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### **Grice Cooperation Principles on TV Shows**

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## INTRODUCTION

Language is an integral part of people's life. It has the regulatory, interactional, representational, personal, imaginative, instrumental, and heuristic functions [11]. Therefore, language is vital for both written and spoken communication. In social interactions, language is used as a tool to build and sustain social relationships as well as to communicate and express thoughts, feelings, and emotions of the interlocutors [1]. As a result, an effective interaction requires the involved participants to be cooperative with each other.

Pragmalinguistics investigates how the subjective (human) element manifests itself in language at all levels and throughout all facets of human communication [46]. Moreover, pragmalinguistics focuses on inconsistencies between the implied meaning and performed speech acts and studies the means of implicature generation. Paul Grice, a British philosopher of language concerned with the use of language and generation of implicature, in his article "Logic and Conversation" (1975) [36] introduced the Cooperative Principle (CP), which, according to the pragmatist, provides the rules for effective communication. The CP includes the maxims of quality, quantity, relation, and manner. If one of the interlocutors has insufficient comprehension of the information provided by the second interlocutor, lies, or is unnecessarily prolix, this may lead to communication breakdown.

As a result of the growing interest in pragmalinguistics, the **relevance** of the topic is in the need to generalise and systematise the patterns of how the Cooperative Principle and implicature are realised in different discourse types, providing a basis for future studies in the field.

**The aim** of the study is to research the instances of maxim non-observance on TV shows, analyse their types and linguistic means of their realisation in context, and identify the implicatures.

The defined aim involves the following **objectives**:

- 1) to study the theoretical works to define the terminological basis for the study of the Cooperative Principle in the field of pragmatics;

2) to identify and analyse the most frequently used types of maxim non-observance on TV shows;

3) to highlight the differences in maxim non-observance depending on the genres of TV shows;

4) to analyse the types of implicatures on TV shows;

5) to highlight and classify the linguistic means behind the maxim non-observance in different exchanges.

**The object** of the research is the communicative exchanges on talk shows and television interviews.

**The subject** of the research is the types of maxim non-observance, implicature, and linguistic means of their realisation in exchanges, which are sampled from different TV shows.

**The study material** consists of 82 YouTube videos (750 minutes) from American TV shows, such as The Ellen Show, The Late Show with Stephen Colbert, The Late Late Show with James Corden, Jimmy Kimmel Live, The Tonight Show Starring Jimmy Fallon, etc. In addition, 3 interviews (80 pages) with Meghan Markle and Prince Harry, Donald Trump, and Kanye West are included in the material; the transcripts of interviews were extracted from reliable websites [Appendix 1].

General and special **methods** of linguistics are used in the work for the complete inventory and systematisation of the analysed material:

- method of sampling;
- descriptive method;
- method of semantic analysis;
- method of observation;
- method of quantitative analysis
- pragmatic analysis.

The **novelty** of the paper is in the complex approach of investigating the maxim non-observance in communication exchanges on TV shows, classifying the linguistic means of maxim non-observance realisation, and identifying the

peculiarities of maxim non-observance for genres, such as talk shows and television interviews.

The **theoretical significance** of the study lies in the enrichment of the general theory of Cooperative Principle and its further development in the field of pragmatics.

The **practical significance** of the work is that its observations and conclusions can be used for studying and analysing communication exchanges, facilitating their interpretation, and also can find practical application in theoretical and practical courses on pragmatics.

The first section "Theoretical foundations of the study: Grice's cooperative principle" focuses on synthesising the theory on the Cooperative Principle and implicature by Austin [24], Searle [57], and Grice [36], Kiefer [45], Pratt [55], Sampson [56], Leech [46], Hossain [41], Thomas [59], Hadi [38], Kasher [43], Betti [27], etc.

The second section "Non-observance of conversational maxims on TV shows" analyses the communication exchanges and implicatures on talk shows and interviews and highlights their specific features.

The general conclusion summarises the results of the research. The appendices provide an overview of TV shows chosen for the analysis, demonstrate the statistical data of the maxim types and non-observance types, and present the list of linguistic means of maxim non-observance realisation.

## **I.THEORETICAL FOUNDATIONS OF THE STUDY: Grice's Cooperative Principle**

### **1.1. Conversational maxims**

Starting with the 1970s, pragmatics has emerged as an independent and vital field in linguistic studies. Pragmatics studies communication and how language is utilised as the main means of information exchange. Accordingly, Yule [62] states that pragmatics investigates how the meaning is conveyed by a speaker and understood by a listener. The field particularly concerns the study of deixis, presupposition, entailment, speech act, implicature, and cooperative principles [51, p. 341].

Austin [24], Searle [57], Grice [36], Leech [46], Levinson [47], Thomas [59], and Yule [62] are the scholars who largely contributed to the development of the field of pragmatics. They were concerned with how the words may convey the meaning other than the literal one. As a result, Austin [24] and Searle [57] studied the connection of direct and indirect speech acts, and what meaning can be conducted by indirect speech acts. According to Austin's theory, which is further developed by Searle, when the sentence is uttered, three speech acts are realised: locutionary act (what is said), illocutionary act (what is meant), and perlocutionary act (what is intended to achieve) [24]. Afterwards, P. Grice broadens the aforementioned statements in his work "Logic and Conversation" (1975) by concluding that there is a difference between "saying" and "meaning" [35]. As a result, the scholar introduces the concept of implicature. Horn [40, p. 3] defines implicature as an element of the speaker's meaning that constitutes an aspect of what is meant in a speaker's utterance without being said".

Paul Grice's other major contribution to the development of pragmatics is the introduction of the **Cooperative Principle (CP)**. The CP was first presented by Grice during his lectures in 1967 and further published in his article "Logic and Conversation" (1975) [59]. The CP means that interlocutors have to cooperate to achieve a successful and meaningful exchange. Thus, Grice posits that people

communicate with each other rationally and logically, and this cooperation is the integral part of any conversation.

As previously mentioned, Paul Grice distinguishes between what is said and what is meant. The scholar asserts that listeners typically presume that the speaker's statement provides adequate information and that individuals engage in ways that follow particular patterns [38]. However, when the speaker violates this presupposition, the listeners are still able to comprehend the meaning. According to Grice [35], the ability to understand the intended meaning is attained during childhood and preserved throughout life. Thus, the scholar distinguishes two types of implicatures: conventional and conversational. To recognise the conversational implicature, one needs to know the context, background knowledge, and principles of cooperation. In contrast, the conventional implicature is based on the meaning of particular words or phrases, which can be understood without additional context.

To understand the use of conversational implicature in conversations, Grice subdivides the Cooperative Principle into four conversational maxims: quality (speakers should provide truthful information), quantity (speakers should be as informative as required), relation (speakers should be relevant to the topic of discussion), and manner (speakers should avoid ambiguity or obscurity and be direct and orderly [36, p. 48]).

However, many critics of Grice's theory argue that the term 'cooperation' is ambiguous. According to particular interpretations of Grice's definition, the 'highly uncooperative' behaviour, such as debating, fighting, manipulating, misrepresenting, and lying, still may be largely cooperative [59, p. 394]. For instance, Kiefer [45], Pratt [55], and Sampson [56] state that Grice's theory introduces the wrong view of interlocutors in an exchange. Thus, the cooperative principles can be fully applied only in a limited number of situations.

The CP is based on the assumption that each conversation has a purpose or direction. However, according to Kasher [43], even if speakers have no mutual goals, they still can adhere to the conversational maxims. Each interlocutor may have

different global or local aims, but may correspond with the aims of each other separately to cooperate with colleagues [43].

At the same time, it is important to mention that Grice primarily focuses on the concept of rationality, which is his main aim of studying cooperation. Nevertheless, most linguists are interested in the practical use of conversational maxims, i.e., violations, flouts, infringements, suspensions, etc. [32]. It may be concluded that the conversational maxims or, in other words, cooperative principles are not rules, but rather explanations or recommendations of how interlocutors should communicate to achieve a meaningful exchange.

### **Maxim of quantity**

As stated above, Paul Grice introduced the Cooperative Principle, which can be divided into four sub-principles, which are called conversational maxims or Gricean maxims. These are the maxims of quality, quantity, relation, and manner.

**The maxim of quantity** presupposes that speakers should make their utterances as informative as required during an exchange. Grice compares the maxim of quantity to repairing a car. For example, if a master needs four screws, he expects to get no more or less than four screws [36]. The submaxims of the maxim of quantity require the speakers to make their conversational contributions as informative as needed and avoid providing more information than required [36, p. 45].

Informativeness is crucial, as interlocutors lose interest, when one of them is being under-informative, and the utterances consist only of one-word answers, such as *yes*, *no*, *maybe*, *sure*, and so on. At the same time, speakers are confused or misled, when someone is being over-informative, i.e., providing detailed responses each time [50].

Below is the example (1) of a successful exchange, where the maxim of quantity is adhered to. There, the first speaker asks the second speaker, who is an actor, about his emotions regarding the last season of the show. Based on the conversation, it is evident that the second one provides the answer as informative as required, not being under-informative or over-informative.

1) - *And season five... This is the last season coming up. Are you nervous, excited, sad, or just waiting for all those emotions?*

- *It's going to be crazy once it's all done. I'm just excited to go back and actually finish it* [84].

### **Maxim of quality**

**The maxim of quality** states that interlocutors should be truthful during an exchange and provide information that, according to them, complies with reality. The speakers are supposed not to share anything for which they do not have enough evidence. For example:

2) - *You co-wrote and directed your first movie.*

-*I did.*

-*This is a big deal. What is it called and what can you tell us about it?*

-*It's called "Hell of a Summer." It's like a slasher horror but... With a lot of blood. It's supposed to be funny, so I hope it is* [84].

In the exchange above (2), the second speaker provides information, which is true, as the information about the film can be instantly found on the Internet. If the second speaker gave the wrong film title or genre, then they would contribute the information they believe is false or for which they lack evidence.

The maxim of quality is divided into the sub-maxims, which require not to provide information you believe is false or for which you do not have enough evidence [36, p. 46].

In pragmatics, more attention has been paid to the maxims of quantity, relation, and manner. Because of Grice's definition of the maxim of quality as a maxim of truthfulness, it has been taken for granted by many pragmatists. As a result, telling the truth has been considered as an obligatory rule during an exchange, making the use of the maxim almost imperceptible [18]. However, Grice considers the maxim of quality as the most important out of four. According to the scholar [35, p. 27], the other three maxims can work only if the maxim of quality is satisfied. Still, regarding the production of implicatures, all four maxims should be treated as equal.

