

---

## Flouting The Maxim of Quality in Steve Harvey's Talk Show: a Pragmatic Analysis

Wulan Maudina<sup>1</sup>, Ervina CM Simatupang<sup>2</sup>

<sup>1,2</sup> Universitas Widyatama

Corresponding author: [wulan.maudina@widyatama.ac.id](mailto:wulan.maudina@widyatama.ac.id)

---

### Artikel Info

Received : 12 Juni 2025  
Reviwe : 11Nov 2025  
Accepted : 12 Des 2025  
Published : 20 April 2026

Doi:<https://doi.org/10.51673/jurnalistrendi.v11i1.2511>

### Abstrak

This research conducts a pragmatic analysis of the flouting of the Maxim of Quality in the episode "Millennial Has to be Joking with This Question!" from the Steve Harvey Talk Show on the YouTube channel Steve TV Show. Pragmatic research that flouts the Maxim of Quality in the context of talk shows with millennial audiences or participants remains relatively rare. Several previous studies analyse violations of maxims in popular and more formal talk shows. However, it is not the same as on the Steve Harvey talk show, which highlights humour from flouting maxims across generations. Flouting of maxims is common in many television shows, which can certainly affect communication dynamics. This research uses Paul Grice's Cooperative Principle and Attardo's humour theory in the context of talk shows across generations. This research identifies and examines the actions in which Steve Harvey deliberately flouts the Maxim of Quality through strategies such as hyperbole, metaphor, irony, sarcasm, and banter. The analysis shows that hyperbole is the most commonly used strategy, followed by metaphor, banter, irony, and sarcasm. These strategies particularly serve to create humour, deliver criticism, and foster a sense of connection with the audience or build solidarity, with humour being the most significant function for this research. Thus, this study highlights how flouting the maxim of quality serves as a strategy for critical humour and can reflect social values and generational differences. Findings from research on flouting the maxim of quality and humour strategies can be used by various groups who need a deeper understanding of how to deliver messages effectively to cross-generational audiences.

**Keywords:** *Cooperative Principle, Flouting, Maxim of Quality, Pragmatics, Talk Show.*

---

### A. INTRODUCTION

Communication is a method for people to interact with their friends, family, and others to sharing the information, opinions, whether directly in person or through social media. In a communication, there is conversation with the main roles such as the speaker and the hearer, which often to make sure the messages that the speakers saying are clear and easy to understand (Yule 1996). Communication has the process that the speaker and the hearer trying to cooperate with the same purposes the meaning of message that they inferred and can understood by the participants (Grice in Rosaria, 2008, as (Hikmat et al. 2020)). In some situations, misunderstandings can arise between the speaker and the hearer. This usually occurs because

the two have different perceptions or interpretations of the context or content of the utterance, so the message is not received as intended (Sari 2019).

This research using the theoretical framework is grounded in Pragmatics, (Levinson 1983) says that pragmatics is “the study of the relationship between language and context that are grammaticalized, or encoded in the structure of language.” Levinson emphasizes the systematic relationship between language and context, especially how speakers use contextual information to express their intended meaning. Simatupang (2021) as cited at (Suhata and Simatupang 2022) explains that pragmatics is a field that studies language with an emphasis on the meaning and context of utterances articulated by speakers. One of the important frameworks in pragmatics is the theory of Paul Grice’s that is about Cooperative Principle. According to (Firdaus, N Cecilia., Simatupang 2024) each individual applies the Cooperative Principle when communicating by trying to express themselves clearly and comprehensibly. The listener then understands the utterance on the assumption that the speaker adheres to the Cooperative Principle.

According to (Grice 1975), the Maxim of Quality requires speakers to avoid making statements they believe are false or unsupported by evidence. Based on (Firda et al. 2021) The Cooperative Principle is designed to ensure that communication goals are achieved effectively. However, creating smooth, effective communication is not always easy and can be exhausting. Various obstacles can arise during message exchange, such as differences in the speakers' backgrounds, situational context, or differing assumptions between the speaker and the hearer.

