be relevant

Mother : “Wait, **I just going back to your statement**, you are not really sure either in bathroom or kitchen when your private teacher comes.

Son : “Right.”

From the conversation between mother and son above, we can see that the mother is observing or following the maxim of relation marked by “I just going back to your statement,”

### 2.1.2 Flouting Maxim

Meaning of the word 'flout' refers to when the speaker is not observing maxim purposefully. Thomas (1997) briefly states that observing maxim is when a speaker *blatantly* fails to follow maxim in purpose to generate an implied meaning implicature. Additionally, Cutting (2008) said that when people are flouting maxim, they expect the hearer will understand the implicit meaning, and listeners know if the words do not work for 'face-saving.'

#### 2. Flouting maxim of quality (purposefully not observing maxim of quality)

Mother : “Is it true that Ulfii joins a traditional dance club?”

Daughter : **“Yes, maybe.”**

The daughter has flouted the maxim of quality by stating the word ‘maybe’ in the end. Adding the word ‘maybe,’ the hearer will confuse understanding the true meaning because there are some possibilities of meaning; the daughter agrees or disagrees that Ulfii joined a traditional dance club or did not know either true or not Ulfii joined a traditional dance club.

3. Flouting maxim of quantity (purposefully not observing maxim of quantity)

Mother : “What do you think about my new dress, honey?”

Daughter : **“The color is nice, mom.”**

In the conversation above, the daughter is not observing the maxim of quantity. The reason is that the daughter not to the point of what her mother asks. She gives too little information about her opinion on her mother’s new dress. It can be like the daughter is feeling bad about her mother’s dress.

4. Flouting maxim of manner (purposefully not observing maxim of manner)

Mother : **“Let’s go to somewhere we can buy a novel to give her a birthday gift.”**

In the example above, the mother is not observing the maxim of manner by being ambiguous. She said 'somewhere' instead of 'book store,' and she said 'her' instead of 'Sinta' (a sister).

5. Flouting maxim of relation (purposefully not observing maxim of relation)

Roby : “Is Anna dating anyone these days?”

**Boby : “She goes to Han river every week.”**

From the conversation above, the researcher concluded that Bobby is flouting the maxim of relation. To answer Roby’s question about if Anna is dating



someone or not, he should answer yes or no directly. So, in this case, Bobby is expecting Roby to understand what he means implicitly that Anna is dating someone.

### 2.1.3 Violating maxim

Violating the maxim means the speaker does not observe the maxim but not in purpose. The hearer assumes what the speaker's said is the truth and will only understand the surface meaning (Cutting, 2008). Zebua et al (2017) stated that speakers give too little or much information when violating the maxim, a piece of ambiguous information, and an irrelevant situation.

Example :

Nadia : Do you have a watch?

Rahma : **Yes, I do.**

From the example above, Rahma is violating maxim of quantity. The reason is she gives too little information to Nadia. In this case, Nadia may ask about "What time is it?" rather than just asking if Rahma has a watch or not.

## 2.2 Verbal Humor

Before elaborating the meaning of verbal humor, it is better to understand humor itself. Humor is something that inviting a laugh or smile (Ross, 2005). However, humor also has an exception in the development. (Ross, 1998) Stated

that even there are no laughs or smiles, it can be identified as humor. The reason is, people have a different sense of humor. It means some people will laugh when they hear a joke because he finds a humorous aspect that makes him laugh. On the other hand, it is not impossible for some other people not to laugh at the same joke because they do not feel that there is a humorous aspect that invites them to laugh. Therefore, (Hamzah & Azka, 2019) stated that humor is related to something that makes people laugh or smile throughout their lives. Humor also has some types, which is conducted in the theory of humor by Shade.

In the theory of humor conducted by Shade in 1996, there are four types of humor; figural humor, visual humor, auditory humor, and verbal humor. Figural humor is humor that using drawing media. Figural humor is found in comics, caricatures, and cartoon books. The second is visual humor which focuses on impersonation, impression, mime, slapstick, and clowning. The third is auditory humor which uses auditory such as sounds, noises, impersonations, and impressions. The last is verbal humor. In this research, the researcher will give more exploration about verbal humor.

Verbal humor uses an utilization of language rather than just a sound. Shade (1996), in his book, stated that listeners or readers need an ability to understand language-based incongruities. He also categorized verbal humor into sub-types; pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tell, and wit. Saragi, Hamzah & Firawati (2018) found verbal humor in a song, and Azka & Hamzah (2016) conducted a study to analyze verbal humor in drama series. It proves that verbal humor can be found in any media using

language to convey humor. Then, in the present research, the researcher interests in one of these sub-types of verbal humor, which is a joke. So, the understanding of jokes will be explained more.

### **2.3 Joke**

The researcher will analyze the joke created by American Talk Show hosts by a non-cooperating theory of cooperative principle in the present research. In this research, the researcher has generated jokes based on Shade's (1996) sub-types of verbal humor theory. Shade (1996) stated that a joke is something that inviting people laughs and smiles. Commonly, the form of a joke can be involving any or all the following; idiom, metaphor, discovering ambiguity and appreciating the unexpected change of perspective.

Based on Shade (1996), a joke has four types: phonological, lexical, deep structure, and metalinguistic. Phonological is a joke that is conveyed based on the phonological system of words. A lexical joke is a joke based on multiple-meaning words. Deep structure jokes are covering people's alternative interpretations of words or phrases. Last, a metalinguistic joke is a joke that focuses on the form of language rather than the meaning of language. However, in this research, the researcher focuses only on analyzing the joke based on the standard form.

## **2.4 Talk Show**

A talk show is one of the most exciting television programs. The talk show has become the most exciting and essential television program globally, especially in America (Penz, 1996). Littlejohn (1999) defined a talk show as a program that displays one or several people to discuss a particular topic brought by the host. Different television talk shows such as educational talk shows, political talk shows, and entertainment talk shows. In the present research, the researcher chooses to analyze entertainment talk shows. Timberg (2010) proposed four principles in the television talk show as following; 1) A host (in team or host), 2) The illusion of present tense (even though it was taken live or taped, 3) A competition between one commodity and other broadcast commodities (the product is the talk show), 4) Talkshow must highly structured but the give and take must appear spontaneous.

## **2.5 Host**

The host is one of the most critical aspects of a talk show. According to Timberg (2010), the host is one of the principles in the television talk show. He also stated that the host is responsible for the tone and direction of the show. A host should be guiding and setting guest or audience limits explicitly. Besides playing a role in presenting and leading the show, the host also has other talk shows from many aspects. The host has an essential part from a production

standpoint, marketing standpoint, and organizational standpoint (Timberg, 2010). So, in a talk show host is a star or an icon, and his or her place is irreplaceable.

## **2.6 Gender in Language and Humor**

The issue of gender differences in using a language has attracted the attention of many researchers. Previously, Lakoff (2004) has conducted research that focuses on the relationship between gender and language. In his book, *Language and Women's Language*, in 1975, he briefly stated many differences between females and males in using a language. He found and concluded that male language is assertive or saying something to others directly and clearly in his research. Otherwise, female language is more figurative or stating something to others indirectly.

After Lakoff's book published in 1975, linguists agree on four gender-appropriate approaches (Coates, 2015). The first approach is the deficit approach which Lakoff's book, *Language and Women's Language*, is the most well known. The second is the dominance approach. The third is the difference approach which distinguishes females and males through different subcultures. The last approach is called the dynamic approach. It is called dynamic because this approach consists of dynamic aspects of interaction. These approaches are related to Crawford's (1995) idea which gender should be more as a verb than a noun in the conceptualization.

Besides, humor is one of many language phenomena that are related to gender or doing gender. Crawford (2003) stated that humor is not the most important way for doing gender, but neither is it insignificant. In his research on the pragmatics of humor, he also stated that female humor aims to build solidarity and intimacy. Otherwise, male humor seeks to do a status competition. Many researchers have done with many issues about gender, language, and humor. So, the researcher prefers to research gender influence on male and female American Talk Show hosts.

## CHAPTER III

### FINDINGS AND DISCUSSION

#### 3.1 FINDINGS

In this chapter, the data in this study is the utterances of male and female American talk show hosts; James Corden and Ellen DeGeneres during some shows with some guests.