According to recent interpretations, the maxim of quality can be applied differently [12]. In case the first speaker adheres to the maxim, the second speaker can imply that the first speaker provides information they believe to be true and have enough evidence for it. However, it does not mean that the second speaker surely perceives what is said as true, but this often simplifies the exchange [37]. Accordingly, the assumption that the first speaker conforms to the maxim of quality is vital for the logic of scalar implicatures. The scalar implicature, according to the G. Yule's classification, is an implicature that conveys an implicit meaning beyond the explicit meaning of a phrase and that suggests that the speaker had a justification not to use a more informative or stronger term in the same scale [4].

### **Maxim of relation**

According to the **maxim of relation**, the interlocutors should be relevant, which means providing relevant to the conversation information and excluding the irrelevant details. Grice explains that speakers expect to get information relevant to the moment of exchange [36]. The scholar further provides the analogy with cooking: if someone bakes a cake and mixes the ingredients, then it is not suitable to give this person a cookbook.

Although the explanation of the maxim of relation is quite concise, there are some problems arising from its formulation. There are questions about different kinds of relevance, the way they are applied during the exchange, and how the topic can be changed without any damage to the conversation [27]. The maxim of relevance can be overlooked or ignored during the conversation when interlocutors use linking phrases, such as *additionally*, *moreover*, *anyway*, *by the way*, etc., and continue providing possibly unconnected information [51, p. 343].

Below is an example (3) of the exchange, where the maxim of relation is observed. The first speaker asks a question about where the second speaker lived. The second speaker, in turn, provides information relevant to the exchange.

3) - *Where did you live in New York?*

- *I was living in Brooklyn. I was in South Williamsburg* [96].

However, another example (4) may be questionable regarding the maxim's observance. In this exchange, the second speaker states that they lived in the same city, New York, as the last time. We can assume that this answer is relevant to the flow of conversation only on condition that the first speaker knows where the second speaker previously lived, or else the answer is irrelevant. This proves an assertion that is vital for the researcher to study the context of the conversation to fully grasp the use of the CP.

4) - *Where did you live in New York?*

- *In the same city as the last time.*

### **Maxim of manner**

According to **the maxim of manner**, interlocutors should be clear during an exchange. This maxim is different from other maxims, because it deals with how utterances are said, not with the content of what is said [27, p. 5]. The maxim has the following submaxims:

- a) Avoid obscurity of expression, which means avoid expressions that are hard to comprehend.
- b) Avoid ambiguity, which means avoid expressions that can have several meanings.
- c) Be brief, which means avoid unnecessary wordiness.
- d) Be orderly, which means provide information in the correct order, which can be easily understood by the second interlocutor [36, p. 46].

The maxim of manner, namely the rule of being brief, suggests that it is more appropriate to say "*change your clothes*" instead of "*go to your room, take off your clothes, choose what you want to wear, and then put the clothes on.*" Regarding the rule of avoiding obscurity, the interlocutors should provide positive sentences instead of the negative ones, as they take more time to process the information [51, p. 343]. For instance, instead of "*she is not ugly*", one should say "*she is good-looking.*" As for the submaxim of avoiding ambiguity, it is important to avoid expressions that can have two or more meanings. The following example, "*call me a doctor*", may be understood in two ways: the person asks to call him/her a doctor, or asks to get him a

doctor. The submaxim of being orderly is demonstrated by the following example, where the speaker answers the question consistently, thus adhering to the maxim of manner: "*People say, "How do you read a book a day?" Sometimes I take a week. But sometimes, books only have one or two things worth reading. In fact, most books only have that. So, I'll flip through the pages. I like to go through it three times. First time, I read the table of contents at the back. The second time, I go a little faster. The third time, I just focus on one chapter [114] "*

## **1.2. The theory of implicature**

**Implicature** is a meaning that the speaker implies but does not distinctly state [16]. Grice developed his Cooperative Principle on the basis of the previous studies of implicature by a group of linguists who worked at Oxford University. One of the most prominent scholars concerned with everyday communication was J.L. Austin who studied speech acts. The scholar provided fundamental concepts in pragmatics and made a distinction between locutionary, illocutionary, and perlocutionary acts. The locutionary act is regarded as the utterance of words in a particular language, while the illocutionary and perlocutionary acts provide a more complex meaning to the listener [42]. In the following example, "*Would you describe your character? [111]*", the locutionary act is an utterance with a meaning that can be easily understood, the illocutionary act is a request to describe the character, and the perlocutionary act demonstrates the interlocutor's intention to find out more about the other interlocutor's character. Therefore, Austin primarily focused on analysing how the language functions regarding the interlocutor's intentions in an exchange.

In addition, the famous researcher J.L. Searle [57] studied the connection between direct and indirect speech acts, predominantly exploring the meaning of the utterance. According to the scholar, the smallest linguistic communication units are speech acts, which are used to make claims, give instructions, ask questions, or make a promise [57, p.16]. Direct speech acts convey the literal meaning of the utterance, while indirect speech acts aim to convey the implicit meaning of the utterance. The following example shows the use of an indirect speech act, as the speaker makes a request to bring the meat and marinade indirectly: "*Joy, would you mind terribly*

*bringing me some socially distanced meat of some sort and some socially distanced marinade*" [88]. On the contrary, if the speaker asked to bring meat in the following way, "*Joy, please, bring the meat and marinade*", then it would be a direct speech act. Therefore, in a discourse, the implied meaning can be communicated through direct speech acts, as well as indirect speech acts [31].

Accordingly, Grice continued studying the theory of implicature to explain how the interlocutors understand the implied meaning from what is actually said and how the implicature is generated; as a result, the scholar introduced two types of implicature, namely conventional and conversational implicature, which are discussed below in detail.

### **Conversational implicature**

The understanding of **conversational implicature** requires extra knowledge of the exchange context. The conversational implicature is generated in the following way: an interlocutor, who is assumed to follow the Cooperative Principle, makes a statement with implied meaning they believe in and expects that the listener is able to fully comprehend the statement [35].

Context within conversational implicatures enables the interlocutors to create ironic, humorous, hyperbole, rejection, accusation, and metaphorical expressions [30, p. 192]. The conversational implicature can be studied regarding **the non-observance of conversational maxims** because it is generated when the maxims are **flouted** (when the speaker intentionally overlooks the maxims to create implicature) [36]. Example 5 shows how the second speaker flouts the maxim of relation to generate the conversational implicature while answering the question. Thus, the speaker does not share whether he showed his movies to his children. Instead, the speaker implies that he cannot show his movies because of the genre, which is not appropriate for children.

5) - *Have you shown your children any of your movies?*

- *Well, there's not many that would be...appropriate* [87].

This statement exemplifies the use of conversational implicature, as its meaning cannot be perceived without extra context.

## Conventional implicature

**Conventional implicatures**, on the contrary to conversational implicatures, are linked to the meaning of particular phrases and words during the exchange. Another distinction is that this type of implicature is not dependent on maxims [47]. Frequently, it is hard to differentiate between conversational and conventional implicatures. Levinson [47, p. 127] exemplifies these two types by the words "*but*" and "*and*". They both are used to express the truth-value, however, the conjunction "*but*" generates a conventional implicature by contrasting two points. For example, when the speaker says "*His presentations are beautiful, but very minimalistic*" [112], they imply something beautiful should be detailed, however, this case is an exception. Additionally, particular phrases with "*therefore*" may denote a conventional implicature. The sentence "*Oh, this bird is black, therefore, it must be a crow*" [112] implies, but does not explicitly state, that the reason why the speaker thinks that the bird is a crow is because it is black.

### **1.3. Non-observance of Grice's cooperative principles**

Initially, Grice distinguished between 3 ways in which interlocutors may fail to observe a maxim: **flouting, violation, or opting out** of a maxim [36]. Later, another category, namely infringing on a maxim, was added to the existing ones. However, many scholars insisted on adding another category, which is **suspending a maxim** [59]. It is crucial to understand the distinctions Grice initially drew in order to comprehend his theory completely. According to the scholar, **to flout** a maxim means to fail to observe the maxim purposely. The flouting happens when interlocutors refuse to adhere to the rules of conversation to imply a certain meaning, or, more specifically, apply implicature. Contrastingly, **the violation** means failing to observe the maxim unintentionally. When speakers provide ambiguous, irrelevant, insufficient, or false information, the communication may result in a misunderstanding and, consequently, communication breakdown [61].

#### Flouting the maxims

The speaker **flouts** the maxims to convey the meaning of what he says indirectly, i.e., using conventional implicature. The conversational implicature

depends on the context of the conversation; it is generated when the speaker's intention is not to mislead the other speaker, but to cause them to consider the additional meaning [59]. Therefore, when the maxim is flouted, the other speaker can understand that the CP is not adhered to. The reasons for flouting the maxims may be the use of literary techniques, such as irony, sarcasm, hyperbole, humour, rhetorical questions, and the desire to avoid awkwardness [59].

The following example (6) demonstrates how the second speaker fails to observe the **maxim of quantity** to generate the conversational implicature. The first speaker asks about their forum, and the second adds extra information implying that they visit the first interlocutor's programme only to promote their forum.

6) - *Are you at the forum in a couple of days?*

- *Yeah. That's why we're here [98].*

Another example (7) illustrates how one interlocutor intentionally flouts the **maxim of quality** for the implicature. After being asked about dating, the second speaker answers that they do not know how to date. As it is not possible to "learn" how to date, the second speaker by their phrase implies that they cannot maintain relationships and have problems with them.

7) - *You're not dating anyone right now.*

- *No. I mean, I don't know how to date [106].*

The **maxim of relation** is flouted when the speaker deliberately changes the conversation topic to convey the implied meaning. In exchange 8, the speaker, instead of sharing Jack's phone number, changes the topic by saying that he has recently changed it. Therefore, the speaker implies that she does not know his phone number, as it is new.

8) - *What is Jack's phone number?*

- *He's just changed it*

- *Ok [77].*

The following example (9) demonstrates how the speaker uses antonomasia, which replaces the name of the person by a descriptive phrase, as a means of realisation of the **maxim of manner** flouting [64].

9) - *Don't be salty.*

- *All right, Mr. Peanut [107].*

Therefore, by naming the other speaker Mr. Peanut, which in slang means any small or insignificant person or thing, the second speaker wants to offend them.