Flouting of a maxim can occur in a variety of everyday conversational contexts. In addition, various factors can also influence the occurrence of maxim flouting. Such flouting may occur because the speaker does not adhere to the maxim (Choirunnisa and Cm Simatupang 2023). Research on flouting maxim has been conducted across various media contexts, particularly in political and entertainment talk shows. For example, studies such as (Agustin, Murni, and Lubis 2024) show that analyses of flouting maxims are mostly found in politically oriented talk show. In contrast, another research tends to focus on international programs and stand-up comedy. However, most of these research examine formal interactions or prioritize political issues, making research on the flouting of maxim quality in informal, and cross-generational settings relatively rare. The episode titled “Millennial Has to be Joking with This Questions!” on Steve Harvey talk show presents a new context from previous research. Steve Harvey as a host that from older generation, and the millennial audience create a unique dynamic of communication, especially when Steve Harvey responds spontaneously to audience’s perceptions. However, research that analyzing the flouting of the maxim of quality on talk show, especially in humorous responses that engage social critique and cross-generational, remains rare.

The talks shows of this episode takes place in the show’s studio setting, with Steve Harvey on the stage in front of the live studio audiences. Using an informal interactive approach and engaging directly with the audiences, and utilizing his physical presence and facial expressions as a key component in delivering of his comedy. Thus, this study fills that gap by specifically examining the types and functions of flouting of the maxim of quality used by Steve Harvey in that talk show episode. This study presents a new perspective on how implicit meaning is constructed through intergenerational humor and explores how these strategies influence the delivery of messages in entertainment media. According to (Attardo 1991) describes that the humor as a fundamental function of flouting the Quality, which shows how the flouting of being truth create the incongruity and may additionally express social criticism through laughter. The comprehensive theory of verbal humor (Attardo and Raskin 1991) shows

how the flouting of the Maxim of Quality provides the scenario opposition and resolution strategy necessary for the perception of humor.

Although this pragmatic approach is often used in daily and public communication, especially in humorous situations, the research on the flouting the quality of maxims in talk show discourse, especially with generations, is still less rarely conducted. This study aims to investigate Steve Harvey's flouting from quality standards in his interact with the millennials audience and the communication benefits provided by these flouting. The "Maxims of Quality in 'Millennials Has to Joking with This Question!'" Steve Harvey's Talk Show: A Pragmatic Analysis, this research examines how the maxims of quality in Steve Harvey's talk show are flouted to provide interaction, laughter, and criticism to the audience.

The episode titled "Millennial Has to be Joking with This Questions!" was originally uploaded in May 1<sup>st</sup> 2024 on the YouTube channel called Steve TV Show, which is an American television program and hosted by a comedian, actor, and television show is Steve Harvey. The programs combine every aspect of a traditional talk shows. The title of the episode highlights the emphasis on generational differences and Steve Harvey's reactions to the opinion from the three (two young woman, one man) of millennials audiences or the guests.

## **B.METHOD**

This research uses a qualitative method with a pragmatic study approach, focusing on conversation in the Steve Harvey's talk show. This method was chosen because it aims to deeply understand the phenomenon of flouting of the Maxim of Quality in verbal interactions between Steve Harvey and the millennial audience or guests, as well as the pragmatic functions of these flouting. Based on (Creswell 2007) that saying "qualitative research approach, focusing on the self-reflective nature of how qualitative research is conducted, read, and advanced, has become much more dominant in the qualitative discourse, and has, in many ways, been integrated into the core of qualitative inquiry". This study uses only one episode, given that the episode Millennial Has to be Joking with This Question!" is rich in data and contains direct cross-generational interactions. In this episode, spontaneous responses from Steve Harvey to questions or statements from millennial audience are presented, thereby providing an appropriate context for observing forms of flouting the maxim of quality.

The episode "Millennial HAS TO BE JOKING with this question!". The data selection is from YouTube channel Steve TV Show, uploaded on May 1<sup>st</sup>, 2024, in episodes titled "Millennial Has to be joking with this Questions!". The data collected or the examples of utterance were selected through screening process, starting with a transcription of one episode by using website namely <https://speechnotes.co/transcribe/> to transcript the dialogues of interactions from the YouTube. After the dialogue was transcribed, then identifying parts that contained statements not intended to be factual. The selected and identified utterances were then categorized according to the flouting in (Cutting and Joan 2002) theory, and the pragmatics functions were analyzed by related to the theories of humor and implicature.