##### 3.1.1 Male Host Jokes

###### Datum 1

Below is the conversation between James Corden and BTS (Korean boy group) taken from the video titled “BTS Carpool Karaoke”:

*Jin* : *Namjoon, could you please ask one thing for me? Ask him what happen in here if we were 8 people instead of 7? (Speak in Korean)*

*Namjoon* : *He is asking that if there is 8 except you, then in total nine, what happen?*

*James* : *Be honest. Hang on. I think I hear what you say. Is this your way of asking me to join the band?*

This video presents a conversation between James Corden and BTS while driving a car around the city. During the conversation, Jin naturally asked the question above to James after seeing the car they rode on was filled with 7 BTS members and James Corden. Then, James answers, “**Be honest. Hang on. I think I hear what you say. Is this your way of asking me to join the band?**” From his answer, we know that he is not giving information that Jin needed.

From James' answer to Jin's question above, it can be concluded that James is **violating the maxim of relation**. James's response is irrelevant to Jin's question. To be cooperative in answering Jin's question, James had to come up with a solution to the possibility Jin mentioned. Otherwise, James did not provide an answer that could answer Jin's question. Jin asked about what if there were nine people in the car. But James instead talked about him joining BTS. Therefore, the researcher concluded that James is making a joke by violating the maxim of relation.

#### **Datum 2**

Below is the conversation between James Corden and BTS Jin that taken from the video titled "BTS Carpool Karaoke"

*James : your fans have given you all nicknames.*

*Jin : Yeah, I am WWH World Wide Handsome, you know.*

*James : **That was my nickname in school.***

This is the conversation between James Corden and BTS member Jin in carpool karaoke "The late Late Show." In this conversation, James was asking BTS members about nicknames given by their fans. Then, Jin spontaneously answers James' question with "Yeah, I'm WWH World Wide Handsome, you know?" After hearing Jin's answer, James responds with, "**That was my nickname in school.**" In this case, James makes a joke by violating the maxim of quality. It looks like he is not being sincere or giving Jin the wrong information.

From the data above, James is not cooperating maxim of quality and relation. He is not giving a response or answer that relates to Jin's question about his nickname. In this



case, James is giving the information about his nicknames with a lack of evidence. James is **violating the maxim of quality and relation** to make a joke. So, there is no misunderstanding between James and Jin or other BTS members because Jin knows that James is purposefully making a joke with that answer.

### **Datum 3**

Below is the short conversation between James Corden and Jin (BTS member) taken by video titled “BTS Carpool Karaoke”:

*Jin : Ask him whether he is prepared to go on a world tour.*

*James : I was born already.*

In the video, Jin asks for James to prepare to go on a world tour as a BTS member. Then, James gives his response as “**I was born already.**” Looking at his answer, we can see that he declares that he was born already to be on the world tour. But, everyone in the car knows that James is a professional host and does not have experience singing, dancing, or performing on stage like what BTS does on the world tour. So, based on Grice’s theory of cooperative principle, James is not observing the maxim.

The researcher concluded that James is **violating the maxim of quality**. He is not saying something real and not sincere about what he said to Jin and other BTS members. James should answer either he is ready to prepare for a world tour with BTS or not. In addition, James is saying something that lack of evidence. He should give evidence that he was born already to the tour. Nevertheless, in this situation, James is violating the maxim of quality to create a joke.

**Datum 4**

Below is the short conversation between James Corden and Namjoon of BTS in the video titled "BTS Recaps the GRAMMYS, Looks Forward to 'Map of The Soul: 7'" in "The Late Late Show" Youtube channel:

*Namjoon* : *It is been seven years since we debut and we have the seven members.*

*James* : *Including me!*

The short conversation above shows the BTS interview in "The late late show" with James Corden. The interview highlights are talking about BTS' newest album called "MAP OF THE SOUL 7". At that time, James is asking RM about the meaning behind their new album. RM tells a lot about the importance of 7 itself. One of them is it has been seven years after they debuted. Also, they have seven-member in the group. Right after that, James said, "**Including me!**" After hearing it, all BTS members were laughing and got James's joke.

From the conversation above, James has violated the maxim of quality and relation. As we can see, BTS member is seven since the beginning. It will never be more or less than 7. In other words, BTS will not add new members. Then, James says that he is one of the BTS members to make BTS members and all the audiences laugh. In addition, James is saying something that irrelevant to the previous statement. Therefore, the researcher concluded that James is **violating the maxim of quality and relation.**

**Datum 5**

The data below taken from "The Late Late Show" Youtube channel titled "Adele Carpool Karaoke":

*James: Hello. It's me. I was wondering if after all these years you'd like to meet.*

James Corden created the utterance above at the beginning of his carpool karaoke time with Adele. He hangs on his phone while saying, “**Hello. It's me. I was wondering if after all these years you'd like to meet.**” It can be like James being polite and friendly, calling Adele and say some greeting words. However, in this case, James said before is saying a lyric from Adele's song titled “Hello” So, James not greets Adele and wonders that Adele would like to meet him or not after some years.

From the data above, the researcher concluded that James is **violating the maxim manner and quality** as long as he is not sincere in what he says and being ambiguous. Thus, James said that the phone is just a joke that purposefully makes a joke and makes people laugh.

#### **Datum 6**

Below is the short conversation between James Corden and Justin Bieber in “The Late Late Show” Youtube Channel titled “Justin Bieber Carpool Karaoke - Vol. 2”:

*Justin: Hi James. Are you ready?*

*James: Are you ready? This is the question. Because I look unbelievable.*

This conversation is a part of carpool karaoke with Justin Bieber. At that time, James and Justin stopped in the clothes store and decided to choose each other's clothes. The first who try the clothing is James. While waiting for James,

Justin is asking a question as, "Hi James. Are you ready?" He seriously asking about is James ready or not to show his final look. For that question, James answers Justin' question with, "**Are you ready? This is the question. Because I look unbelievable.**"

From the data above, the researcher found that James Corden is **violating the maxim of relation, manner, and quantity**. James is not giving a relevant answer to Justin's question he also saying something ambiguous since "I look unbelievable" is having two possible meanings. It can be two possibilities, James look good or bad. But, James is repeating what Justin asked him. Looking at Justin's question, James should answer either he is ready or not. In this case, James is making a joke during the show. The situation is about James showing his fashion that looks unbelievable because it looks not like him in usual.

#### **Datum 7**

Below is the short conversation between James Corden and BTS in "The Late Late Show" online interview titled "That's GRAMMY-nominated to you!":

*Hoseok : Actually, I am not in the video because I was sleeping. So I cried when I woke up.*

*James : I cry every morning when I wake up.*

The short conversation above happened between James and BTS member Hoseok. In that interview, James is asking about their feeling when they are nominated for Grammy's award. One by one, BTS member share their feelings.

James also shows the video reaction of BTS to their Grammy-nominated that contain Namjoon, Jungkook, Taehyung, and Jimin. Next, Hoseok tells why he did not appear in that video and reacts when he knows the news. Then, James is commenting to Hoseok's story with, **"I cry every morning when I wake up."**

The researcher concluded that James is **violating the maxim of quality and relation**. James is not telling the truth and saying something that irrelevant to the previous statement. It is weird if James was always crying when he wakes up in the morning without reason. Also, James's statement is not relevant to Hoseok's story about sleeping when the GRAMMY'S nomination was announced. James purposefully violated the maxim of quality and relation to creating a joke for BTS and viewers.

#### **Datum 8**

Below is the conversation between James Corden and Justin Bieber that has been taken by the video titled "Justin Bieber Carpool Karaoke - Vol. 2":

*Justin: That is exactly what I do on stage.*

*James: I am a father of two.*

This conversation happens when James Corden shows his fashion chosen by Justin before. James takes a walk to show his style to everyone while copying Justin's dance when he is on stage. At that time, Justin directly gives his comment as "That is exactly what I do on stage." He was impressed with James that does

what he exactly does on stage. After hearing Justin's comment on his new fashion, he said, **"I am a father of two."**

From the data above, the researcher concluded that James is flouting the maxim of relation. He is saying something that does not relate to what Justin's said previously. After hearing Justin's comment about him, it will be expected if he says "Thank you" rather than **"I am a father of two."** It can be seen that James is expecting Justin to understand what he means implicitly. However, in this case, James is flouting the maxim of relation to make people laugh or creating a joke.