### **Violating the maxims**

The term "**violation**" is frequently applied to all kinds of non-observance. However, Grice [36] opposes flouting and violating a maxim. The scholar defines maxim violation as "unostentatious" non-observance; the speaker who fails to observe a maxim is responsible for communication breakdown. Similarly, Leech [46], supports this by stating that maxim violation, compared to flouting a maxim, does not result in implicature in exchanges.

The example 10 demonstrates how the speaker violates **the maxim of quantity** providing more information than needed to avoid answering the question directly. The speaker is being too informative and names all places they live or are going to live in.

10) - *Where do you live by the way? Cuz you're always traveling. You live here?*

- *I'm not even sure now, but I do have an apartment here, a bed that I own here in LA. And I have a bed that I own in New York. Between that, I'm just living in other people's beds, in other hotel beds, and traveling all over the world. I'm about to go on tour. So, I'll be in a tour bus bed [103].*

**The maxim of quality** is violated when one of the interlocutors deliberately lies for some purpose, predominantly to avoid unpleasant circumstances [61]. The conversation below (11) shows how the first speaker tells a story about how her team had to pay \$8 for a magazine, as she thought it was for free and took it. The second speaker asks a logical question of whether she stole the magazine. Correspondingly, the first speaker replies that she did not, however, it does not reject the fact that the magazine was stolen.

11) - *By the way, by the way, I totally didn't even realize they [managers] apparently had to pay \$8 for this. Because as I was on my way out of the pickleball store, my husband was getting a new racket, I just took it [magazine].*

- *So, you stole this?*

- *No, I thought that it was for free [94].*

Accordingly, the **maxim of relation** is violated when the speaker provides irrelevant information. For instance, when one interlocutor asks about weather, and the other interlocutor starts talking about their job. Exchange 12 demonstrates how the speaker changes the topic of exchange not to ask the question about the show, thus violating the maxim of relation.

12) - *All right. So, Kourtney is now... She's in the show?*

- *She's 40.*

- *She's 40. OK.*

- *Well, she sounds like she's going to talk about my kids, like tell me about little Kourtney [93].*

The following example (13) shows how the use of expressions that are hard to comprehend can lead to the violation of **the maxim of manner**. In this dialogue, the first speaker says that they went to the place where "The Hobbit" was filmed. The other speaker violates the maxim of manner by using words that are unknown to the first speaker. As a result, the second speaker has to change the wording for the first speaker to understand what is meant. "Bag end" is the home of Bilbo Baggins, after Frodo Baggins from "The Hobbit".

13) - *I went to Hobbiton. I didn't want to leave. I wanted to be little to fit in the houses, so I never had to leave.*

- *Didn't you go into bag end?*

- *What?*

- *Did you go into Bilboa's and Frodo's home?*

- *Yes* [101].

### **Infringing on the maxims**

In contrast to flouting and violating a maxim, **infringing** on a maxim means failing to observe it without intending to mislead or create an implicature. Maxim infringement happens when the interlocutor is not proficient in the language they speak, or when the ability to speak is hindered by anxiety, drunkenness, agitation, or natural disability to speak properly [59, p. 392]. For example, Chinese English learners often confuse the use of intonation, connected speech, vowels, and consonants, which, as a result, may lead to maxim infringement. Thus, they may use short "i" instead of short "e", as well as use short "e" instead of short "a" [113]. In addition, Chinese English speakers frequently replace the consonant sounds with those easier to pronounce or just omit them. The following example demonstrates how the speaker omits the consonant "d", as almost all words in Chinese end with vowels, and says "car" instead of "card". This mistake results in conversation breakdown and maxim infringement.

14) - *Can I get a car here?*

- *No, it is a bank, we do not sell cars* [113].

### **Opting out of the maxims**

When the interlocutor is unwilling to participate in the manner specified by the maxim, then they are **opting out** of the maxim. This kind of non-observance often occurs in public settings when the speaker cannot respond in the manner that is typically expected, due to some ethical or legal considerations [59]. Additionally, the speaker may want to avoid implying the false meaning or being uncooperative. Therefore, the implicature is not generated. The following example (15) is a dialogue between an interviewer and an actor, which shows how the latter refuses to answer the question because what he did to earn money was illegal, so sharing this information can harm his reputation and career.

15) - *What's the weirdest thing you've done to make money?*

- *It's also illegal. So, I'm not telling you* [74].

According to Thomas [59], the speakers also tend to opt out of the maxims when the provided information can be harmful for the third party. The following example (16) demonstrates a conversation between an interviewer and Michelle

Obama. Michelle is unwilling to participate and name the person she first kissed because she is a public person. As a result, the woman opts out of the maxim of relation not to subject the person she first kissed to unnecessary attention and not cause them problems.

16) - *Do you remember your first kiss?*

- *I remember my first kiss, but I didn't like the person that I kissed, and so I just decided...*

- *Who was it? Say their name.*

- No [98].

### **Suspending the maxims**

In contrast to opting out of a maxim, **suspending** a maxim is based on peculiar cultural conventions or events. Maxim suspension occurs when speakers do not expect the conversational maxims to be adhered to because they do not want to share unacceptable details or culturally important information. Therefore, speakers tend to provide an insufficient number of details when they want to avoid being responsible for certain claims. For example, one would prefer to conceal the name of a person guilty for something not to have negative repercussions for themselves and their family [44].

The way the maxims are observed also varies from culture to culture. Keenan [44] in his analysis of the Cooperative Principle focused specifically on how the maxim of quantity is non-observed in different circumstances. In various communities, speakers readily cooperate to meet each other's informational needs. On the contrary, in other communities it may be considered unusual or conspicuous. According to Keenan [44], who studied the Malagasy community and their language, it is a norm for Malagasy people to provide less information than required, because they lead public life and new information can be considered a privilege. For example, if one interlocutor questions "*Where is your mother?*", and the other speaker replies "*She is either in the house or at the market*", the implicature, that the second speaker does not know where their mother is, is not generated [44, p. 70]. This is because Malagasy people do not aim to meet other's communicative needs. Thus, in particular

cultures, cases when one interlocutor asks a question and the other interlocutor provides less information than required cannot be considered as the non-observance of the maxim of quantity.

In addition, royal etiquette rules are also considered a part of cultural conventions, which may result in maxim suspension [17]. For example, the following conversation (17) with Prince Harry, a royal family member, demonstrates how he suspends the maxim of quantity by providing less information than required. The question is about the conversation Harry had about his baby's race with someone from the royal family. However, for the royal culture, it is not acceptable to share details that may harm the royal family's reputation. As a result, the interviewer does not expect to get a complete answer.

17) - *What was that conversation?*

- *That conversation I'm never going to share, but at the time... At the time, it was awkward. I was a bit shocked.*

- *Can you... Can you tell us what the question was?*

- *No. I don't ... I'm not comfortable with sharing that* [97].

### **Conclusion to Part 1**

The discussion of theory on Cooperative Principle in Part 1 proves its relevance for the field of pragmalinguistics. The principle was developed by Paul Grice and later reviewed by other prominent pragmatists. The CP states that interlocutors have to cooperate in order to achieve a successful conversation; it consists of four sub-principles (or maxims): quality, quantity, relation, and manner. Accordingly, Part 1 investigated how the speakers may fail to observe a maxim, which may result in a communication breakdown or implicature. Five types of maxim non-observance are distinguished, which are flouting, violating, infringing, suspending, and opting out of a maxim. Maxim flouting occurs when the speaker intentionally ignores the cooperative principles to create a conversational implicature. In contrast, violation happens when one of the interlocutors unostentatiously overlooks the maxims with an intention to mislead the hearer. The maxim is infringed on when the speaker does not intend to mislead or create an implicature, but cannot

adhere to the CP due to nervousness, drunkenness, speech disorders, etc. The speaker opts out of a maxim when they are unwilling to participate in public settings in the manner specified by the Cooperative Principle because of ethical or legal reasons. Similarly, the maxim suspension is based on peculiar cultural conventions or events, which restrict the speaker from providing particular information.

Finally, the study dwells more closely on the concept of implicature and its types, conventional and conversational. The theoretical investigation showed that the conversational implicature, in contrast to conventional implicature, requires additional context to be perceived by the other interlocutor.

Summing up all the facts provided in Part 1, we can conclude that the study of the Cooperative Principle and its non-observance is of great importance to the field of pragmatics. The rules for effective communication can make exchanges more efficient. Secondly, the understanding of different types of maxim non-observance helps identify the reasons for failing to adhere to the maxims, as well as the study of implicature can aid in better understanding of the speaker's intentions during the conversation.

## II. NON-OBSERVANCE OF CONVERSATIONAL MAXIMS ON TV SHOWS

### 2.1 Maxim non-observance on TV shows

#### Talk shows

A **television show** (TV show) is any content created for television that can be broadcast over the air, through satellite, or via cable. TV shows are frequently pre-scheduled and listed in television listings [14]. A variety of techniques can be used to create the content for a television programme, including animation, recorded variety shows from a television studio stage, and a wide range of films [49].

The current study focuses predominantly on talk shows, which are a 21st-century phenomenon of popular culture. TV talk programmes are a part of the mass media and are distinguished by a formal tone [61]. A **talk show** is a format of a TV show, in which a single person or a group of people discuss or debate different subject areas suggested by the talk show host. Typically, the guests invited on a talk show are experts in some field who are related to the topic discussed. Therefore, talk shows have enormous societal relevance, since they enable the development of specific worldview orientations and, as a result, have an impact on TV viewers' consciousness [19].

The format of the talk show requires that interviewees should respond to the interviewer's questions. The interviewer is responsible for choosing questions and topics for discussion and controlling the flow of the conversation [61]. However, as the exchange involves two or more interlocutors, it may be challenging to maintain successful communication, as interviewees and, in some cases, interviewers fail to adhere to the Cooperative Principle introduced by Paul Grice, or, in other words, stay cooperative. Furthermore, speakers on talk shows may provide more or less information than required and untrue, irrelevant, or ambiguous information intentionally or unintentionally.