This analysis was conducted systematically, starting with creating a verbatim transcription, marking indications of Flouting Maxims, classifying the types of flouting maxims, and making adjustments for pragmatic functions using relevant theories. In addition, to ensure its validity, this study rechecks the transcript, discusses the findings with the supervising lecturer as a form of expert judgement, and finally conducts theoretical triangulation. These steps are taken to maintain the accuracy of interpretation and avoid researcher bias in data determination and interpretation. Thus, this research using another theory such as the theory of humor by (Attardo 1991), (Attardo and Raskin 1991), the theory of social criticism by Brown & Levinson (1987) (in (Wiranty & Ramaniyar, 2023)), for the

function of flouting Maxim of Quality in Steve Harvey talk show contained in the dialogue of interactions.

The data used in this research was taken from YouTube platform with the title being “Millennial HAS TO BE JOKING with this question!” addressing the research question:

1. What are the types of flouting of the Maxim of Quality in Steve Harvey’s responses to the millennial audience?
2. What are the functions of flouting Maxim of Quality in that interaction with the millennial audience?

## C.RESULT AND DISCUSSION

### *Results*

The result of this research show that Steve Harvey often flouts the Maxim of Quality through various types of classification, such as metaphor, irony, sarcasm, hyperbole, and banter. For example, hyperbole match with American style of comedic communication, which emphasises exaggerated expressio to make many people laugh with delivering criticism. The selection of these figurative forms also reflects the characteristics of American humour culture, which tends to be based on exaggeration, in contrast to more indirect communication cultures, as in the context of Asian comedy.

Furthermore, research on functions such as social critique, humor, and building solidarity confirms general patterns found in various pragmatic studies, but within different cultural and cross-generational contexts. On Steve Harvey’s talk show program, flouting the Maxim of Quality not only generates humorous implicatures but also shapes how millennial audiences can understand the social norms addressed by the host in the talk show.

This analysis uses only one episode of the Steve Harvey Talk Show, demonstrating that Steve Harvey consistently flouting the Maxim of Quality through five types such as metaphor, irony, sarcasm, hyperbole, and banter. Among all the data, hyperbole is the most dominant form (40%), followed by metaphor (20%), banter (20%), and both irony and sarcasm at 10% each. Each type generates different implicatures.

The functions that emerged from this research including humor (50%), social criticism (40%), and building solidarity (10%). These findings indicate that the Flouting carried out by Steve Harvey is not merely part of his comedic style, but a strategy to deliver criticism.

To answer the research questions of this writing, this analysis uses Cutting’s theory of types of Flouting Maxim of Quality in Steve Harvey responses to the millennial audience, and used the theory of Attardo (1994), Attardo & Raskin (1991), Brown & Levinson (1987) for the functions of flouting Maxim of Quality in the interaction with the millennial audience.

Table 1. Types and Functions used in the Steve Harvey Talk Show

No	Data	Types	Functions
	(00:01:43-00:01:48)		
1	“You got to spend a lot of time doing what you have to do in order to one day to be able to do what you want to do.” (00:07:28-00:07:35)	Metaphor	Social Criticism
2	“It is better to live on the roof, on the corner of the roof of a house than inside with a quarrelsome woman.” (00:00:51-00:00:58)	Metaphor	Social Criticism
3	“OK, you ain’t finna be working.”	Irony	Social Criticism
4	(00:05:21)	Sarcasm	Social Criticism

---

	“You are not an exceptional human being.” (00:02:11-00:02:22)		
5	“Hire all the people you want with blue hair. Matter of fact, if they ain’t got no colour in their hair, they can’t work at your company.” (00:03:37-00:03:38)	Hyperbole	Humor
6	“I’ll go back to the workforce right now. I don’t give a damn who the kids standing.” (00:06:47-00:06:51)	Hyperbole	Humor
7	“I’ll tell you what, if you won’t, you don’t know the relationship is over with, go over there, go over there, go over there.” (00:07:12-00:07:14)	Hyperbole	Humor
8	“I don’t give a damn if you got 40 bedrooms and 40 baths.” (00:04:34)	Hyperbole	Humor
9	“I said okay, hell let me fix this here.” (00:07:53)	Banter	Humor
10	“Look, you a beautiful sister	Banter	Building Solidarity