#### **Datum 9**

Below is the data that were taken by the video titled "Justin Bieber Carpool Karaoke - Vol. 2":

*James: Hey. It is me. I am so sorry to do this again.*

In that video, James Corden is picking up Justin Bieber to do a carpool karaoke. This is the 3rd of Justin Bieber joining the carpool karaoke with James Corden. It is normal if James is doing another carpool karaoke with Justin Bieber again. But, in that situation, James said, **"Hey. It is me. I am so sorry to do this again."** In this case, the researcher concluded that James is violating the maxim of quality to create a joke. James is violating the maxim of quality when he says something that he felt sorry for picking up Justin to do a carpool karaoke. James is not saying something that corresponds to reality. So, in this case, James has

successfully created a joke by **violating the maxim of quality**.

**Datum 10**

Below is the data is taken from the video titled "One Direction Carpool Karaoke":

*James: I really do not need everyone.*

In this video, James is having a carpool karaoke session with One Direction completely with four members. Niall is coming first to James' car and talking with him. In a few moments, Harry, Louis, and Liam are joining. Looking at them hooking, James said, "**I really don't need everyone.**" It means that James needs only Niall in the car to do carpool karaoke. But in this case, the researcher concluded that James is **violating the maxim of manner, quality, and quantity** to create a joke.

First, the researcher concluded that James violated the maxim of manner because he is ambiguous by saying 'everyone,' not directly saying Harry, Louis, and Liam. If he said 'everyone,' it can be meant as four of them included Niall. Second, the researcher concluded that James violated the maxim of quality because he is not sincere in what he said. James does not just want Niall to get into his car to do a carpool karaoke because it is not possible to produce a TV show. As the host, James does not know that all the One Direction members are his guests.

### Datum 11

Below is the short conversation between James Corden and Blackpink (Korean girl group) the video titled "What Is BLACKPINK's Routine Before Taking The Stage?"

*Jennie : Actually, at the venue of our life in concert as you can see. We have great stuff, great band, great everything. So everything was pretty much fun and we're really excited for our fans to see it and you can catch it on our Youtube channel.*

*James : So, this is the set for live stream. Jennie, are you going to keep my name up there during the live stream? Is that going to stay or is that just for this interview?*

James is interviewing Blackpink, who will be holding their first online concert during the COVID-19 pandemic in the video. After asking about their routine before taking the stage, James continues to talk about the show. Jennie, try to explain their preparation and explaining where fans can stream their concert. After that, James is giving the response by asking back to Jennie if she will keep his name at that stage or not. Blackpink did this interview on stage for the concert later. So, right behind them was the "The Late Late Show James Corden" sign.

In this case, the researcher concluded that James had **violated the maxim of relation and quality** to create a joke. Logically, this is a Blackpink concert stage, and it is impossible to keep James behind. From that, we know that he was not seriously asking that question to Blackpink. In addition, James statement does not relevant to Jennie said before. So, in this case, James is not sincere in what he said.

### Datum 12

Below is the conversation between James Corden and Tom Cruise in the video titled "Tom Cruise Forces James Corden to Skydive":



*James: How long will we be in that plane?*

*Tom: 15 minutes*

*James: Is there a meal service?*

The video contains Tom Cruise inviting James to try skydiving. Because this is the first time for James, he looks nervous while making a joke to Tom. Next, Tom is giving an explanation and simulation as a part of preparation before the skydiving. In the middle of Tom's explanation, James asked if this plane serves a meal. In this case, the researcher concluded that James is making a joke by **violating the maxim of quality and relation**.

James is saying something that does not correspond to reality. All people included James; surely know that the plane used to do skydiving is different from commercial aircraft. Also, James's question about if there a meal service does not relevant to the previous discussion about how long they will be in the plane. Therefore, it concluded that James is violating the maxim of quality and relation since him also saying something relevant to make a joke.

### **Datum 13**

Below is the conversation between James Corden and The Jonas Brother in the video titled "Kevin Jonas's Daughter Has Beef w/ Priyanka Copra":

*Joe : We are going to get married this year. We are going to have a summer wedding. I'm looking forward to it her family is all from England, and so-*

*James : You are marrying very well.*

In the video, The Jonas Brother, Nick, Kevin, and Joe are having an interview with James Corden in "The Late Late Show." In this interview, James mentioned that Joe is getting married soon. At that time, James asked Joe when and how his wedding will since he is the last to marry among the brothers. Joe starts to tell when the wedding will be held and how he feels. Joe also tells James about the concept of his wedding later. Joe says that he will have a summer party, and he also tells that his future wife and all his family are from England. After that, James said, "**You are marrying very well.**"

Looking at James's response, the researcher found that James is **violating the maxim of quality** to make jokes. He said the above only after he heard when and how the concept of Joe's wedding would be. It looks like James's statement is not corresponding to reality and fact. The researcher also concluded that James is violating the maxim of manner to create a joke since he says something ambiguously. By saying, "**You are marrying very well.**" we cannot clearly understand what makes Joe's marriage great. Is it about the Election Day or about the family of his future wife who is from England?

#### **Datum 14**

Below is the conversation between James Corden and Sam Smith in the video that titled "Carpool Karaoke w/ Sam Smith ft. Fifth Harmony":

*James: Hey, I know are you in LA. At the moment. Is there any way you can help me get to work. I am in a real rush and the traffic is awful. You are the best. Thank you, I am right outside.*

This video shows James Corden on his way to pick up Sam Smith for doing a Carpool Karaoke. In the beginning, James is seen calling Sam Smith. He says that he knew Sam was in LA, and he asked how to get him. In a few minutes after he is calling, Sam is in James's car. From it, we know that James is violating the maxim of quality. He said something that did not correspond to reality. As a host, he certainly knew who his guests were that day, but instead, he told Sam was still in LA. So, in this case, the researcher concluded that James is **violated the maxim of quality** to create jokes

***Datum 15***

*Below is the conversation between James Corden and Justin Bieber in the video titled "Justin Bieber Carpool Karaoke":*

*Justin: Hi guys! (Greet people around the street)*

**James: "The Late Late Show" fans. Are You guys? They fans of "The Late Late Show" I think.**

In the datum 15, James Corden and Justin Bieber are doing a carpool karaoke. In the beginning, Justin saw some people on the side of the road. He opened the window and greeted them. They shouted as they took pictures with Justin. At that time, James said, **"The Late Late Show" fans. You are guys? They fans of "The Late Late Show" I think.**" He claimed that the two people that taking a picture with Justin is "The Late Late Show" fans since James and Justin is doing a carpool karaoke.

In this case, the researcher concluded that James is **violating the maxim of quality and relation**. It does not relevant to the situation that Justin meets,

greet, and takes a photo with his fans at that time. After seeing it, James is still saying that they are “The Late Late Show” fans. It looks James is saying something wrong and not corresponds to reality.

### 3.1.2 Female Host Jokes

#### Datum 1

Below is the conversation between Ellen DeGeneres and Taylor Swift taken from the video titled “Taylor Swift’s Full Interview with Ellen”:

*Ellen* : *Say something in French right now!*

*Taylor* : *You put in me on the spot. But, I mean (then she speaks in French).*

*Ellen* : *Thank you.*

This video is the conversation between Ellen DeGeneres and Taylor Swift in The Ellen Show. In the middle of the interview, Ellen talks about Taylor’s interest in learning French. She also asks Taylor to say something in French directly. Taylor was accepting the challenge to say something in French. After hearing it, Ellen says, “Thank you.” instead of giving a comment or compliment to Taylor, Ellen taking this chance to make a joke. In this case, Ellen is **violating the maxim of quality and relation**.

In this case, the researcher concluded that Ellen is not sincere about what she said in the interview. She said “**Thank you**” when she does not know what Taylor exactly told in French. She is not thankful to Taylor. Ellen is also saying something that not relevant to the previous statement. Therefore, it concluded that Ellen is violating the maxim of quality and relation in order to create a joke.