As stated above in Part 1, there are five types of maxim non-observance, namely **violating**, **flouting**, **opting out of**, **infringing on**, and **suspending** a maxim. First of all, there is a need to consider the occurrence of the maxim violation when the speaker unintentionally fails to cooperate, misleading the other speaker [35]. For

example, exchange 1 takes place on the Ellen DeGeneres Show and demonstrates the violation of the maxim of relation. Saoirse Ronan, Ellen's guest, plays the game "Who'd You Rather?", where she has to decide who she would date out of two men Ellen shows. Saoirse violates the maxim of relation because she changes the topic and starts discussing the men instead of choosing one of them.

1) - *So, let's put up the first two, and you're going to honestly say. Timothee or Colin?*

*- I know both of those people. They're both friends.*

*-It doesn't matter if you know them. Play the game [106].*

The violation of the maxim of quality on talk shows can be hard to detect, as one needs evidence of whether the speaker provides information that is true or tries to deceive [4]. Therefore, only examples with statements that can be refuted were analysed in this paper. Exchange 2 from the Ellen Show demonstrates how Amy Schumer violated the maxim of quality by replying that she is a leprechaun, which is not true.

2) - *What is something no one knows about you?*

*- I am a leprechaun [75].*

In case of the violation of the maxim of quantity, speakers tend to provide more information than required when explaining some points to the other speaker, thus expecting to be understood [58]. Parvaneh and Nikan [53] name the other reason for maxim non-observance, which is linked to the person's **emotional state and social status**. Therefore, the scholars posit that a person would be more inclined to violate the maxim of quantity the lower their social position is. This statement can be exemplified by the current study's findings. The following example (3) from the Tonight Show Starring Jimmy Fallon demonstrates how Lucas Bravo violates the maxim of quantity because of his nervousness. When Jimmy asks Lucas whether he has lived in L.A., Lucas is being prolix and provides more details about his life. There were other instances when Lucas violated the maxim of quantity, which can be explained by the fact that he has only recently gained popularity as an actor after

starring in "Emily in Paris" and "Ticket to Paradise" and giving interviews is an exciting activity for him [95].

3) - *What part of France are you from?*

- *I'm from the south of France. I live in Paris.*

- *Have you ever lived here in L.A?*

- *Yes, for a few years. I moved in when I was 18 and, uh, those were the best years of my life. I was in law school and I wasn't really happy and a friend just told me do you want to come to me for like two weeks on vacation and I just never left* [95].

The analysis of communication on talk shows also identified several instances of the violation of the maxim of manner. The reasons for such kind of non-observance complied with Zebua et al.'s [63] study on the Cooperative Principle in the Ellen DeGeneres talk show, where interlocutors intentionally failed to respond in a manner understandable for the other interlocutor. Example (4) also takes place on the Ellen Show, where Ellen, the host, communicates with Steve Carell, the guest. When Ellen asks a question, Steve replies only with one word "pluck". This word has several meanings as a noun and a verb and a different meaning in slang [69]. In addition, the speaker omits particular words, or, in other words, uses ellipsis. Thus, the answer is obscure. When Ellen wants to get an explanation, Steve does not provide any additional details. Thus, the speaker violates both the maxims of manner and quantity.

4) - *What's your best beauty tip?*

- *Pluck.*

- *Pluck?*

- *That's it* [109].

In some cases, however, the speakers may violate or flout two maxims at once. This phenomenon is called a **maxim overlap**. It often appears when the maxim of quantity is overlooked [7]. Therefore, when the speaker provides more information than required and at the same time arranges it in a long-winded manner, then, at the same time, the submaxims "Be brief" and "Be clear" of the maxim of manner are

violated [48]. The exchange (5) from the Late Show with Stephen Colbert exemplifies how the interviewee, the owner of Tesla Elon Musk, violates both maxims of quantity and manner. Stephen and Elon have an exchange, where Stephen asks a question about men's flights. Elon provides too many details about spaceships even after he answered Stephen's question and uses vocabulary that is hard to understand, which leads to a conversation breakdown.

5) - *How long before you're sending men up? Or women?*

- *Yeah, uh, so we... We, um, uh, we hope to be sending, uh, people up in about two to three years with the, uh, dragon version two, um, the version two dragon spacecraft is... Is able to land, uh, propulsively and with precision. It has, uh, eight side mounted thrusters and uses differential throttling for control instead of gambling the main engine-*

- *You don't have to tell me. Can you wait for a second? We have to take a commercial break.*

- *Sure [82].*

Similarly, the other exchange (6) on the Ellen Show shows how the maxims of quantity and quality are simultaneously violated. According to Wilson [60], speakers who provide untrue information tend to be prolix to conceal the fact of lying. Thus, the submaxims "Do not say what you believe is false" of the maxim of quality and "Do not make your contribution more informative than is required" of the maxim of quantity complement each other [36]. Jamie Foxx, the guest, provides a few versions of the answer, trying to adjust to the audience's reaction. Therefore, the maxims of quantity and quality are violated because the information is not truthful.

6) - *Who was your first kiss?*

- *Dinky Di. Her real name was Diana. She was a light-skinned girl, back in the day.*

- *How old were you?*

- *Man, seven, eight? I don't know. Is that too early? Uh, 13, 14. I was 18 years old when I had my first kiss.*

- *Yeah [89].*

The talk shows chosen for this analysis belong to the comedy genre. Correspondingly, the aspect of humour and how it depends on the Cooperative Principle has to be explored. According to the Macmillan Dictionary, "humour is the quality that makes a situation or entertainment funny" [68]. Similarly, Gabidullina and Zharykova [3] state that humour is the capacity to find the humorous moments in any situation or occurrence and express it as a joke. Another definition is provided by Kobiakova [8] who explained humour as a style of communication that results in laughter. Correspondingly, humour has become the subject of scientific research in various spheres. Particularly, the nature of humour has been scrutinised by pragmatists, such as Pradita [54], Bell [26], Thomas [59], etc., because pragmatics studies the connection between utterances and their meaning. Thus, the link between maxim non-observance and generation of humour was identified. More precisely, it was concluded that humour is produced when speakers intentionally overlook the Cooperative Principle, or, in other words, flout the maxims to generate the conversational implicature [52]. Although, as stated by Grice [35], maxim non-observance leads to communication breakdown, the situation with humour is different, as interlocutors still can perceive the meaning and continue the conversation. In this paper particularly, most maxim flouts on talk shows appeared to create humorous situations.

Example 7 from the Ellen Show demonstrates how the maxim of quantity is flouted to achieve the comical effect. Ellen and Kris Jenner, her other guest, play the game "Burning Questions", where Ellen asks questions and Kris has to answer as quickly as possible. In this communicative exchange, Ellen asks a few questions about Kris's pyjamas. Kris, in her turn, predicts Ellen's future questions and provides more details about her pyjamas' material, design, and brand, which makes the audience laugh. Thus, the comical effect is achieved.

7) - *What do you wear to bed at night?*

- *PJs.*

- *What color?*

- *Black. Cotton. White trim. Cosibella [93].*

The maxim of quality is overlooked not only when speakers provide untrue information. Most examples of the maxim of quality were flouted to produce humour by using literary techniques, such as irony, sarcasm, hyperbole, and rhetorical questions (they will be discussed in detail in part 2.3). In such cases, interlocutors do not commit themselves to what is said [60]. In the following example (8), we have an exchange of Ellen and her other guest, Steve Harvey. The latter brings Ellen vegan leather trousers, as he calls them, and says that Ellen can eat them, which is actually not true. In such a way, Steve flouts the maxim of quality intentionally by providing information he does not believe in, with the purpose of making fun of the fact that Ellen is vegan.

8) - *They're [trousers] vegan leather.*

- *Yeah.*

- *Look at that.*

- *Hey.*

- *You can put them on and get them ate off.*

- *That's not what that means. It doesn't mean you can eat it. It just means it's not made from a cow.*

- *That's why you can eat it* [86].

As with the maxim of quality on talk shows, the maxim of relation was flouted predominantly to create an implicature for a comical or sarcastic effect, which is why the number of examples is quite numerous. The following exchange (9) between Ellen and Brielle, a 6-year-girl interested in science, shows how Ellen flouts the maxim of relation for humour. Galileo has several meanings, one of them is a drink. However, in this case Brielle is talking about an astronomer.

9) - *[Ellen shows the pictures of scientists and Brielle figures out who is who] Yes, and who is this?*

- *That's Galileo*

- *I love that drink* [92].

The following example (10) was also taken from the Ellen Show, where Ellen invited Will Smith as her guest. Will sang a song before the interview, and Ellen in

the exchange below expresses her emotions from his performance. Ellen flouts the maxim of manner by using simile to compare herself with Courtney Cox and, therefore, to create the implicature. One needs to know the context of the video with Kourtney Cox to understand the implicature. Particularly, she was chosen from the crowd to perform with the band during Bruce Springsteen's concert [72]. Thus, the implicature is that Ellen felt special when Will was performing.

10) - *That was enjoyable. I had like a front row seat to that wonderful performance of yours.*

- *Right?*

- *It was like you were, like, on stage... On stage with you. Like I was chosen.*

- *You were... Like you were the one.*

- *Yeah, like I was Courtney Cox in that Bruce Springsteen video [115].*

In some cases, although an interviewer on talk shows carefully prepares the topic for discussion, interviewees refuse to cooperate, or, particularly, opt out of the maxims not to create any implicatures. Hence, Al-Qaderi [21] singled out particular phrases used for each maxim when opting out of it: "I cannot share more..." (quality), "I am not certain, but..." (quality), "I do not know if this answer is correct..." (relation), and "I do not know how to say this..." (manner). The following example (11) was identified on the Tonight Show Starring Jimmy Fallon and shows how the maxim of quality is opted out of. The Stranger Things cast play the game, where they have to figure out the most searched things on the Internet. Before starting the game, Finn mentions Bill Gates and that he types fast, although he cannot know for sure. Thus, by this phrase the speaker refuses to commit himself to what he says not to generate the implicature.

11) - *Here's the first... Here's the first search. All right. This is the question.*

- *My hands are as fast as Bill Gates.*

- *There you go.*

- *I don't know if he types fast. I just know he knows computers [107].*

Another example (12) from the Late Late Show with James Corden showed how the interviewee, Kim Kardashian, opted out of the maxim of quantity by refusing

to share details of her sisters' pregnancies. This illustrates Thomas' [59] observations that speakers tend to opt out of the CP when the shared information is potentially harmful to them. In this case, the Kardashians are a family known worldwide, which is why they want to protect their privacy.

12) - *Okay, Kim, there have been lots of rumours about your sisters Khloe and Kylie being pregnant. Are they true? Yes or no?*

- *I am not going to discuss this* [108].

