



RESEARCH PAPER

The Floating of Maxims in PTV World's Program "Dialogue": A Pragmatic Analysis

¹Dr Muhammad Riaz Gohar* and ²Fatima Aslam

1. Associate Professor of English, Government Graduate College Satellite Town Gujranwala, Punjab, Pakistan
2. Assistant Professor, Higher Education Department, Punjab, Pakistan

Corresponding Author riazthinker@gmail.com

ABSTRACT

The study aims to identify the flouting of Gricean maxims in the conversations of speakers in PTV World's program Dialogue. Pragmatics plays a vital role in analyzing speech acts, particularly how listeners interpret implied meanings beyond expressed words. According to Grice's cooperative principle, a flout occurs when speakers deviate from conversational maxims (Thomas, 1997). Such deviations can reveal deeper conversational strategies and patterns. This observational study employs a descriptive qualitative approach to analyze the phenomenon of maxim flouting. Grice's cooperative principle and its maxims were applied to an episode of Dialogue. The program's discussions were carefully observed, and the text was analyzed through subtitles to identify instances of flouting. The analysis revealed frequent flouting of the maxims of quality and quantity, primarily due to explanations, excessive information, and topic shifts by both the anchor and guests. Despite these deviations, no significant detrimental effects on the conversation were noted. Strict adherence to Grice's cooperative principle is recommended for clearer and more meaningful communication in spoken discourse.

KEYWORDS Gricean Maxims, Pragmatic Analysis, Maxim Flouting, Cooperative Principle, PTV World Dialogue

Introduction

The cooperative principle and Grice maxims are essential parts of effective communication. This phenomenon has been researched through the pragmatic analysis of PTV World's program, "Dialogue." In this research, the speakers' discussions were analyzed under the light of Grice's CP principles and four maxims. Flouting of maxims was observed in the episode of the program. This pragmatic analysis will help to understand the reasons behind the flouting of maxims. A pragmatic analysis was done on the PTV World's program "Dialogue" (Shamil 2017). The main reason for selecting the talk shows was to understand the process of flouting maxims with reasons. The official norms of conversation can be disturbed. So, professional qualitative research was designed to investigate the flouting of Grice's maxims. Frederking (1996) explained in his study that excessive contribution to communication can decrease its effectiveness. Grice (1975) maxims guarantee effective communication between speakers. Grice's maxims are the basis of a theoretical framework for this extensive research. Two research questions were raised pragmatic analysis of the program, "Dialogue". First question was on the analysis of the types of maxims that are flouted in the program. Further, the question was raised for the reasons behind the flouting of maxims in the discussion of the show.

These questions increased the effectiveness of the research on the flouting of maxims in the program, "Dialogue". The results of the pragmatic analysis show that the

maxim of quality and the maxim of quantity are flouted the most in this program. For example, a guest had given an ironic remark and flouted the maxim of quality. In another utterance, the guest had emphasized on a political topic and flouted the maxim of quantity. The main reason behind the flouting of maxims of quality and quantity in the PTV show, "Dialogue", was to change the opinion of the audience. The other reason was to express opinions on various political issues of Pakistan. For example, the guests have flouted the maxim of quality to show their disagreement and criticism on the argument. Hossain (2021) believed that politicians flout the maxims of quality and quantity to achieve the support of the public.

Literature Review

As a linguistics field, pragmatics deals with linguistic communication, indicating how speakers can mean more than the literal meanings of their spoken words. The core of this research is based on Grice's cooperative principle, stating that speakers and listeners follow certain principles (quality, quantity, relevance, and manner) to guarantee practical expression in communication. Most of the time, people deviate from following the four maxims. They are defying them to make an additional impact in their spoken discourse. The "Dialogue" program on PTV World is an exciting context for the pragmatic study of maxims. It includes discussions among speakers that might exhibit situations of maxim breaking. This research paper analyzes how the speakers devise strategies by flouting Grice's maxims. The outcomes of the flouting of the maxims in communication are also analyzed for better understanding.

Indonesian researchers (Aisya and Fitrawati 2019) conducted an extensive research in order to investigate the process of flouting of maxims. The objective of their study was to find the flouting of Grice's maxims by the politicians in the political talk show. The Grice's cooperative principle and conversational maxims was the primary theoretical framework for their data analysis. A descriptive methodology was used for the pragmatic analysis of an Indonesian political talk show. The results demonstrated that the maxim of quantity, manner, quality and relation were mostly flouted by the politicians. It was found that these maxims were flouted in fifty five utterances. It was visible after the analysis that political guest avoid to follow the maxims in order to achieve the support from the public. The results concluded that the politicians had flouted the Grice's maxims by delivering powerful speeches in order to change the opinion of the public in their favor. This pragmatic study elaborates the significance of interpreting the important aspects of effective communication by researching in the context of political programs (Aisya 2019).