### Datum 2

Below is the conversation between Ellen DeGeneres and Justin Bieber that taken from the video titled “Justin Bieber Serenades Ellen with ‘Yummy’”:

*Ellen : **This is your 27<sup>th</sup> time** and this is your second time for my birthday, which is so lovely for you to be here.*

*Justin : It is awesome.*

In “The Ellen Show,” Justin Bieber has many appearances. The video above showed the 7th Justin comes to that show. Looking at that fact, Ellen said, **“This is your 27th time,”** instead of saying 7. So, the researcher concluded that Ellen is **flouting the maxim of quality**. She is being exaggerated or using hyperbole. In this case, James is flouting maxim to create a joke.

### Datum 3

Below is the conversation between Ellen DeGeneres and Justin Bieber that taken from the video titled “Justin Bieber Serenades Ellen with ‘Yummy’”:

*Ellen : Do you remember, did you see that montage we just showed?*

*Justin : I did it. Yeah I was right there.*

*Ellen : Do you remember all of those?*

*Justin : I do, yeah. They were all so different. It was in all different places and times in my life, different places in my life. I kind of grew up on your show, now that I think about it.*

*Ellen : Yes. You owe me a lot.*

This video is the last time Justin Bieber came to The Ellen Show at Ellen's birthday celebration. Both of them are having a warm conversation, as they are good friends. The discussion above happens at the beginning of their talk. Ellen remains Justin about his all appearances in The Ellen Show. Then Justin gives a

response with "I do, yeah. They were all so different. It was in all different places and times in my life, different places in my life. I kind of grew up on your show, now that I think about it."

The data above highlights Ellen's responses to Justin's utterance, which is "**Yes. You owe me a lot.**" Looking at her response, the researcher concluded that Ellen had **violated maxim of manner and relation** to making a joke. The reason why she violated the maxim of the manner is that her utterance is ambiguous. It is also irrelevant since Ellen not giving a relate response to Justin's statement. By saying the above, the hearer will confuse to conclude what Justin owes. It could be that listeners suppose that Justin borrowed money and so on.

#### **Datum 4**

Below is the short conversation between Ellen DeGeneres and Taylor Swift taken from the video titled "Taylor Swift's Full Interview with Ellen":

*Ellen : **Let's talk about me.** No. No talk about me. Let's talk about you are in the cover of entertainment weekly.*

This video is 18 minutes 45 seconds long. In this video, Ellen chats casually with Taylor Swift about her current activities, career, and life to her love of cats. In the 6th minute of the 19th second, Ellen wants to change the topic of conversation to Taylor's experience to become the cover of the entertainment weekly egg easter edition. To bridge Ellen to the next issue, She said, "**Let's talk about me.**" From this utterance, Ellen is not observing the maxim of

communication. If Ellen wanted to talk about Taylor's experience, she should have said, "Let's talk about you."

From the data above, which is the Ellen utterance, the researcher concluded that Ellen is **violating the maxim of quality** to create something funny or a joke. So, in this case, Ellen's non-observing maxim does not cause misunderstandings. Taylor and the audience in the studio know the surface meaning that Ellen meant.

#### **Datum 5**

Here is the short conversation between Ellen DeGeneres and Cardi B taken from the video titled "Cardi B Showed Ellen How She Got Pregnant":

*Ellen* : *Do I call you Cardi B or Cardi? I wanna act like I know you.*

*Cardi B* : *No. My friends just call me Cardi.*

*Ellen* : *Okay. I'll call you Cardi. **Hi Cardi.***

In the video above, Cardi B is a guest on Ellen Show. In that interview section, Ellen and Cardi talked more about Cardi's life and career. Ellen starting the interview by asking a bit about her name Cardi B by asking as "Do I call you Cardi B or Cardi? I wanna act like I know you." From that question, Ellen is trying to be closer as a friend to Cardi. Then, Cardi said that her friend called her just Cardi, not Cardi B. After getting the answer, Ellen said, "Hi Cardi."

The researcher concluded that Ellen is **violating the maxim of quality** to make people laugh with a joke from the data above. Besides, it will cooperate if

Ellen just says that she will call just Cardi. That answer is enough to respond to Cardi's statement. However, she adds her response with "Hi Cardi." In this case, Ellen is not greeting Cardi.

#### **Datum 6**

Below is the conversation between Ellen DeGeneres and Justin Bieber in the video titled "Justin Bieber Was Nervous to Commit to Now Wife Hailey":

*Ellen : Yummy. What does that mean exactly? I mean I think I know but what you were thinking when you wrote that yummy yummy.*

*Justin: My sex life.*

*Ellen : Okay. That's what I thought was.*

The video above is about another interview of Justin Bieber in the "The Ellen Show". At that time Justin Bieber just released his new single song called "Yummy". That is why Justin comes to this interview as special a special appearance for his comeback. Ellen is asking some question especially about "Yummy" song. She asked what the meaning of "yummy" and what Justin's thinking when he wrote that song. Then, Justin answers that his inspiration is his sex life. After hearing the answer, Ellen said, "*Okay. That's what I thought was.*"

In this case, the researcher concluded that Ellen is **violating the maxim of quality and relation** to create a joke. In responding Justin's answer about the meaning of "Yummy", Ellen is saying something that does not correspond to the reality. Ellen's statement also lacks evidence. Ellen also said something irrelevant.



What he previously thought didn't respond to Justin's answer about his inspiration for the song "yummy."

#### **Datum 7**

Below is the conversation between Ellen DeGeneres and Kylie Jenner in the video titled "Kylie Jenner on Stormi's 'Perfect Mixture' of Her and Travis Scott":

*Kylie: If all of us come to your season,*

*Ellen : Yeah?*

*Kylie : Then you got a prize.*

*Ellen : What's the prize?*

*Kylie : Mom?*

***Ellen : Money?***

In the video, Kylie is coming to the interview with her mom. Kylie is the founder of "Kylie cosmetic," which makes her one of the most successful women at a young age. In that interview, Ellen and Kylie talk more about Kylie's life and career. In the middle of the interview, Kylie asks Ellen to invite two other sisters. Kylie promised to give Ellen a prize if she brings them to the show. Then, Ellen is asking what the prize is. But before she gets the answer, she wondered if the prize is money or not.

In this case, the researcher concluded that Ellen is **violating the maxim of quality** to create a joke. Usually, when Ellen said "**Money?**" people will think that Ellen wants to know if the prize is money or not, and some will think

negatively. Otherwise, the audience and Kylie are laughing when hearing it. It proves that people understand what Ellen means even she is violating the maxim.

#### **Datum 8**

Below is the conversation between Ellen DeGeneres and Steve Harvey in the video titled “How Steve Harvey’s Grand kids Convinced Him to Buy an \$8,500 Teepee”:

*Steve: You are going to love this.*

*Ellen: I hope so.*

*Steve: You will.*

*Ellen: Is it money?*

Steve Harvey is coming to the “The Ellen Show” interview. Ellen and Steve talk more about Steve’s grand kids. Before going to the interview, Steve gives Ellen a gift. While opening the facility, Ellen is asking Steve as “Is it money?” In this case, the audience and Steve do not think that Ellen truly wants to know if the gift is money or not. Otherwise, the audience and Steve are laughing.

From that, the researcher concluded that Ellen is **violating the maxim of quality**. Ellen is looking not sincere to what she said about if the prize is money or not. This violating of maxim aims to create a joke to make people laugh. It concluded that Ellen is successfully created a joke by saying something that she does not believe.

### Datum 9

Below is the conversation between Ellen DeGeneres and Emma Stone in the video titled “Emma Stone Sets Record Straight on Spice Girls Concert Injury” :

*Emma* : Yeah, but also 24 hours as opposed to the kind of nebulous scary world of COVID seems, you know-

*Ellen* : Yeah

*Emma* : -you know you’ll get through it quickly.

*Ellen* : No. I had COVID. So I understand.

*Emma* : Oh god you did have COVID. I’m sorry.

*Ellen* : ***It’s OK. Look, it’s been a wonderful year.***

The video contains of Emma Stone’s online interview with Ellen. The interview is highlighting Emma newest movie project with Disney. Then, they start talking about world current condition. After Emma tells about her worry about COVID, Ellen said that she have passed the disease. Emma looks bad at Ellen to remind her about her experience in COVID. After that, Ellen is saying, ***“It’s OK. Look, it’s been a wonderful year.”*** In that case, Ellen is not observing the maxim of quality.