Lastly, one example of infringing on a maxim on talk shows was also identified. In exchange 13, the communicative exchange took place on the Late Show with Stephen Colbert. Helena Bonham, Stephen's guest, provides information which Stephen does not believe; thus, he reassures whether she tells the truth or not. Therefore, Helena infringes on the maxim of quality. As explained in Part 1, infringing on a maxim means failing to observe it without intending to mislead or create an implicature. In this case, non-observance can be attributed to Helena's character, as throughout the conversation, she provided untrue information a few times and then corrected herself after specifying questions from the host [59].

13) - *For the people out there who haven't seen it yet, you're playing princess Margaret in "The Crown."*

- *Only for this season.*

- *Only for this season?*

- *No, absolutely wrong. This season and next season. Seasons three and four* [85].

## **Interviews**

Interview is a process in which the interviewer asks interviewee, typically a well-known person, questions about their lives, work, ideas, etc., for further sharing with the audience [13]. The process involves active participation and communication from both parties. All interviews should be informative, since the main goal of this type of dialogic speech is to interest a certain circle of listeners in order to obtain true information [9, p. 50]. Unlike a simple dialogue, an interview has a title and all questions are related to one topic. The interview of the famous American presenter

Oprah Winfrey with the Duke and Duchess of Sussex received much attention from the public. It was the first interview after they had stepped back. However, the interview grew controversial, as many statements by Meghan Markle and Prince Harry were argued by the media [20]. The study of maxim non-observance in this case can identify the claims which are not true and the instances where the speakers are unwilling to cooperate for political reasons. Therefore, the maxim non-observance types, such as violating, flouting, and opting out of a maxim stand out.

According to Fadhly [33], who studied maxim non-observance in public settings, politicians, celebrities, or other public people are inclined to violate the maxims during interviews, speeches, or debates when they do not want to tell the truth or lie, so they change the topic. In Oprah's interview, a few instances were identified, where Meghan and Harry violated the maxim of relation. For example, in exchange 14, Oprah asks about Megxit (when Harry and Meghan stepped back) and how the royal family reacted to this decision, namely Harry's father. However, Harry does not answer explicitly, does not explain what happened, and changes the topic. As Oprah is not satisfied with the answer, she asks this question once again after some time.

14) - *So, you just said that your dad stopped taking your calls. Why did he stop taking your calls?*

- *Because I took matters in... By that point, I took matters into my own hands. It was like, 'I need to do this for my family. This is not a surprise to anybody. It's really sad that it's gotten to this point but I've got to do something for my own mental health, my wife's and for Archie's as well'* [97].

In some cases, speakers employ indirectness as a means of conveying the truth they cannot explicitly state. Therefore, they flout the maxim of manner by providing ambiguous statements [34]. In the following example (15), Oprah asks whether Harry and Meghan wanted their son to have a title. Meghan replies with the rhetorical question. Thus, she flouts the maxim of manner and implies that the Royal family makes such decisions.

15) - *You know, we had heard - the world, those of us out here reading the things or hearing the things - that it was you and Harry who didn't want Archie to have a prince title. So, you're telling me that is not true?*

- It's not our decision to make, right? [97].

The study also identified a substantial number of opting out of maxims, as speakers could not share particular details. The following example (16) demonstrates how the maxim of quantity is opted out of during Meghan Markle and Prince Harry's interview. This example corresponds with Thomas's [59] assertions that opting out of the maxim occurs when the speakers for some reasons, ethical or legal, cannot provide an answer to the question. In this case, Oprah asks Meghan about the controversial situation when Kate made Meghan cry before Harry and Meghan's wedding [17]. However, Meghan cannot respond in a manner expected, as she is a public person and a part of the royal family, so more details about this situation would have sparked even more conflicts and fuss in the media. Thus, not to create any implicatures, Meghan refuses to cooperate and answer the questions.

16) - *This was a really big story at the time, that you made Kate cry. Now you're saying you didn't make Kate cry, Kate made you cry. So, we all want to know, what would make you cry? What... What were you going through? You were going through all of the anxiety that brides go through putting their wedding together and going through all of the issues with your father: Was he coming? Was he not coming? And there was a confrontation over the... The dresses?*

- It wasn't a confrontation, and I actually don't think it's fair to her to get into the details of that, because she apologised [97].

Another interview chosen for this study is Donald Trump's interview with Chuck Todd, where the interviewer and interviewee discussed the current and future US policy [102]. Ayasreh and Razali [25] in their study on political speeches found that the interviewer should be well-prepared for the topic of interview in order to understand the interviewee's implicatures. Additionally, Fadhly [33] states that the speaker's indirectness makes it difficult for the hearer to understand what is meant, thus stressing the need for the interviewer to know the background information. For

example, the following exchange (17) demonstrates how Trump flouted the maxim of manner by not explicitly answering the question. The interviewee uses metaphors to create the implicature to describe his advisors. Correspondingly, a dove is a person who is against military actions; a hawk supports military actions as means of goal achievement [67]. The implicature, which is understood by the interviewer, is that some of Trump's advisors push him into military action against Iran.

17) - *If you, are you, do you feel like you were being pushed into military action against Iran by any of your advisors?*

- *I have two groups of people. I have doves and I have hawks.*

- *Yeah, you have some serious hawks [102].*

The other example (18) shows how Donald Trump violates the maxims of quality and relation in one exchange. Firstly, when Chuck Todd asks about who investigated Jamal Khashoggi's death, Trump is being evasive, not providing the sufficient amount of information. According to Grice [36], when speakers do not give enough details, this leads to the maxim of quantity violation and communication breakdown. Secondly, when the interviewer asks the clarifying question, the interviewee avoids answering the question by changing the topic. The violation of the maxim of relation is typical in public settings when the question is very critical [23].

18) - *I think it's [Jamal Khashoggi's death] been heavily investigated.*

- *By who?*

- *By everybody.*

- *By the FBI?*

- *I've seen so many different reports [102].*

As well as Oprah's interview, the interview of Alex Jones with Kanye West became scandalous because of Kanye's allegations of love for Hitler and Putin [90]. The most prominent example of the maxim violation from Kanye West's interview is presented below. According to the maxim of quality, the speaker should not provide information they believe to be false or for which they lack evidence [35]. In this exchange (19), Kanye's claims about his love for Hitler and that the Holocaust did not happen lead to the communicative breakdown. Jones, the interviewer, says that

Kanye is trying to be shocking and does not want to continue the dialogue, as he does not support Kanye's views. The speaker may believe what he is saying, however, the general truth, in this case that Holocaust really happened, cannot be rejected [60]. Thus, it can be asserted that Kanye provides information he lacks evidence for, which leads to maxim violation.

19) - *I like Hitler.*

- *I don't like Hitler. I know you're trying to be shocking with that.*

- *I'm not trying to be shocking. I like Hitler. I do not... The Holocaust is not what happened. Let's look at the facts of that. Hitler has a lot of redeeming qualities.*

- *Well, CNN says white people are evil Nazis, so I mean, I disagree with those statements, but I get the point... [90].*

## **2.2. Implicature on TV shows**

Implicature is a hidden meaning of the utterance the speaker is trying to convey, which was studied by prominent pragmatists, such as Austin [24], Searle [57], Grice [35], Levinson [47], etc. Implicature appears when one of the maxims is flouted. Therefore, flouting the maxim is a process when the speaker intentionally overlooks the Cooperative Principle in order to provide another meaning, but not to mislead the other speaker [59]. The study of implicatures is relevant for TV shows, as some comedians deliberately flout the Gricean maxims, as well as public people in some cases may be concealing the entire truth by applying implicature.

As implicature is generated only when the maxim is flouted, only maxim flouts were taken into account. As discussed in Part 1, there are two types of implicature – conventional (where the hidden meaning is clear, there is no need for background information) and conversational (where the background context or additional information is required to understand the meaning of the utterance) [59]. The study revealed that the conversational implicature is prevalent among the maxim flouts.

The following exchange (20) exemplifies how the maxim of quantity is flouted to generate a conversational implicature on the Ellen DeGeneres Show. The interlocutors, Ellen and her guest Kevin Hart, discuss Kevin's family vacation with kids, namely they discuss skiing. Ellen says that children are good skiers because

they are short, then she starts a sentence about Kevin, but deliberately leaves the sentence unfinished. As a result, Ellen generates an implicature that Kevin is also short and has less to fall, so he must be good at skiing. In such a way, Ellen achieves the comical effect.

20) - *Kids are really good skiers.*

- *And I was going to say because they have less to fall, but you [Kevin] would also... That's... They don't fall as far* [91].

The other communicative exchange (21) between Ellen and Steve Harvey results in Steve's flouting the maxim of quality to generate the conversational implicature. In more detail, Ellen asks Steve whether his grandchildren ice skated before. Steve provides an answer and adds that black people do not ice skate, which is actually not true. He implies that due to their origin and weather conditions, black people did not have a chance to ice skate. Thus, Harvey uses understatement to create the ironic effect [40].

21) - *Do they [grandchildren] ice skate? Have they ice skated before?*

- *Nah, hell no. No, well then, yeah. It's dangerous.*

- *Yeah.*

- *It's just very dangerous. You don't see black people trying to ice skate* [110].

Another example (22) demonstrates how David Beckham flouts the maxim of relation on Jimmy Fallon's show to create a conversational implicature. Jimmy asks whether David is a good skier. However, David provides information about the time he has been snowboarding, being evasive about whether he is good at skiing or not. The implicature is that he is not good at this activity. Therefore, in order to understand the conversational implicature, the context of what is discussed is required [59].

22) - *Are you a good skier?*

- *I've only been snowboarding for the last three years. I wasn't allowed up until then.*

- *Oh, my gosh* [78].

The last example (23) of conversational implicature shows how Stephen Colbert flouts the maxim of manner to answer Elon Musk. The context is the following: Elon and Stephen discuss a new Tesla model, which can be given a name. Elon says that he named his car Old Faithful, which is the name of the geyser. Instead, Stephen asked not to name it Old Yeller, alluding to the film, where the dog called Old Yeller saved the family from the wolf, however, was killed by its owner because it was bit by the wolf and could get rabies [70]. Thus, Stephen is implying that if Ellon names his car Old Yeller, it will not end happily. As a result, for the complete understanding of the exchange, one should understand the context behind the word play of Old Faithful and Old Yeller.