In another study, Arab researchers (Issa and Ahmed 2019) analyzed the Arabic political speeches under the light of Grice's maxims. The objective of their research was to analyze the flouting of maxims in the political speeches of Arab leaders. The pragmatic analysis of the recorded Arabic political speeches under the light of Grice's cooperative principle was the theoretical framework of their study. A qualitative methodology was used for research. The results further revealed that the speech of eighty two minutes had many utterances that show the flouting of four maxims by the politicians. There were ten utterances that explained that the politicians had flouted the four types of maxims in their speeches. The results further revealed that the speech of eighty two minutes had many utterances that show the flouting of four maxims by the politicians. The findings explained the significance of pragmatic research on the speeches of the politicians. Such researches increase the understanding of students and researchers on the topic of Grice's cooperative principles (Issa and Ahmed 2019).

A comprehensive research was done by Marlisa and Hidayat (2020) on the flouting of Grice's maxims in the show of "Good Morning America" having Jackie Chan as the guest. The objective of their study was to examine the flouting of maxims in the conversation of speakers. Grice's cooperative principle and his four maxims was the theoretical framework of their study. Their research was based on qualitative method. They had selected the recorded discussion of the show for their pragmatic analysis. The results show that all of the four types of maxims were flouted by the two hosts and the guest in the program. Their study also revealed that the process of flouting of maxim in conversation creates fun and entertainment. The study has great significance for the pragmatics students in understanding the flouting of conversational maxims. (Marlisa and Hidayat 2020).

A Spanish research was conducted by Porto (2020) on the flouting of maxims in the two Jordanian satirical plays. The objective of their study was to analyze the flouting of maxims in the two Jordanian plays. A pragmatic analysis through the application of Grice's cooperative principle and maxims on the two Jordanian plays was the theoretical framework of their study. A descriptive methodology was used to analyze the flouting of maxims in the conversation of the characters. The researchers had selected the recordings of the two Jordanian plays, named, "Muatin hasb alttalab" and "Al'an fahumtukum". The results revealed that the maxim of quality and relation were mostly flouted by the characters of the play. It was found that both plays had various utterances that flouted the four types of maxims to create fun. The significance of the research is evident from the fact that it deeply explains the vital concepts about pragmatics. It would be greatly beneficial for the linguistics students (Porto 2020).

Aspriyanti (2020) researched on the flouting of maxims in the presidential election debate of the Democratic Party. The objective of the study was to analyze the flouting of four types of maxims in the messages of the opponents. The theoretical framework of the study was based on the theory of cooperative principle and the conversational maxims. The study was based on qualitative research methods given by Sugiyono. The researchers had analyzed the conversation of the opponents. This study focused on the implicatures and functions of the political language used in debates. The results of the study revealed that the maxim of quantity was flouted the most. All the four types of maxims were flouted by the opponents of the debate. The study helps the students in understanding the reasons of flouting of maxims by the participants of the debate (Apriyanti 2020).

Indonesian researchers Firda, Hidayat et al. (2021) researched on the flouting of maxims in an Indonesian talk show named, "Sapa Indonesia Malam". The objective of this study was to analyze the conversation of the speakers and point out the maxims flouted by the speakers. The theoretical framework of study was based on Grice's four maxims and the cooperative principle for effective communication. The study was conducted through the use of qualitative method. The researchers used the video of the Indonesian talk show for pragmatic analysis. This study includes the analysis of the text of the conversation to detect the flouting of maxims by the speakers. The results show that maxim of relation was flouted the most. The research was significant for the students and teachers in understanding the correct use of conversational maxims (Firda, Hidayat et al. 2021).

Indonesian researcher Manurung (2019) researched on the flouting of maxims by analyzing the conversation of guests and the host in the "Hitam Putih" talk show. The aim of the study was to study the mechanism of flouting of maxims in the conversation of the participants of the talk show. The Grice's cooperative principle and the maxims are the theoretical framework of the study. The study was based on qualitative research. The research data was gathered by listening the conversation and searching the maxims flouted

by the speakers. The results show that the maxim of quality was mostly flouted by the speakers. The research proves to be very beneficial for the students of pragmatics (Manurung 2019).