The researcher concluded that Ellen is saying something that not correspond to the reality. She is also not saying something that relate to her true feeling. She has had a COVID that everyone knows how scary it is. It does not make sense if she said how wonderful this year is. So, it can be concluded that Ellen is **violating the maxim of quality** to create a joke.

### Datum 10

Below is the conversation between Michelle Obama and Ellen DeGeneres in the video titled “Barack Obama Complained During a Long Bike with Michelle”:

*Michelle: And they're messy. They're messy.*

*Ellen : Well, who raised them?*

*Michelle: Well, I think they were watching a little too much Ellen maybe.*

The video contains of another interview of Michelle Obama in “The Ellen Show.” This is the newest interview which is taken in 2020 in pandemic COVID-19 situation. Ellen is asking a lot about Michelle and family’s life during pandemic. Michelle tells about her daughter’s online class situation. She mentions that her daughter is so messy. At that time, Ellen comments as “**Well, who raised them?**” Which is based on the question, Ellen is asking to Michelle who raised her daughter.

In this case, the researcher concluded that Ellen is **violating the maxim quality and relation**. This non-cooperation of maxim is aims to create a joke. Ellen knows well that that ‘messy’ daughter is Michelle’s daughter. Ellen’s question is not something that Ellen really wants to know because she is actually knows it. However, Michelle’s response to Ellen’s question is proved that Ellen jokes by violating the maxim of quality is success. Also, Ellen is saying something that does not relevant to Michelle’s statement in the previous.

### Datum 11

Below is the conversation between Ellen DeGeneres and Jennifer Aniston in the video titled “Jennifer Aniston’s First Text During Her Plane Scare Was from Ellen” :

*Ellen: Well you take very good care of yourself. And you enjoy doing activities*

*Jennifer: I love activities.*

*Ellen: You are not ashamed of like when you are holding your breasts like that and getting a picture taken.*

*Jennifer: I'm not ashamed of that.*

*Ellen: No*

*Jennifer: No one should be*

*Ellen: **Do it now.***

In the video above, Ellen has Jennifer Aniston in her show. After talking a lot about Jennifer's beauty, Ellen starts to talk about Jennifer's photo on the magazine cover. There is a photo where Jennifer is not wearing a shirt or bra and is posing to cover her breasts. Ellen said that her picture looks good, and she respected Jennifer that she is not ashamed of it. Hearing Ellen's compliment, Jennifer said, "No one should be," which means no one should be ashamed to pose or appear like that.

After hearing Jennifer's statement, Ellen said, "**Do it now.**" In this case, the researcher concluded that Ellen is **violating the maxim of quality and relation**. Ellen is asking Jennifer to do something that she knows very well that can't happen. In addition, Ellen is saying something that does not correspond to reality. In addition, Ellen is not relevantly responds to Jennifer's explanation about other woman should not be ashamed for doing that pose. Thus, it can be concluded that Ellen is violating the maxim of quality and relation to make a joke.

**Datum 12**

Below is the interview between Ellen DeGeneres and Ariana Grande in the video titled "Ariana Grande on Love, Bicycles & the VMAs":

*Ariana: We should. I was on the bike. I sang, that happened and you know.*

*Ellen: This is totally different than the Hillary interview.*

In the video above, Ariana Grande comes to "The Ellen Show" after her performance in Video Music Awards (VMAs). Ellen is asking about where the idea of singing while driving a bicycle comes from. Ariana tells about her inspiration from Nicky Minaj's rap in the "Side to side" song. Ariana also tells Ellen about what happening during her and Nicky Minaj's performance that day. Again, Ariana tells about the accident that occurs at that time. After hearing it, Ellen gives a statement, "This is different from the Hillary interview."

In this case, the researcher concluded that Ellen is **violating the maxim of relation**. She is saying something irrelevant when she is having an interview with Ariana Grande. Her statement is complete does not relate to what the speaker said before. It can be concluded that Ellen is creating a joke by saying something that does not become relevant.

**Datum 13**

Below is the interview between Ellen DeGeneres and Chrissy Teigen in the video titled "Chrissy Teigen on the Moment She Became the Subject of the President's Tweets" :

*Chrissy : Did he say something else?*

*Ellen : No, I don't know. I don't know anything.*

*Chrissy : Is he here?*

*Ellen : Yeah, come on out, Donald.*

In the video, Chrissy Teigen is coming to “The Ellen Show” interview. In that interview, Ellen brought out the current topic about Chrissy that became a subject in Donald Trump’s tweets. Ellen is asking how it can happen. Then, Chrissy is telling Ellen how it was going on. After hearing Chrissy’s story, Ellen asks if she is okay and will forget it now. Then, Chrissy asks, “Is he here?” Ellen is answered with, **“Yeah, come on out, Donald.”**

In this case, Ellen was recorded to **violate the maxim of quality**. She is giving a piece of wrong information to Chrissy about if the president is in the studio. So, the researcher concluded that Ellen is making a joke by violating the maxim of quality to make Chrissy and the audience laugh.

#### **Datum 14**

Below is the conversation between Ellen and BTS in the video titled “Ellen makes ‘Friends’ with BTS:

*Ellen: So, so you write the songs. And they’re very personal lyric. You talk about things like mental health. And that’s important to you, right, to set yourself aside and not just do pop music, but talk about issues?*

*The interpreter: (Talk in Korean)*

*Ellen: That’s what I said.*

In the video above, BTS is coming to “The Ellen Show” for the first time. They come to the show as they made a comeback. Ellen is curious about BTS songs that always meaningful. She asked especially to RM as a leader and English

spoken person. But at that time, RM is asking the interpreter to translate Ellen's question to Korean to make sure that other BTS members understand it. After the interpreter translating Ellen's question, Ellen said, **"That's what I said."**

Looking at Ellen's response, the researcher concluded that Ellen is **violating the maxim of quality** to make jokes that make people laugh. Ellen is known not to be able to speak Korean. She has recorded to say something that lacks evidence and beyond her knowledge by confirming that, what the interpreter's translate is what she said.

### **3.2 DISCUSSION**

In the discussion, the researcher will answer the two research questions in the first chapter. To answer the research questions, the researcher will explain the findings of the flouting and violating maxim used by male and female American talk show hosts. In the finding, the researcher has found jokes created by James Corden and Ellen DeGeneres in their show by not observing H. P. Grice's (1976) cooperative principle. A joke in this research means something that was created to make people laugh or smile. Next, the non-cooperation of cooperative principle can be either floating or violating the four maxims.

Violating maxim means when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. Meanwhile, violating maxim means when speakers know that the hearer will not know the truth and only understand the words' surface meaning. Also, the researcher will definitely



answer the second research question: the influence of gender in the use of non-cooperation in cooperative principle to create a joke.

### **3.2.1 Male Host Jokes**

Based on the findings, Male host violates the maxim more than flouting maxim to create jokes. It is related to Attardo (1993), that jokes is the violation of the maxim of cooperative principle. In this research, male host has been violating all four maxims, which are the maxim of quality, quantity, manner, and relation. Male host violated the maxim of quality and relation. In addition, the researcher found nine datum where the male host violated more than one maxim.

#### **3.2.1.1 Violating the Maxim of Quality**

Based on the findings, male host violated the maxim of quality the most. When violating the maxim of quality, male host violating maxim by providing false information and saying something that lacks evidence. It is supported by the research conducted by Šmilauerová (2012) found that one of male casts in Television Situation Comedy (sitcom) "Friends," Chandler, is violated the maxim of quality the most to create jokes. He often becomes ironic when he's on show in. Currently, Omer & Obias (2021) conducted the study about humor in American TV Talk Show. From their research, they found and concluded that the maxim of quality is a maxim that is violated more often than other maxims.

### **3.2.1.2 Violating the Maxim of Quantity**

According to Attardo (1993), when people giving not enough information, it can be misunderstanding or it can create jokes. Based on the findings above, the maxim of quality is less violated than the other maxims. When violating the maxim of quantity, male host provide less information. Like in datum 10, male host said, *“I really don’t need everyone.”* It need more information such as say names one by one if the male host wants to say it cooperatively. Virgin & Utami (2016) also found that the maxim of quality rated number 3 for the most violated maxims to create a joke.