23) - *Actually, I have named my car. Um, yeah, I named it Old Faithful. Uh, it's the second production version here.*

- *That's nice, don't name it Old Yeller* [82].

In addition, the study identified particular instances when the conversational implicature was generated. Thomas [59, 395], singles out "four words that function as implicatures on the sentence level are **but, even, therefore** and **yet**". In the following exchange (24) from the Tonight Show Starring Jimmy Fallon, Sylvester Stallone uses the conjunction "but" for contrast to create the conventional implicature. Thus, when describing the main character Sylvester plays in Tulsa King, he implies that while most characters are not original now, this one is an exception.

24) - *How would you describe the character?*

- *Well, it's interesting because it's... It's very hard to find a new concept, **but this is the guy who takes a fall for someone, who goes to jail for 25 years, keeps his mouth shut, expecting to be rewarded by his Mafia "family"*** [111].

The other conventional implicature appears in the exchange between Ellen and Will Smith (25), where Ellen frightens Will with mice. She reassures Will that the mice are not real, but asks him to overcome his fear. Will's answer is standard and contains conventional implicature. Therefore, Will promises to address the fear of mice, however, the phrase that he will address it another day implies that he is not going to do this.

25) - *There's no real mice.*

- *There's no... OK.*

- *I promise you. But overcome that fear.*

- *OK, I will. I will address it another day [115].*

Example 26 demonstrates how Ellen DeGeneres fails to observe Michelle Obama's conventional implicature to create the comical effect. Therefore, "look at your shoes" is supposed to be a compliment to state that Michelle likes Ellen's shoes. However, Ellen ignores the implicature and takes it straightforwardly.

26) - *You look great. Look at you, how cute you are.*

- *Well, look at you...*

- *Look at your shoes.*

- *I have shoes on.*

- *You have got shoes on [99].*

The examples of implicature provided above prove that it is frequently used by interlocutors on TV shows in order to convey the hidden meaning and generate humour, irony, or sarcasm.

### **2.3 Language means of maxim non-observance**

The reasons for flouting the maxims may be the use of literary techniques, such as irony, sarcasm, hyperbole, humour, rhetorical questions, and the desire to avoid awkwardness [59]. For instance, flouting the maxim of quantity often results in ironic understatement, the maxim of relation in blame by irrelevant praise, and the maxim of manner in ironic ambiguity [28]. As a result, comedians and writers frequently purposely flout the Gricean maxims on TV-shows, in sitcoms, or books by concealing the entire truth and carefully selecting their words to enhance the script, story, or the reader's experience [28].

The study of the material found particular consistent patterns in how the maxims are non-observed. Therefore, there is a need to analyse the characteristic features for each maxim and type of non-observance. Starting with the violation of the maxim of quantity, which states that interlocutors should be as informative as required, we should take into account how the maxim is violated by providing too

much, or, on the contrary, too little detail [36]. Thus, in this case, it is important to note how the sentences are arranged grammatically. For instance, speakers often connect clauses or phrases by using conjunctions and prepositions. In stylistics, this phenomenon is called **polysyndeton** [39]. The following example (27) shows how the speaker uses the conjunction "and" to link his thoughts. In this exchange, Will Smith and Ellen discuss how Will celebrated his birthday. Ellen finds out that Will asked his wife Jada to skydive and asks whether she liked this experience. Will answers that she did not like it and continues talking about his own experience of skydiving, thus violating the maxim of quantity.

27) - *But wait, so did Jada end up liking it?*

- *No, no. No, I thought she would, see? Because when I jumped, I had like a spiritual experience, you know? It's like when I walked up to the edge of that plane and you get attacked by your mind, like your mind is like, you stupid! You stupid! And it's screaming. And you know that voice? We all have that voice in our head. It's not always our friend. It calls us names and stuff. And everyone's like, you're a dumb man. You're a very dumb man. And I walked up to the edge. And when I jumped... And it is... I had the experience of pure bliss. It's not falling. It's flying, right? And you're flying. And you use your hands. And you're like, oh, hey! And you're falling for, like, over a minute, like you... It's not no short time. Which must seem like an eternity up there. Oh yeah, it's forever. You're like, oh I recognize that building. And you just go into this really blissful place. So, I'm telling Jada, you know, you're going to meet heaven when you go up there. And she didn't [115].*

As seen from the example 27, Will is too excited about his experience, as a result, he cannot arrange his thoughts and tries to add coherence to the speech by the frequent use of "and". In addition to polysyndeton, the speaker uses **question-in-narrative technique**, where he asks a question and answers it himself [5]. Another important feature in example 27 is the use of the break in the narrative or, in other words, **aposiopesis** ("And when I jumped... And it is... I had the experience of pure bliss"). This syntactic strategy is used to convey the speaker's emotions. In this particular example (27), the speaker often leaves sentences unfinished and starts the

new ones, which only proves his excitement and inability to express himself verbally. Furthermore, aposiopesis can be used to create an implicature, as in the example 20, where Jimmy Fallon leaves the sentence unfinished to imply that Kevin Hart is short [91].

In some cases, **ellipsis** and **repetition** can lead to maxim violation. In example 4 above, the speaker uses ellipsis, which is an omission of particular words, thus violating the maxim of quantity by providing less information than required. As for repetition, in the following example (28), Ellen wants to know the reason why her guest Nate started learning licence plates and asks the question twice, however, Nate remains uninformative and provides the same information.

28) - *OK, so now you're learning license plates in the states. What got you interested in license plates?*

- *Because I like cars.*

- *I like cars too, but I don't really care about the license plate. So... What made you decide to do that though?*

- *Because I like cars and license plates are on the cars. So that's why I like license plates* [100].

In case of flouting of the maxim of quantity, repetition can be used to create an implicature or emphasise some points [50]. In example 29, Ashton Kutcher, Ellen's guest, is going to make a donation to Ellen's charity fund. He asks whether she would like to push the button to transfer money. Ellen repeats the same answer twice, adding "real good" to intensify the second sentence. The implicature is that she really wants this donation, so she is going to push the button so good that the money transfers to her fund.

29) - *Now, usually people come out with the big giant check. And do the, like, big giant check thing. But we can actually transfer it [money] into Rwandan francs right now, right here. And all we have to do is push this button and it's in your account. Do you want to push it? Or do you want me to put it?*

- *I would like to push it. I'd like to push it real good* [76].

In contrast to maxim violation, the analysis found that the main reason for flouting the maxims of quantity, quality, and relation, is to generate implicature using **irony, sarcasm, anaphora, understatement, and rhetorical questions**. **Irony** is a stylistic device based on the opposition of what is said and what is meant [9]. For example, in example 21 above, Steve Harvey, when discussing ice skating, employs **ironic understatement** when saying that black people do not ice skate, thus referring to their origin [110]. One distinguishing feature between **irony** and **sarcasm** is that the interlocutor using sarcasm intends to insult or mock the other interlocutor [9]. Therefore, it is important to know the context of the conversation to identify sarcasm. The following exchange (30) proves this point, as the person who does not know that Sylvester Stallone and Arnold Schwarzenegger were enemies before can take Sylvester's answer straightforwardly. However, Sylvester is mocking Jimmy for asking such questions while knowing about their relationship.

30) - *You broke the Internet a couple weeks ago by posting this photo of you and Arnold Schwarzenegger carving pumpkins together.*

- *Oh, my God.*

- *Is this something you do?*

- *Well, usually, we make pot holders* [111].

Another stylistic device applied is **anaphora**, when the beginning of the sentence is repeated for emphasis [10]. For example (31), Ellen asks John Krasinski to name the celebrity who has not returned his text. John by repeating the beginning of the sentence emphasises the implicature that no one returns his texts.

31) - *Name the celebrity who hasn't returned a text you sent.*

- *Name one who has* [83].

Regarding the maxim of manner, the principle states that speakers should be clear, orderly, and clear. The analysis identified the following stylistic devices used when the interlocutors flouted the maxim of manner: **allusion, simile, antonomasia, rhetorical question, antithesis, metaphor, and personification**. **Allusion** is based on indirect reference to some event, fact, book, etc. The instance of allusion is

presented in the exchange 23, where Stephen refers to the movie Old Yeller and asks not to name his car so, as the movie has a bad ending [82].

The following example (32) shows how **simile**, which is a comparison of one thing with another with an intention to intensify some of its characteristics, is used to create an implicature [2]. Dwayne and Jimmy are talking about the superhero costume Dwayne had to wear while filming Black Adam. The implicature is that Dwayne's muscles are really big, and costumes with pads make him look ridiculous and exaggerated as on sketch shows. Without background knowledge that Saturday Night Live (often abbreviated to SNL) is an American late-night live television sketch comedy, it can be hard to understand the comparison [71].

32) - *And you got the suit, and the first one had, like, pads in it, right?*

- *Dude, with the muscle... With the superhero costumes, all throughout the super... Like, Marvel and DC, they all have these muscle paddings in them.*

- *Of course.*

- *Which is just what you do. So, you can imagine that muscle suit, Black Adam muscle suit, with muscle padding on top of my body. It looked like you and I were going back to "SNL" to do a sketch [81].*

As for **antonomasia**, which is based on the interaction of logical and nominal meanings, the following example (33) can be provided [64]. In this exchange, Jamie uses the adjective African-American to describe the colour of his shorts. Thus, he wants to imply that the shorts are black.

33) - *What do you sleep in at night?*

- *I sleep in a Calvin Klein longer pant.*

- *What colour?*

- *African-American [89].*

The example 15 from Oprah's interview analysed above demonstrates how **rhetorical question**, which is used for a certain effect and does not require an answer, results in the maxim of manner flouting [15]. Thus, Oprah asks whether Harry and Meghan did not want their son to have a title. Meghan implies with the

rhetorical question that they wanted Archie to have a title, but the Royal family makes such a decision.

**Antithesis** is an opposition of two points which may also result in an implicature [22]. In the following example (34), Jimmy Fallon and his guest Nicole Kidman discuss their past and that they could have dated then. The first time they meet after many years is on the show. They are both married and have kids. Jimmy juxtaposes himself with Keith Urban, her husband, by flouting the maxim of manner to imply that he could have been a better husband if Nicole chose him.