---

### **Discussions**

The flouting of the Maxim of Quality carried out by Steve Harvey emerges through the use of language that is deliberately non-literal. Therefore, the audience needs to grasp the intended meaning through context, intonation, and the way he creates the atmosphere while speaking. It is through this process that implicature is subsequently formed. Metaphor and hyperbole serve as Harvey's means of conveying criticism toward the millennial audience's perspective without having to confront it directly. Meanwhile, irony and sarcasm show the distance between what he says and the point he aims to emphasize, allowing the audience to read a deeper message behind expressions that seem exaggerated or harsh. Banter helps keep the interaction warm, so the criticism feels less attacking, while still being accepted as part of the entertainment.

From a cultural perspective, Harvey's assertive and expressive speaking style reflects the distinctive character of American comedians. This contrasts with some younger audiences who prefer self-expression and tend to be more sensitive to social judgments. This difference makes the strategy of flouting a meeting point such as humor reduces tension, criticism is conveyed more gently, and social relationships are maintained. This research is contextual. It examines how the maxim of quality is flouted in one specific episode. Because of this focus, the findings cannot be generalised to other episodes. Although the dataset is small, the study offers an initial look at how flouting the maxim of quality is used in talk show social contexts.

#### **1) Metaphor**

##### **Data 1:**

**STEVE: “You got to spend a lot of time doing what you have to do in order to one day to be able to do what you want to do.”**

(Steve TV Show 00:01:43-00:01:48)

Steve Harvey is giving advice to the woman millennial audience about career and life, and also explain if she wants to success, she need a process and takes time. The type of this data is metaphor, because Steve correlates life or career with the transaction or exchanges. Steve’s saying to the woman millennial audience that she might be “buying” the freedom to do what she loves later by “spending” time like money on activities she loves now.

This data serves to provide the function for delivering social criticism. Steve is criticizing the millennial audience who wants the immediate enjoyment. He's saying that society has taught them that they should get what they want immediately. She has to earn the freedom through patience and hard work. Steve makes the audience reacts with appreciating because the advice is relatable and inspiring.

#### **Data 2:**

**STEVE: "It is better to live on the roof, on the corner of the roof of a house than inside with a quarrelsome woman."**

(Steve TV Show 00:07:28-00:07:35)

Steve Harvey is giving advice about relationships, particularly about dealing with difficult or argumentative partners. Steve used a metaphor of the type for this data, by comparing living on the roof (an uncomfortable place) to living inside with a quarrelsome woman (a stressful situation). The metaphor effectively illustrates the idea that peace is more essential than comfort. The function of this data is delivering social criticism, by the metaphor critiques the negative impact of constant arguing in relationship and tells the audience to build a harmony values even if it causes by pain, at this part the audience often responds with laughter and nods of agreement. Steve flouts the Maxim of Quality because he is not literally suggesting people live on roofs rather than he uses figurative language to communicate a deeper truth about relationships.

## **2) Irony**

#### **Data 3**

**STEVE: "OK, you ain't finna be working."**

(Steve TV Show 00:00:51-00:00:58)

The millennial audience that likes to color her hair and searching for a job especially in marketing, and asking to the Steve's opinion about the corporate in America should conform to her or that audience should conform the corporate in America, and Steve answer with his comedy response. As usually being sarcastic, Steve Harvey's response "OK, you ain't finna be working" is typically irony because he does not really mean that she will never get a job. Moreover, the function is for social criticism, because the millennial audience or guests is not more realistic for searching a job. The millennial audience or the young woman think and believe that the companies should accept her unique personal style, meanwhile Steve Harvey argues that she would not be hired if she does not follow the rules of the company for getting a job. This is also being illustrates of how the older and the younger generations perceive for their work differently. Steve Harvey represents the older generations point of view, which argue that you must to follow the rules, even if you do not like the rules itself.