### **3.2.1.3 Violating the Maxim of Manner**

Based on the findings, the male host violated the maxim of manner in 3 times. The male host is usually saying something ambiguously. It can be seen from datum 5, 6, and 10, James is creating a joke by saying something that having more than one interpretation. From that, people usually laugh and thought it was a joke. Attardo (1993) stated that being or saying ambiguous is the general form of verbal humor.

### **3.2.1.4 Violating Maxim of Relation**

In this research, male host is often violating the maxim of relation to create a joke. Based on the findings it recorded 10 times for male host in violating the maxim of relation. The male host usually saying something irrelevant. He usually out of the topic of the discussion in order to make people laugh. It supported from

the research conducted by Virgin & Utami (2016) that violating the maxim of relation is the most often done to make a joke.

### **3.2.2 Female Host Jokes**

Based on the findings, female host is violated three maxims, which are the maxim of quality, manner, and relation. Female host is most often violated the maxim of quality to create a joke.

#### **3.2.2.1 Violating the Maxim of Quality**

As seen in datum 1,4,5,6,7,8,9,10,11,13, and 14, Female host is violating the maxim of quality by saying something wrong and lack of evidence. Related to Amianna and Putranti (2017), they found that the maxim of quality is violated the most in situation comedy.

#### **3.2.2.2 Violating the Maxim of Manner**

Based on the findings, female host is violated the maxim of manner once. Female host said, **“Yes. You owe me a lot.”** which is ambiguous. We do not know what exactly owed from the female host. The female host’s statement is ambiguous because can create some possibilities meaning. In this case, the female host does not avoid an ambiguity to create jokes. It is related to Attardo (1993) about the basic form of humor.

### **3.2.2.3 Violating the Maxim of relation**

Based on the findings, the female host violated 5 the maxims of relation. In this research, the researcher found that the female host is saying something irrelevant to make people laugh. It supported by the previous research conducted by Virgin & Utami (2016) that the maxim of relation is usually violated to create jokes.

### **3.2.3 Gender Influences in Male and Female Hosts Jokes**

Based on the data above, male host recorded to be more often violating maxim to make a jokes than female host. It supported by Lakoff's work in his book "Women's language" in 1973 that in creating humor or jokes, female is less funny than male. Previously, Mundorf (1988) stated that there is three types of humor; sexual, hostile, and nonsense humor. Then, in sexual and hostile humor, male is rated funnier than female.

#### **3.2.3.1 Gender Differences in Creating Jokes by Violating and Flouting Maxim of The Cooperative Principle**

Based on the data above, male host recorded to be more often than female host in using violating maxim as a strategy to create humor. Which means that in that way, male is funnier than female. It supported by Lakoff's work in his book "Women's language" in 1973 that in creating humor or jokes, female is less funny than male.

We can see in datum in Datum 16 and datum 17 :

***Datum 16***

***James : Do you listen to your own music when you're making love?***

*Justin : No*

This video titled “Justin Bieber Carpool Karaoke” starring James Corden. James and Justin are doing an interview while singing some Justin’s songs. At that time, James asking to Justin as, **“Do you listen to your own music when you’re making love?”** In this case, the researcher concluded that James is violating the maxim of relation to create a sexual humor since he said something that irrelevant.

***Datum 17***

*James : You must have a rude fans who just send you a text.*

*Justin : She girl.*

***James : Have you kissed them yet?***

In datum 17, male host also violating the maxim of relation. He says something that does not relevant to the previous statement. They start talking about Justin Bieber fans but the male hosts is stating about kissing. It proves that in sexual humor, male host is funnier (Mundorf, 1988).

Besides, female host does not really enjoy sexual humor. It drawn in datum 6 in female host jokes findings:

***Datum 6***

*Ellen : Yummy. What does that mean exactly? I mean I think I know but what you were thinking when you wrote that yummy yummy.*

*Justin: My sex life.*

***Ellen : Okay. That’s what I thought was.***

In datum 6, we can see that male guest, which is Justin Bieber is producing

a sexual jokes. See the female host's response, she does not give sexual jokes too to Justin.

### **3.2.3.2 Gender Similarities in Creating Jokes by Violating and Flouting Maxim of The Cooperative Principle**

Based on the findings, both male and female hosts are mostly violating and flouting the maxim of quality. It means they usually make jokes by saying something that does not correspond to reality. This research found the similarities between male and female hosts in non-cooperating the maxim because they violate the maxim of quality and relations the most. The reason is that the maxim of quality has a tremendous effect that can easily provoke a burst of laughter (Rahmawati, 2014). Therefore, based on the research's findings, male hosts are more likely to create jokes by violating and flouting the maxim of the cooperative principle.

So, in this research, the researcher spotted that the maxim of quality is the easiest maxim to be violated and flouted to create jokes for both male and female hosts. Soedjarmo, N. G, Pangestu, D. P, Wartinah, N. N. concluded that the maxim of quality ranked to be the highest maxim that violated to make school jokes. Male and female recorded to flout the same kind of maxim, quality. Instead of saying something to show the truth, people usually do not say something that lacks evidence to make a joke in flouting the maxim of the cooperative principle. In that case, they purposefully break the maxim of quality by saying something that is entirely irrational and unreasonable to invite laughter (Schwarz, 2009). The

researcher found that violating and flouting maxims can invite laughter if the host and the guest share the same language, knowledge, and experiences (Rahmawati, 2014).

## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter presents a conclusion based on findings and discussion. Second is suggestion. Also, this chapter present a suggestion for the future research.

#### 5.1 Conclusion

From the data above, the researcher concluded that male and female American talk show hosts violated all types of Grice's maxims of cooperative principle to produce jokes. The researcher found that the male host violates all maxims: ten maxims of quality, two maxims of quantity, three maxims of manner, and ten maxims of relation. Meanwhile, the female host violates ten maxims of quality, one maxim of manner, and five of relation. Different from violating maxim, both male and female hosts flout one maxim of quality. Therefore, the maxim of quality has been violated and flouted the most in this research.

In producing jokes by not observing the maxim of cooperative principle, both male and female hosts usually say something that does not correspond to reality and gives wrong information that lacks evidence. Besides, in producing jokes using non-cooperation in the maxim, the male host is funnier than the female host. The male host is creating more jokes by violating the maxim. Based on Mundhorf (1998), the researcher found that male host is funnier in sexual humour than female host.



In conclusion, gender differences influence the production of jokes by violating and flouting maxims of the cooperative principle. The difference between male and female hosts in creating jokes by violating and flouting maxims is that the male usually makes a sexual joke than female hosts. Mundorf (1988) has stated that men create sexual humour more often than women. Both male and female hosts mainly violated and flouted the maxim of quality. The researcher found that saying something irrational and unreasonable is easier to make jokes. Also, the maxim of quality proved has a tremendous effect that can easily provoke laughter.

## **5.2 Suggestion**

Here some suggestions for the future researcher :

1. For the researcher who interest in cooperative principle theory or non cooperative principle to produce a joke, the researcher can analyze different object from the present research. Differently, the researcher can analyze other kind of talk shows such as news talk show and political talk show. So, the future researcher can explore more about the use of cooperative principle or non cooperative principle.
2. In addition, the researcher can also using the theory of cooperative principle using quantitative research method. In this method, the future researcher can take data analysis based on surveys. Then, the general public, students and others can

be used as objects of research to see how cooperative or non-cooperative principles are used to produce jokes.