34) - *Well, yeah, you made a much better decision. Keith Urban is so much cooler than I am. He's a rock star. You live in Nashville now?*

- *I do. Yeah.*

- *He's always on tour, though. Isn't he constantly, like...*

- *No.*

- *Yes. These country guys. Yes. He's always on tour.*

- *Don't now try to be all serious.*

- *Yeah, no, I'm trying to be serious now. Look, here's the deal. I'm not always on tour. I'm always at home, hanging out. Kids [80].*

**Metaphor** is the other figure of speech which may result in maxim non-observance. According to Dubenko [5] metaphor draws parallels between seemingly unrelated subjects. This explanation is supported by example 17, in which Trump states “I have doves and I have hawks”, where doves are people against war and hawks are people supporting war. **Personification** is a type of metaphor, which attributes human traits to animals or inanimate things [29]. In the example below (35), Jimmy Fallon and Ryan Gosling discuss the poster for the new film and the facial hair of Ryan and Chris Evans. Ryan makes fun of it, flouting the maxim of manner by using personification to emphasise that he and Chris are different in acting.

35) - *And, yeah, look at that [Jimmy shows the poster for the movie "The Gray Man" with Ryan Gosling and Chris Evans]. Also, I must say, you're rockin' some pretty awesome facial hair. You got the goatee. He's got the mustache.*

- *Yeah. Our facial hair had different acting styles. His mustache went to the Stella Adler School, and my goatee was Meisner* [105].

The analysis found that the most contributing factor to the non-observance of the maxim of manner is the use of vocabulary that is unclear for the other interlocutor. In terms of stylistic classification of language, **borrowings** from other languages and **terms** can be singled out. For example (36), Robert Irwin violates the maxim of manner by using words that are not clear to the second speaker, thus making Jimmy Fallon find out the meaning of "beaut bonza". "Beaut bonza" stands for "beauty bonza". "Bonza" is an Australian word, which means "first-rate" or "excellent" [65].

36) - *Robert Irwin. How you doing, buddy?*

- *Oh, I am beaut bonza. Thank you. How are you?*

- *I'm good. Are you... What? You're a beaut bonza?*

- *I'm beaut bonza, yeah.*

- *Now, you always teach me some new word. And what does that mean?*

- *Yeah, well, beaut bonza just means amazing* [104].

As for terms, in example 5, Elon Musk used expressions such as "eight side mounted thrusters", "differential throttling", "gambling the main engine", which led to communication breakdown, as Stephen refused to cooperate due to not being knowledgeable in the topic [82].

Lastly, a few **idioms** were used in exchanges to create implicatures. An idiom is defined as a set of words that together have a meaning that cannot be inferred from the individual word meanings [6]. In example 14, Harry uses an idiom "to take matters into one's hands", by which implying that he had to take responsibility for his family and make changes. Another example (37) is a conversation between Ellen and Deepika Padukone about Deepika's private life. Ellen asks whether the rumours that there is a romance between Vin Diesel and Deepika going on are true. Deepika does not answer explicitly, but uses an idiom "there is no smoke without fire" that means that if there are rumours or signs that something is true, it must be at least partly true

[66]. Therefore, she implies that something is going on between them and flouts the maxim of manner.

37) - *Is there a romance going on? Does that mean there is? Cuz that's what the rumor is.*

- *Well, there's no smoke without fire [79].*

Finally, Harry at Oprah's interview (38) flouts the maxim of manner by using the idiom "to be on different paths", which means that now he and his brother have different lifestyles, however, it is still unclear whether their relationship is good or not [73]. After some time, Oprah has to ask once more about their relationship.

38) - *Yeah. And your brother? Relationship? Much has been said about that.*

- *Yeah, and much will continue to be said about that. You know, as I've said before, I love William to bits. He's my brother. We've been through hell together. I mean, we have a shared experience. But we ... You know, we're on... We're on different paths [97].*

To conclude, the analysis identified specific linguistic means for each type of maxim non-observance. However, further research is needed to make the findings more accurate.

## **Conclusion to Part 2**

The practical part of the study focused on TV shows and how the interlocutors overlook the Cooperative Principle intentionally or unintentionally. The study of 82 YouTube videos (750 minutes) and 3 interviews (80 pages) identified 300 instances of maxim non-observance on TV shows, which were analysed using the descriptive method and methods of sampling and quantitative analysis.

The analysis of the material found that out of 300 exchanges, in 82 examples (27,3%) the maxim of quantity was non-observed, in 76 examples (25,3%) – the maxim of relation, in 60 examples (20%) – the maxim of quality, and in 53 (17,7%) examples the maxim of manner was overlooked. The research also found 29 examples (9,7%) with the maxim overlap [Appendix 2]. The analysis reveals the following statistics regarding how frequently each type of maxim non-observance was used: violating the maxims – 131 examples (43.7%), flouting – 114 examples

(38%), opting out of the maxims – 52 examples (17.3%), and infringing – 3 examples (1%). The examples with maxim suspension were not found [Appendix 3].

The first subchapter highlighted the differences in maxim non-observance depending on the genre of the TV show. Thus, it was found that people on comedy talk shows tend to flout the cooperative principles to generate the implicature, and, as a result, create the comical effect. In contrast, the study of the television interview as a genre demonstrated that speakers frequently violate and opt out of maxims when they are unwilling to share particular information.

The second subchapter identified that approximately 1/3 of all examples were non-observed to create an implicature, which appears when interlocutors flout the maxims. Therefore, 107 communicative exchanges contain implicature: 104 examples generate conversational implicature, and 3 examples – conventional implicature.

The third subchapter found what linguistic means are characteristic to each type of maxim non-observance [Appendix 4]. Therefore, polysyndeton, repetition, enumeration, and aposiopesis were applied to violate the maxim of quantity. Similarly, repetition, ellipsis, and aposiopesis were prevalent when the maxim of quantity was flouted. While flouting the maxim of quality, speakers used sarcasm, anaphora, irony, and understatement as means of maxim non-observance realisation. For the flouting of the maxim of relation, simile, rhetorical questions, sarcasm, and the use of idioms are characteristic. Lastly, when violating the maxim of manner, speakers mostly used borrowings and terms. Allusion, analogy, simile, aposiopesis, antonomasia, rhetorical questions, metaphor, and personification were utilised when the maxim of manner was flouted.

## CONCLUSION

The analysis of the study material revealed that the Cooperative Principle plays a vital role in the field of pragmatics and in media communication in particular. During the survey we have been able to:

- 1) to study the theoretical works to define the terminological basis for the study of the Cooperative Principle in the field of pragmatics. The CP identifies the rules for effective communication, which was proposed by Paul Grice. In terms of studying the CP, it is important to pay particular attention to the types of maxim non-observance, namely violating, flouting, infringing on, suspending, and opting out of the maxim.
- 2) to identify and analyse the most frequently used types of maxim non-observance on TV shows. The material for analysis consists of 300 communicative exchanges extracted from 82 YouTube videos from talk shows and 3 interviews. We found that the most numerous type of maxim non-observed is the maxim of quantity with 82 examples (27.3%). The reason for this may be the speaker's nervousness or excitement, which results in providing too many details, or the unwillingness to provide the required information. Then goes the maxim of relation with 76 examples (25.3%), as some speakers change topics intentionally or unintentionally. The maxim of quality constitutes 60 examples (20%), however, the number may be higher, as it is not always possible to identify whether the truthful information is provided. In 53 (17.7%) examples the maxim of manner was overlooked. The research also found 29 examples (9.7%) with the maxim overlap [Appendix 2]. As for the types of maxim non-observance on TV shows, the most numerous one is violating with 131 examples (43.7%). The maxim flouting was identified in 114 examples (38%). The interlocutors opted out of the maxims in 52 examples (17.3%). The last non-observance type, maxim infringing, appeared in 3 examples (1%) [Appendix 3].
- 3) to highlight the differences in maxim non-observance depending on the genres of TV shows. It was found that particular maxim non-observance

types are more common for certain TV show genres. For example, interlocutors on comedy talk shows often flout the CP for the implicature, using irony, sarcasm, hyperbole, rhetorical questions, etc., thus achieving the comical effect. In addition, research identified that, although maxim non-observance may lead to communication breakdown, exchanges resulting in humour can still be understood. As for the genre of television interviews, when speakers are reluctant to reveal specific information, they commonly violate and opt out of the maxims. Additionally, influential people can flout the maxims to convey the implied meaning in order to avoid making direct statements.

- 4) to analyse the types of implicatures on TV shows and they are generated. The study identified implicature as a meaning that the speaker implies but does not distinctly state. Additionally, it was found that the implicature is generated when the speaker flouts the maxim. The research found that out of 300 exchanges, 107 result in an implicature. There are two types of implicature analysed in the paper: conventional and conversational. The conversational implicature requires the context of the conversation to be fully understood, while the conventional implicature can be inferred from particular words. This study found 104 examples of conversational implicature and 3 examples of conventional implicature.
- 5) to highlight and classify the linguistic means behind the maxim non-observance in different exchanges [Appendix 4]. The grammatical features leading to the violation of the maxim of quantity include the use of polysyndeton, aposiopesis, ellipsis and repetition. As for the flouting of the maxims of quantity, quality, and relation, stylistic devices such irony, sarcasm, anaphora, and rhetorical questions are used to create the implicature. Furthermore, the use of allusion, simile, antonomasia, antithesis, metaphor, and personification leads to the flouting of the maxim of manner. As for lexical features, the maxim of manner is violated when terms and borrowings from other languages are used [Appendix 4].

## SUMMARY

The bachelor's thesis studies the Cooperative Principle and how it is non-observed on different TV shows. This study is of great importance for the field of pragmatics, as the understanding of the rules of communication and adherence to them can help to stay cooperative and maintain effective communication. The list of examples of maxim non-observance on talks shows and interviews as well as the analysis of the peculiarities of each genre, implicatures, and linguistic means of non-observance realisation are useful tools for the future studies of the Cooperative Principle.

The **relevance** of the topic is in the need to generalise and systematise the patterns of how the Cooperative Principle and implicature are realised in different discourse types, providing a basis for future studies in the field of pragmalinguistics.

The **aim** of the study is to research the instances of maxim non-observance on TV shows, analyse their types, as well as linguistic means of their application, and identify the implicatures.

The defined aim involves the following **objectives**:

- 1) to study the theoretical works to define the terminological basis for the study of the Cooperative Principle in the field of pragmatics;
- 2) to identify and analyse the most frequently used types of maxim non-observance on TV shows
- 3) to highlight the differences in maxim non-observance depending on the genres of TV shows;
- 4) to analyse the types of implicatures on TV shows;
- 5) to highlight and classify the linguistic means behind the maxim non-observance in different exchanges.