Steve Harvey being dramatic for the reaction to response ironically reflects how the older generations typically respond to the young generations who wants to modify the company traditions or rules. The irony is that to highlight the gap between what the millennial preferences want and what actually most the companies do. Steve Harvey flouts the maxim of Quality by making an irony statement that is not really true, but the audience can understand what Steve's mean that is a joke but deliver as a critical message with laughing and also applause to the Steve statement.

### 3) Sarcasm

#### Data 4

STEVE: **“You are not an exceptional human being.”**

(Steve TV Show 00:05:21)

Steve Harvey is responding to a millennial audience who may have expressed a sense of unrealistic self-expectation. This type is sarcasm. Steve Harvey uses sarcasm by saying that sounds negative on the surface but is instead to criticize unrealistic attitudes in a humorous way. Steve flouts the Maxim of Quality by making a statement that is exaggerated to highlight a social truth. The function is for social criticism. by using sarcasm, it can remark and serves to critique the millennial audience inflated self-perception, encouraging reflection on realistic expectations. Steve deliberately flouts the maxim by delivering a harsh, exaggerated statement that is not meant to be taken literally but to convey a deeper critical message. The audience makes inferences about the intended meaning.

### 4) Hyperbole

#### Data 5

STEVE: **“Hire all the people you want with blue hair. Matter of fact, if they ain’t got no colour in their hair, they can’t work at your company.”**

(Steve TV Show 00:02:11-00:02:22)

Steve Harvey is reacting to the audience opinion that the companies should accept the unique personal style, such as like having a blue hair. This data is typically hyperbole, because Steve Harvey response and he exaggerated what the audience or the young woman want is the companies that not really restricted by the rules and always feel free to be the unique style person. The functions are for delivering humor by using the audience ideas, thus generating humor. Steve is being over act, because he is not just saying "hire people with colorful hair", but he is also saying you should ONLY hire people with colored hair and reject anyone with natural hair colors. This is obviously ridiculous and not meant to be taken seriously. The millennial wanted the companies to accept her blue hair, that makes Steve are joking and suggest that she should create a company that requires blue hair. By making the other audience laugh, but they also understand to the Steve Harvey’s message about being realistic in the working life. Steve Harvey flouts the Maxim of Quality by saying something untrue, but the audience can understand that Steve’s joking it’s meant to highlight the real of an issue.

### 5) Hyperbole

#### Data 6

STEVE: **“I’ll go back to the workforce right now. I don’t give a damn who the kids standing.”**

(Steve TV Show 00:03:37-00:03:38)

Steve Harvey talks about the challenges of parenting, the type of this data is hyperbole. By saying that Steve does not care about the children, he using the hyperbole to his desire to return to work. This hyperbole expression serves two purposes, the first is it expresses his deep feelings and the second is adding a humorous aspect to the scene. The functions of this data are for humor. The humor arises of his statement that is unlikely that someone would actually disregards the children in such a situation. This hyperbole makes the moment entertaining and also relatable, since many people can understand the feeling wanting to escape responsibilities

or frustrations. Furthermore, the use of harsh language (“I don’t give a damn”) adds to the humor as it contrasts with the seriousness of the situation, by creating a humorous tension. Steve Harvey flouts the Maxim of Quality because he is not literally saying he do not care about the children, but the audience laughs and understands what Steve Harvey saying as a joke to reflecting the feelings because that is relate to the hard feeling of being parents.

#### **Data 7**

STEVE: **“I’ll tell you what, if you won’t, you don’t know the relationship is over with, go over there, go over there, go over there.”**

(Steve TV Show 00:06:47-00:06:51)

Steve Harvey is discussing how to be sure that a romantic relationship has ended. The data using hyperbole for the type, because Steve uses hyperbole by exaggerating the act of “going over there” repeatedly to highlight how ridiculous it is to obsess over the whereabouts of an ex. This exaggerated statement is definitely not meant to be taken literally. The hyperbole creates the function of humor by making the situations exaggerated and ridiculous, which entertains the audience and lightens the mood. The repetition and exaggeration allow the audience to laugh at the absurdity of such behavior. It also serves as a refined social commentary on how people are sometimes obsessed with relationships.