## BIBLIOGRAPHY

- Attardo, S. (1993). Violation of conversational maxims and cooperation: the case of jokes. *Journal of Pragmatics*.
- Attardo, S. (2003). *Introduction: the Pragmatics of Humor*.
- Attardo, S. (1994). *Linguistic Theories of Humor*. New York: Mouton de Gruyter.
- Attardo, S. (2001). *Humorous Text: A Semantic and Pragmatic Analysis*.
- Azka, F. N. & Hamzah, H. (2019). An Analysis of Verbal Humor in Ini Talk Show. *E-Journal English Language and Literature*.
- Chovanee, J. & Ermida, I. (2012). *Language and Humour in the Media*. Cambridge Scholars Publishing.
- Coates. *Women, men and language: A sociolinguistics Account of Gender Differences in Language*. Routledge.
- Cutting, J. (2008). *Pragmatics and Discourse*. Routledge.
- Crawford, Mary. (2003). Gender Humor in Social Context. *Journal of Pragmatics*.
- Fang, G & Xin, L. (2017). An Analysis of Conversational Implicature in Nirwana in Fire from the Perspective of Cooperative Principle. *Journal of Arts & Humanities*.
- Fadhly, F. Z. (2012). Flouts of the cooperative principle maxims in SBY's presidential interviews. *English Review: Journal of English Education*, 1(1), 57-70
- Fitriani, S. S. Nasir, C. & Fonna, F. F. (2020). Pragmatic Perspective of Verbal Humor in an American Sitcom. *Humanities & Social Science Reviews*.
- Lakoff, R. (2004). *Language and Woman's Place: Text and Commentaries*. OXFORD University Press.
- Leech, G. (1983). *Principles of Pragmatic*. New York: Longman.
- Mickes, L. Walker, D. E. Parris, J. L. Mankoff, R. Christenfeld, J. S. (2012). Who's Funny: Gender Stereotypes, Humor Production, and Memory Bias.
- Mael, M. R., Septiana, H. & Retnani. (2018). Humor Conversation Due to Violation of Cooperative and Politeness Principles. ATLANTIS PRESS.
- Omer, H. K. & Obias, Q. I. (2021). A Pragmatic Analysis of Humor in American TV Talk Shows. *Journal of Language Studies*.
- Penz, H. (1986). *Language and Control in American TV Talk Shows: An Analysis of Linguistic Strategies*. Gunter Narr Verlag Tubingen.
- Putra, E. T. & Rosa, R. N. (2019). The Analysis of Speech Style Used by Ellen DeGeneres in Ellen Talk Show. *E-Journal of English Language and Literature*.
- Saragi, Y. M. Hamzah, H. & Fitrawati, F. (2018). Verbal Humor Found in Ajo Buset Songs and Nedi Gampo Songs. *E-Journal English Language and Literature*.
- Shahreza, H. Ali, M (2017). A Sociolinguistics Analysis of Gender in Persian Verbal Humor: The Case of Online Jokes. *Gender Issues*.

- Šmilauerová, A. (2011). TV Sitcom Friends. Analysis of Character Humor Strategies Based on the Violation of Grice's Conversational Maxims. Unpublished dissertation. Prague. Charles University in Prague.
- Rahmawati, D. (2014). An Analysis of the Violations of Cooperative Principle in the Weekly Humor (Humor Pekan Ini ) in Pikiran Rakyat News Paper. ELTIN Journal.
- Raskin, V. (1985). *Semantic Mechanism of Humor*. Boston: D. Reidel.
- Rafika, R. Yuliasri, I. & Warsono. (2020). Flouting of Grice's Maxims in the Humorous Utterances in American Situation Comedy2 Broke Girls. English Education Journal. 10. 480.
- Ross, A. (1998). *The Language of Humour*. London: Routledge.
- Sardar, Z & Van Loon. B. (1999). *Introducing Cultural Studies*. Icon Books UK. UNIVERSITY PRESS.
- Savage, B. M. Lujan, H. L. Thipparthi, R. R. & DiCarlo, S. E. (2017). Humor, Laughter, Learning, and Health! a Brief Review. *Advances in Physiology Education*, 41(3), 341–347.
- Shade, A. R. (1996). *Licence to Laugh: Humor in The Classroom*. Westport: Greenwold Publishing.
- Soedjarmo, N. G, Pangestu, D. P, & Wartinah, N. N. (2016). Humor in School Jokes: A Pragmatic Study. *Indonesian Journal of English Language Studies*.
- Timberg, B. M. & Erler, R. J. (2002). *Television Talk: a History of the TV Talk Show*. University of Texas Press.
- Tustiantina, D. Sunarni, N. & Suganda, D. (2019). Ethnic Humor in Intercultural Interaction: An Analysis of Humor Discourse in The "Ini Talkshow" Television Program. ATLANTIS PRESS.
- Virgin, J. A. & Utami, C. P. (2016). Dominant Maxim Violations in 'Behind the Lawyer Profession' of Hitam Putih Talk Show. ATLANTIS PRESS.
- Verschueren. J. (2017). *Pragmatics of Humor in a Serious Story*. ELUA.
- Yang, Y. (2019). Analysis of Verbal Humor in Friends from a Perspective of Pragmatic Presupposition. ATLANTIS PRESS.
- Zebua, E. (2017). The Violation and Flouting of Cooperative Principles in the Ellen DeGeneres Talk Show. *Journal of Language and Literature*.

## CURICULUM VITAE



Awathif Nazlah Ajibah was born in Jember on September 24, 1999. She Graduated from MA Al Ittihad Poncokusumo Malang in 2016. She started her higher education in 2017 at Department of English Literature and finished it in 2021.

## APPENDIX A

## Complete List of Male Jokes by Violating Maxim

No	Minute in Talk Show	Dialogue and Source	Types of violating Maxim
1.	11:48	<p>Jin : Namjoon, could you please ask one thing for me? Ask him what happen in here if we were 8 people instead of 7? (speak in Korean)</p> <p>Namjoon : He is asking that if there is 8 except you, then in total nine, what happen?</p> <p><b>James : Be honest. Hang on. I think I hear what you say. Is this your way of asking me to join the band?</b></p> <p>(<a href="https://www.youtube.com/watch?v=T4x7sDevVTY">https://www.youtube.com/watch?v=T4x7sDevVTY</a>)</p>	Relation
2.	05:19	<p>James : You've been all given nicknames by your fans?</p> <p>Jin : Yeah, I'm WWH World Wide Handsome, you know?</p> <p><b>James : That was my nickname in school.</b></p> <p>(<a href="https://www.youtube.com/watch?v=T4x7sDevVTY">https://www.youtube.com/watch?v=T4x7sDevVTY</a>)</p>	Quality
3.	12:20	<p>Jin : Ask him whether he is prepared to go on a world tour.</p> <p><b>James : I was born already.</b></p> <p>(<a href="https://www.youtube.com/watch?v=T4x7sDevVTY">https://www.youtube.com/watch?v=T4x7sDevVTY</a>)</p>	Quality
4.	02:46	<p>Namjoon : It's been seven years since we debut and we have the seven members.</p> <p><b>James : Including me!</b></p> <p>(<a href="https://www.youtube.com/watch?v=6_dPHFg7lxo">https://www.youtube.com/watch?v=6_dPHFg7lxo</a>)</p>	Quality and Relation
5.	00:02	<p><b>James : Hello. It's me. I was wondering if after all these years you'd like to meet.</b></p> <p>(<a href="https://www.youtube.com/watch?v=Nck6BZga7TQ">https://www.youtube.com/watch?v=Nck6BZga7TQ</a>)</p>	Manner and Quality

6.	04:28	Justin : Hi James. Are you ready? <b>James : Are you ready? This is the question. Because I look unbelievable.</b>  ( <a href="https://www.youtube.com/watch?v=ztWFp63QPj4">https://www.youtube.com/watch?v=ztWFp63QPj4</a> )	Quantity, Manner and Relation
7.	01:31	Hoseok : Actually, I'm not in the video because I was sleeping. So I cried when I woke up. <b>James : I cry every morning when I wake up.</b>  ( <a href="https://www.youtube.com/watch?v=1JQ9OiZIZ_g">https://www.youtube.com/watch?v=1JQ9OiZIZ_g</a> )	Quality and Relation
8.	00:01	<b>James : Hey. It is me. I am so sorry to do this again.</b>  ( <a href="https://www.youtube.com/watch?v=ztWFp63QPj4">https://www.youtube.com/watch?v=ztWFp63QPj4</a> )	Quality
9.	00:33	<b>James : I really don't need everyone.</b>  ( <a href="https://www.youtube.com/watch?v=329xjDM7YaE">https://www.youtube.com/watch?v=329xjDM7YaE</a> )	Quality, Quantity, and Manner
10.	02:07	Jennie : Actually at the venue of our life in concert as you can see. We have great stuff, great band, great everything. So everything was pretty much fun and we're really excited for our fans to see it and you can catch it on our Youtube channel. <b>James : So, this is the set for live stream, Jennie, are you going to keep my name up there during the live stream? Is that going to stay or is that just for this interview?</b>  ( <a href="https://www.youtube.com/watch?v=FR5IWRa8gM">https://www.youtube.com/watch?v=FR5IWRa8gM</a> )	Quality and Relation
11.	02:08	James : How long will we be in that plane? Tom : 15 minutes <b>James : Is there a meal service?</b>  ( <a href="https://www.youtube.com/watch?v=G1wsCworWk">https://www.youtube.com/watch?v=G1wsCworWk</a> )	Quality and Relation
12.	00:26	Joe : We're going to get married this year. We're going to have a summer wedding. I'm looking forward to it her family is all from England, and so-	Quality