The **object** of the research is the communicative exchanges on talk shows and television interviews.

The **subject** of the research is the types of maxim non-observance and implicature, and linguistic features of the exchanges, which are sampled from different TV shows.

**The study material** consists of 82 YouTube videos (750 minutes) from American TV shows, such as The Ellen Show, The Late Show with Stephen Colbert, The Late Late Show with James Corden, Jimmy Kimmel Live, The Tonight Show Starring Jimmy Fallon, etc. In addition, 3 interviews (80 pages) with Meghan Markle and Prince Harry, Donald Trump, and Kanye West are included in the material; the transcripts of interviews were extracted from reliable websites [Appendix 1].

General and special **methods** of linguistics are used in the work for the complete inventory and systematisation of the analysed material:

- method of sampling;
- descriptive method;
- method of semantic analysis;
- method of observation;
- method of quantitative analysis
- pragmatic analysis.

The **novelty** of the paper is in the complex approach of investigating the maxim non-observance in communication exchanges on TV shows, classifying the linguistic means of maxim non-observance realisation, and identifying the peculiarities of maxim non-observance for genres, such as talks shows and television interviews

The **theoretical significance** of the study lies in the enrichment of the general theory of Cooperative Principle, as well as its further development in the field of pragmatics.

The **practical significance** of the work is that its observations and conclusions can be used for studying and analysing communication exchanges, facilitating their interpretation, and also can find practical application in theoretical and practical courses on pragmatics.

The first section "Theoretical foundations of the study: Grice's cooperative principle" focuses on synthesising the theory on the Cooperative Principle and implicature by Austin [24], Searle [57], and Grice [36], Kiefer [45], Pratt [55], Sampson [56], Leech [46], Hossain [41], Thomas [59], Hadi [38], Kasher [43], Betti

[27], etc. The second section "Non-observance of conversational maxims on TV shows" analyses the communication exchanges and implicatures on TV shows and highlights the linguistic means of maxim non-observance realisation. The general conclusion summarises the results of the research. The appendices provide the overview of TV shows chosen for the analysis, demonstrate the statistical data of the maxim types and non-observance types, and present the list of linguistic means of maxim non-observance realisation.

During the study we managed to identify the importance of the Cooperative Principle introduced by Paul Grice in the field of pragmatics. Correspondingly, it was found that the speakers on TV shows frequently overlook the rules for effective conversation, or, in other words, the maxims of quantity, quality, relation, and manner, for various reasons: unwillingness to participate, to conceal the truth, generate the implicature, protect reputation, or assert one's status. Therefore, different types of maxim non-observance, such as violating, flouting, infringing on, suspending, and opting out of, were identified, which help to understand the interlocutor's intentions, thus the importance of analysing the examples from this point of view.

The study of 82 YouTube videos with extracts from talk shows and 3 interview transcripts allowed us to compile a list of 300 examples of maxim non-observance. The following statistics show how frequently each maxim types was non-observed on TV shows: the maxim of quantity – 82 instances (27.3%), the maxim of quality – 76 instances (25.3%), the maxim of relation – 60 instances (20%), the maxim of manner – 53 instances (17.7%), and the maxim overlap – 29 instances (9,7%) [Appendix 2]. Therefore, the study identified that the maxim of quantity is most frequently non-observed. In terms of maxim non-observance, it was identified that the maxims were violated in 131 examples (43.7%), flouted in 114 examples (38%), opted out of in 52 examples (17.3%), and infringed on in 3 examples (1%) [Appendix 3]. The study also analysed how the maxim flouting results in an implicature and identified 107 instances of implicature (104 examples with conversational implicature and 3 examples with conventional implicature).

The study also analysed the variations in maxim non-observance according to the types of TV shows. Therefore, maxim violations are particularly prevalent for talk shows, as interlocutors are often uninformative or prolix because of nervousness or intention to mislead. In addition, interlocutors on comedy talk shows tend to flout the maxims to generate implicature, which results in humour. As for the genre of television interviews, interviewees also often violate the CP to mislead the interviewer and avoid answering uncomfortable questions. Furthermore, opting out of maxims is common for this genre because speakers refuse to cooperate not to generate any implicatures. Lastly, public figures may flout the maxims to generate implicature and avoid answering the question directly.

The analysis also identified linguistic features of exchanges where the maxims were overlooked. Therefore, the usage of polysyndeton, aposiopesis, ellipsis, and repetition lead to a violation of the maxim of quantity. In order to generate implicature, irony, sarcasm, anaphora, and rhetorical questions are applied when the maxims of quantity, quality, and relation are flouted. Additionally, the maxim of manner is violated by the use of allusion, simile, antonomasia, antithesis, metaphor, and personification. Lastly, the utilisation of terms and borrowings from foreign languages leads to the maxim of manner violation [Appendix 4].

The results of the study show that further research is needed to analyse how the Cooperative Principle is non-observed depending on the genres of TV shows.

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## APPENDICES

## APPENDIX 1

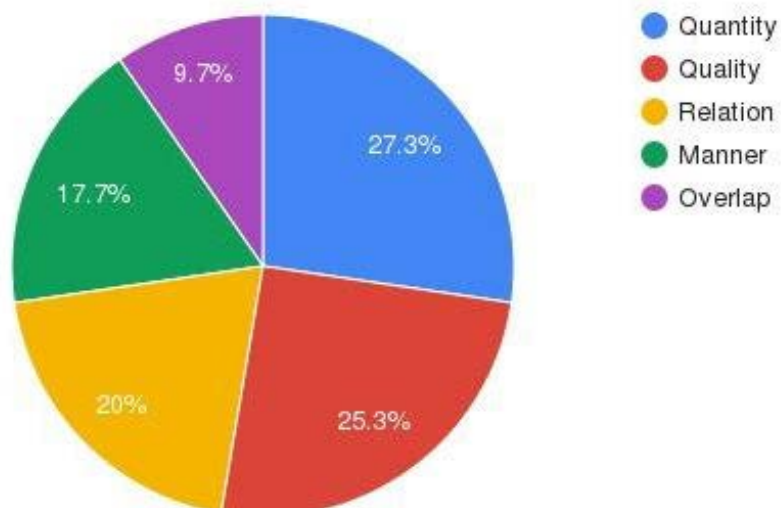
## TV shows selected for analysis

<b>Nº</b>	<b>Title</b>	<b>Genre</b>	<b>Country</b>	<b>Channel</b>	<b>Year</b>	<b>Running time</b>
1	The Late Show with Stephen Colbert	Late-night talk show; news/political satire	The United States	CBS	Since 2015	40 minutes
2	The Tonight Show Starring Jimmy Fallon	Late-night talk show; variety show; political satire	The United States	NBC	Since 2014	40 minutes
3	The Ellen DeGeneres Show	Talk show; comedy	The United States	NBC	Since 2003	30-60 minutes
4	The Late Late Show with James Corden	Late-night talk show; variety show; political satire	The United States	CBS	Since 2015	40 minutes
5	Jimmy Kimmel Live	Late-night news; liberal political satire	The United States	ABC	Since 2003	40 minutes
6	The Family Feud with Steve Harvey	Game show	The United States	ABC, CBS	Since 2010	22-24 minutes
7	Oprah with Meghan and Harry	Television interview	The United States	CBS	2021	85 minutes

8	Kanye West Interview with Alex Jones	Television interview	The United States	Thursda y	2022	45 minutes
9	Donald Trump Interview with Chuck Todd	Television interview	The United States	NBC	2019	34 minutes

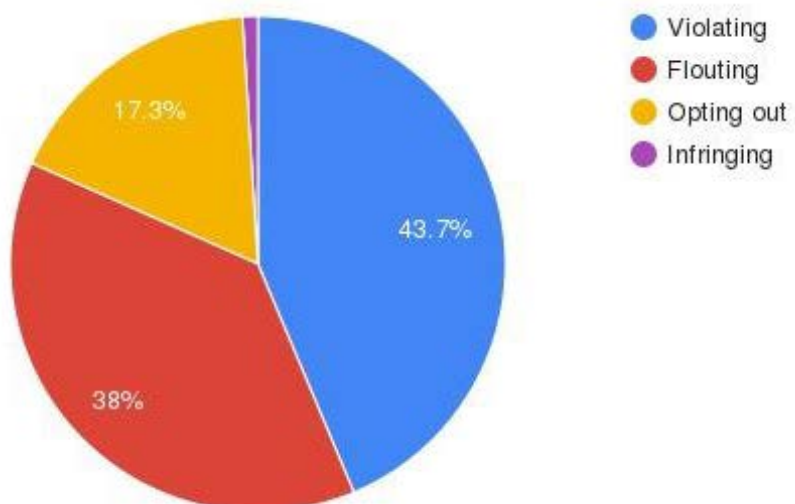
**APPENDIX 2****The types of maxims non-observed on TV shows**

<b>Maxim</b>	<b>Number</b>	<b>Percentage</b>
Quantity	82	27,3%
Quality	76	25,3%
Relation	60	20%
Manner	53	17,7%
Overlap	29	9,7%
<b>Total</b>	<b>300</b>	<b>100%</b>



**APPENDIX 3****Types of maxim non-observance on TV shows**

<b>Non-observance type</b>	<b>Number</b>	<b>Percentage</b>
Violating	131	43.7%
Flouting	114	38%
Opting out	52	17.3%
Suspending	0	0%
Infringing	3	1%
<b>Total</b>	<b>300</b>	<b>100%</b>



## APPENDIX 4

## Linguistic means of maxim non-observance

Type of maxim	Non-observance type	Means
Quantity	Violating	Polysyndeton
		Repetition
		Enumeration
		Aposiopesis
		Ellipsis
	Flouting	Repetition
		Aposiopesis
	Opting out of	-
	Quality	Violating
Flouting		Sarcasm
		Anaphora
		Irony
		Understatement
Infringing	-	
Relation	Violating	-
	Flouting	Simile
		Rhetorical questions
		Sarcasm
		Idiom
Opting out of	-	
Manner	Violating	Terms
		Borrowings
	Flouting	Allusion
		Analogy
		Simile
		Aposiopesis
		Metaphor
		Antonomasia
Rhetorical question		

		Idiom
		Antithesis
		Personification
	Opting out of	-