#### **Data 8**

STEVE: **“I don’t give a damn if you got 40 bedrooms and 40 baths.”**

(Steve TV Show 00:07:12-00:07:14)

Steve responding to the audience who may seem to be bragging about their wealth or possessions. This data is using hyperbole type, because by the exaggerating the number of bedrooms and bathrooms to an absurd level to show that material wealth is not the solution of the problem. The hyperbole is obviously not intended to be taken literally. The hyperbole also creates the humor of the function of this data, by making the statement exaggerated and memorable, entertaining the audience while also underlining Steve’s point. Steve flouts the Maxim of Quality by making an obviously exaggerated statement that is not literally true but understood as a joke with a serious underlying message. The audience usually laughs because the exaggeration is funny and relatable. They understand that no matter how big or fancy a house is, it doesn’t guarantee happiness or success in relationships.

### **6) Banter**

#### **Data 9**

STEVE: **“I said okay, hell let me fix this here.”**

(Steve TV Show 00:04:34)

This data is classified as banter, because Steve statement is clearly not literal. He is not genuinely attempting to “fix” anything. Steve deliberately flouts the maxim of quality to create an implied meaning that adds humorous to his respond. He is humorously presenting himself as the one who has to step in and save the day. Steve does not truly believe he has to fix anything, instead Steve mocks the situation for entertainment. The utterance “*hell let me fix this here*” sounds a bit aggressive on the surface. However, in context, Steve is not really mad, he’s pretending to take control in an exaggerated. Instead of giving a serious response to the guest’s emotionally charged remark, Steve Harvey playfully positions himself as a frustrated

"problem-solver." His exaggerated reaction serves as a comedic strategy to ease the tension and keep the moment light.

Rather than offering criticism or offense, his intention is clearly to entertain and make the conversation more enjoyable for both the audience and participants. For the function is humor, because Steve made the utterance in the context of a talk show intended to entertain, reduce tension, and engage both audience with humor. He was not really mad, but pretended to "take a control" of the situation in a dramatic and humorous style. This utterance appears in response to the audience "intriguing" or provoking comment, and Steve responds with a humorous style that seems serious, but his intention is to provoke laughter. This kind of banter is used to maintain a relaxed, fun, and engaging atmosphere for the audience.

### **Data 10**

STEVE: "Look, you a beautiful sister."

(Steve TV Show 00:07:53)

This data analysis shows that Steve Harvey uses the utterance "Look, you a beautiful sister." As a type of banter, which is casual types of speaking that combines light humor and compliment to ease the situation. In the context of this conversation, the utterance made by Steve Harvey is not intended as a formal compliment, but rather as a way for him to reassure his audience, who may have doubts about the decision he made. This speaking style demonstrates how Steve Harvey can reduce conversational tension by providing a light and personal response, while still remaining appropriate for a talk show.

The function of this data is to build solidarity. Steve attempts to establish emotional closeness with his audience by recognizing them positively. Such praise demonstrates that he values the way his audience behaves and makes them feel supported, positioning Steve not only as a host but also as someone on the side of his audience. By using the word choice "sister," he conveys an inclusive form of social closeness. This strategy makes the advice given afterwards more easily accepted by the audience, as they feel valued rather than judged. Overall, this data demonstrates how flouting the maxim of quality through a specific type of banter can function not to mislead, but to create a sense of togetherness, to avoid awkwardness, and to soften the delivery of advice in public interactions such as talk shows.

### **D.CONCLUSION**

This study examines the types and functions of Flouting Maxim of Quality in an episode titled 'Millennials Have to Be Joking with This Question!' on Steve Harvey's talk show. From the analysis, five types of flouting the maxim of quality used by Steve Harvey were identified: metaphor, irony, sarcasm, hyperbole, and banter. Each type of flouting produces a different function. This shows that flouting maxims of quality is not used randomly, but is part of a communication strategy deliberately used to convey messages through humour, criticism, and solidarity in the context of entertainment.