		<p><b>James : You're marrying very well.</b></p> <p>(<a href="https://www.youtube.com/watch?v=mBQjp ppRn_k">https://www.youtube.com/watch?v=mBQjp ppRn_k</a>)</p>	
13.	00:01	<p><b>James : Hey, I know are you in LA. At the moment. Is there any way you can help me get to work. I'm in a real rush and the traffic is awful. Oh you're the best. Thank you, I'm right outside.</b></p> <p>(<a href="https://www.youtube.com/watch?v=z2FHK VzGhgA">https://www.youtube.com/watch?v=z2FHK VzGhgA</a>)</p>	Quality
14.	00:22	<p>Justin: Hi guys! (Greet people around the street)</p> <p><b>James: "The Late Late Show" fans. Are You guys? They fans of "The Late Late Show" I think.</b></p> <p>(<a href="https://www.youtube.com/watch?v=Dx06c0 ZEBMk">https://www.youtube.com/watch?v=Dx06c0 ZEBMk</a>)</p>	Quality and Relation
15.	03:30	<p><b>James : Do you listen to your own music when you're making love?</b></p> <p>Justin : No.</p> <p>(<a href="https://www.youtube.com/watch?v=Dx06c0 ZEBMk">https://www.youtube.com/watch?v=Dx06c0 ZEBMk</a>)</p>	Relation
16.	02:54	<p>James : You must have a rude fans who just send you a text.</p> <p>Justin : She girl.</p> <p><b>James : Have you kissed them yet?</b></p> <p>(<a href="https://www.youtube.com/watch?v=Dx06c0 ZEBMk">https://www.youtube.com/watch?v=Dx06c0 ZEBMk</a>)</p>	Relation



## APPENDIX B

### Complete List of Female Jokes by Violating Maxim

No	Minute in Talk Show	Dialogue and Source	Types of violating Maxim
1.	10:28	<p>Ellen : Say something in French right now!            Taylor : You put in me on the spot. But, I mean (th en she speaks in French).  <b>Ellen : Thank you.</b></p> <p>(<a href="https://www.youtube.com/watch?v=on4bHNdUm-I">https://www.youtube.com/watch?v=on4bHNdUm-I</a>)</p>	Quality and Relation
2.	02:47	<p>Ellen : Do you remember, did you see that montage we just showed?            Justin : I did it. Yeah I was right there.            Ellen : Do you remember all of those?            Justin : I do, yeah. They were all so different. It was in all different places and times in my life, different places in my life. I kind of grew up on your show, now that I think about it.  <b>Ellen : Yes. You owe me a lot.</b></p> <p>(<a href="https://www.youtube.com/watch?v=0OXjCR3Uu0A">https://www.youtube.com/watch?v=0OXjCR3Uu0A</a>)</p>	Manner and Relation
3.	06:18	<p>Ellen : <b>Let's talk about me.</b> No. No talk about me. Let's talk about you are in the cover of entertainment weekly.</p> <p>(<a href="https://www.youtube.com/watch?v=on4bHNdUm-I">https://www.youtube.com/watch?v=on4bHNdUm-I</a>)</p>	Quality
4.	01:19	<p>Ellen : Do I call you Cardi B or Cardi? I wanna act like I know you.            Cardi B : No. My friends just call me Cardi.            Ellen : Okay. I'll call you Cardi. <b>Hi Cardi.</b></p> <p>(<a href="https://www.youtube.com/watch?v=KiBS-dbv_x0">https://www.youtube.com/watch?v=KiBS-dbv_x0</a>)</p>	Quality
5.	02:48	<p>Ellen : Yummy. What does that mean exactly? I mean I think I know but what you were thinking when you wrote that yummy yummy.</p>	Quality and Relation

		Justin: My sex life. <b>Ellen : Okay. That's what I thought was.</b>  ( <a href="https://www.youtube.com/watch?v=e-PZxds5yWs">https://www.youtube.com/watch?v=e-PZxds5yWs</a> )	
6.	00:25	Kylie : If all of us come to your season, Ellen : Yeah? Kylie : Then you got a prize. Ellen : What's the prize? Kylie : Mom? <b>Ellen : Money?</b>  ( <a href="https://www.youtube.com/watch?v=qkOxIKljDqw">https://www.youtube.com/watch?v=qkOxIKljDqw</a> )	Quality
7.	00:16	Steve : You are going to love this. Ellen : I hope so. Steve : You will. <b>Ellen : Is it money?</b>  ( <a href="https://www.youtube.com/watch?v=j5SKmUoL9Tg&amp;t=181s">https://www.youtube.com/watch?v=j5SKmUoL9Tg&amp;t=181s</a> )	Quality
8.	03:05	Emma : Yeah, but also 24 hours as opposed to the kind of nebulous scary world of COVID seems, you know- Ellen : Yeah Emma : -you know you'll get through it quickly. Ellen : No. I had COVID. So I understand. Emma : Oh god you did have COVID. I'm sorry. <b>Ellen : It's OK. Look, it's been a wonderful year.</b>  ( <a href="https://www.youtube.com/watch?v=9G_C4tYacgw">https://www.youtube.com/watch?v=9G_C4tYacgw</a> )	Quality
9.		Michelle : And they're messy. They're messy. <b>Ellen : Well, who raised them?</b>  ( <a href="https://www.youtube.com/watch?v=-TkXLxOE8LM">https://www.youtube.com/watch?v=-TkXLxOE8LM</a> )	Quality and Relation
10.		Ellen : Well you take very good care of yourself. And you enjoy doing activities Jennifer : I love activities. Ellen : You're not ashamed of like when you	Quality and Relation

		<p>are holding your breasts like that and getting a picture taken?  Jennifer : I'm not ashamed of that.  Ellen : No  Jennifer : No one should be  <b>Ellen : Do it now.</b></p> <p>(<a href="https://www.youtube.com/watch?v=NUjlpIEF9DE&amp;t=50s">https://www.youtube.com/watch?v=NUjlpIEF9DE&amp;t=50s</a>)</p>	
<b>11.</b>	01:24	<p>Ariana : We should. I was on the bike. I sang, that happened and you know.  <b>Ellen : This is totally different than the Hillary interview.</b></p> <p>(<a href="https://www.youtube.com/watch?v=2bMXOHqU4RY">https://www.youtube.com/watch?v=2bMXOHqU4RY</a>)</p>	Relation
<b>12.</b>		<p>Ellen : So, so you write the songs. And they're very personal lyric. You talk about things like mental health. And that's important to you, right, to set yourself aside and not just do pop music, but talk about issues?  The interpreter : (Talk in Korean)  <b>Ellen : That's what I said.</b></p> <p>(<a href="https://www.youtube.com/watch?v=IOuFE-6Awos">https://www.youtube.com/watch?v=IOuFE-6Awos</a>)</p>	Quality

## APPENDIX C

### Complete List of Male Jokes by Flouting Maxim

No	Minute in Talk Show	Dialogue and Source	Types of Flouting Maxim
1.	05:10	Justin : That is exactly what I do on stage. <b>James : I am a father of two.</b>  ( <a href="https://www.youtube.com/watch?v=ztWFp63QPj4&amp;t=5s">https://www.youtube.com/watch?v=ztWFp63QPj4&amp;t=5s</a> )	Quality

## APPENDIX D

### Complete List of Female Jokes by Flouting Maxim

No	Minute in Talk Show	Dialogue and Source	Types of Flouting Maxim
1.	02:26	<p>Ellen : <b>This is your 27<sup>th</sup> time.</b> And this is your second time for my birthday which is so lovely for you to be here.</p> <p>Justin : It's awesome.</p> <p>(<a href="https://www.youtube.com/watch?v=0OXjCR3Uu0A&amp;t=88s">https://www.youtube.com/watch?v=0OXjCR3Uu0A&amp;t=88s</a>)</p>	Quality