This study contributes to pragmatic research by presenting a data-driven analysis from popular media (YouTube). The study demonstrates that flouting the maxim of Quality in the context of talk shows not only conveys humour but also helps speakers convey implicit meanings, emphasise critiques, and build solidarity. Thus, this study enhances understanding of how nonliteral language operates in casual, informal, and simultaneously communicative public spaces. However, this study has several limitations. The analysis was conducted on only one episode, so the findings cannot be generalised to Steve Harvey's entire communication style or to other talk shows. The limited amount of data also means that the variations in

flouting that appeared may not necessarily represent the overall pattern. Furthermore, this study focused only on verbal utterances, without considering nonverbal aspects such as intonation, facial expressions, or audience responses, which can influence the interpretation of humour and implicature.

Considering these limitations, future research can examine multiple episodes at once or compare the communication styles of different hosts to determine whether the identified flouting patterns are consistent. A multimodal analysis is also recommended to better understand meanings constructed through nonverbal cues such as gestures, expressions, and intonation. With broader data coverage and a more comprehensive approach, future studies can provide richer insights into pragmatic strategies in entertainment media discourse.

## REFERENCES

- Agustin, Vivin, Sri Minda Murni, and Fauziah Khairani Lubis. 2024. "Flouting Maxims by Indonesia Presidential Candidates in Najwa Shihab's Talk Show." *Randwick International of Education and Linguistics Science Journal* 5(2):464–73. doi:10.47175/rielsj.v5i2.984.
- Attardo, Salvatore. 1991. *Linguistic Theories of Humor*.
- Attardo, Salvatore, and Victor Raskin. 1991. *Script Theory Revis(It)Ed: Joke Similarity and Joke Representation Model\**.
- Choirunnisa, Vannya, and Ervina Cm Simatupang. 2023. "Flouting Maxim in Chris Watts's Interrogation: Pragmatics Study." *International Journal of English Linguistics, Literature, and Education (IJELLE)* 126(2):2686–5106. doi:10.32585/ijelle.v5i02.4892.
- Creswell, John W. 2007. "Qualitative Inquiry&Research Design (Second Edition)."
- Cutting, and Joan. 2002. *Pragmatics and Discourse - A Resource Book for Students*. <http://site.ebrary.com/lib/keris/Doc?id=10016807&page=1>.
- Firda, Ismi Narulita, Didin Nuruddin Hidayat, Alek Alek, and Nurhalimah Nurhalimah. 2021. "An Analysis of Flouting Maxim in a Talk Show Program in Indonesia." *EDUVELOP* 4(2):107–18. doi:10.31605/edvelop.v4i2.887.
- Firdaus, N Cecilia., Simatupang, Ervina CM. 2024. "Flouting Maxims Of Politeness In The Inside Out Film (2015); Pragmatics Study." 9:247–53.
- Grice. 1975. "Grice-Logic." in *Logic and Conversation*.
- Hikmat, Arfian, Ramdan Stikes, Dharma Husada Bandung, Arfian Hikmat Ramdan, Stikes Dharma, and Husada Bandung. 2020. "English Journal Literacy Utama Implicature Of The Utterances At Court: A Pragmatics Study." doi:10.33197/ej lutka.v4.iss2.2020.2655.4585.
- Levinson, Stephen C. .. 20131983. *Pragmatics*. Cambridge University Press.
- Sari, P. ., & Litbagay, A. J. 2019. "Sari, P., & Litbagay, A. J. (2019). Implicature in the Dialogue of 500 Days of Summer Movie by Marc Webb The Study of Pragmatics."
- Suhataati, Dwi Nodea, and Ervina CM Simatupang. 2022. "Expressive Acts in Wild Child Movie: Pragmatics Study." *Budapest International Research and Critics Institute-Journal* 5(3):19004–10. <https://doi.org/10.33258/birci.v5i3.5907>.
- Wiranty, Wiendi, and Eti Ramaniyar. 2023. "Strategi Kesantunan Brown and Levinson Pada Tindak Tutur Bahasa Melayu Pontianak Kajian Pragmatik." *Jurnal Pendidikan Bahasa* 12(1):248–61. doi:10.31571/bahasa.v12i1.4739.
- Yule, G. 1996. "George Yule Pragmatics 1996."