Methodology

The qualitative and descriptive study is used in this research paper for an effective pragmatic analysis. The descriptive qualitative methodology is used to characterize phenomena of maxim flouting. In this study, the sampling technique used is purposive sampling. The corpus size involves an episode from the program, 'Dialogue.'" Grice's theory of cooperative principle and his maxims are used as research tools in conducting comprehensive research. These qualitative methodology techniques are used to sort out the conversations of the speakers from the program. The data analysis procedure entails identifying the violation of maxims from verbal or spoken language by the speakers. The video was analyzed through listening to discussions as well as checking out subtitles. Speakers in the program are used as participants in this whole study. This applies to the anchor and the guests seeking various leads. The analysis focuses on the frequent flouting of maxims of quality and quantity in the show. The cross-sectional distribution of violation of maxims between anchor and guests was also deeply studied. The analysis also shows a pervasive violation of maxims because of excessive explanation, too much information, and a shift in the subject by the anchor and the guests.

Table 1
Grice's four conversational maxims with descriptions

Maxim's type	Description
Maxim of Quantity	Give information that is required. Avoid unnecessary information in communication.
Maxim of Quality	Avoid giving false information. Also avoid talking about the topics that lack evidence.
Maxim of Relation	Stay relevant during your conversation.
Maxim of Manner	Avoid ambiguous and obscure expressions. Speakers should submit their message in a brief and orderly way

Source: (Grice 1975)

Table 2
Flouting of maxim of quality

Maxim flouted	Number of Examples	Findings
Flouting of Maxim of quality.	15 total examples.	The examples show flouting of maxim of quality by providing misleading information and omitting crucial details.

There are 15 total statements that are showing flouting of maxim of quality. Example 1 includes the phrase of "He's a real keeper". It has opposite meanings. It actually means that the person is not worth keeping. There is example of flouting of maxim of quality by saying something else with an obvious tone.

Example 2 includes the statement of "this is revealed by all but Muslims..." (See appendix A example 2). It is an ambiguous and misleading information about the historical context of Muslims.

Example 3 includes the statement of "some of the worship..." (See appendix A, example 3). The speaker gives vague information without specifying the type of worship places. This is example of flouting of maxim of quality due to omission of crucial details.

Example 4 includes the statement of “I belong to no religion ...” (See appendix A, example 4). The speaker intentionally makes a bold claim (“I belong to no religion”) that contradicts the common understanding of religion. This is example of flouting of maxim of quality.

Example 5 includes the example of “I’m a Pakistani...” (See Appendix A, example 5). The speaker is frequently repeating this information to show her pride. It is adding redundancy without any new information. This is example of flouting of maxim of quality.

Example 6 includes the example of “this book is I would say a milestone” (see appendix A, example 6). This statement lacks the essential details about the book. It is providing misleading information. This is example of flouting of maxim of quality.

All the above examples given above are flouting the maxim of quality. The clarity, accuracy, and relevance of the conversation was compromised in various ways. This is example of flouting of maxim of quality.

Table 3
Flouting of maxim of quantity

Maxim flouted	Number of Examples	Findings
Flouting of Maxim of quantity.	Twenty total examples.	The examples show flouting of maxim of quantity by providing excessive information and omitting important details.

There are twenty total statements in the program that revealed the flouting of maxim of quantity. Example 1 includes the phrase “how many times they’ve read the Quran...” (See Appendix B, example 1). This example shows the false and indirect way of talking. This example shows the flouting of maxim of quantity.

Example 2 includes the phrase “the voice of the female...” (See appendix B, example 2). This example shows the irrelevant start of a sentence that finishes on another topic of stories without any proper context. So, this example shows the flouting of maxim of quantity.

Example 3 includes an ambiguous phrase “there’s a guy” (See appendix B, example 3) without any specific context and details. So, this example shows the flouting of maxim of quantity.

Example 4 includes an ambiguous phrase “the two ends of Pakistan” (See appendix B, example 4) without providing specific context or details. It is creating confusion. So, this example shows the flouting of maxim of quantity.

Example 5 includes a very verbose and repetitive statement. “Now I want the audience...” (See appendix B, example 5). This example shows the flouting of maxim of quantity.

Example 6 includes the statement “If we talk about in ...” (See appendix B, example 6). The whole sentence is too long with irrelevant and unnecessary details about his friends without clarifying his own stance. This example shows the flouting of the maxim of quantity because the speaker is not providing enough information for effective communication.

Example 7 includes the statement “I think going back to the like last generation...” (See appendix B, example 7). The speaker mentions that 99% of his friends are Muslims

and Christians during his 7-12 months stay in Islamabad. The speaker gives extra information about their friends' non secular affiliations without a clear purpose. So, this example shows the flouting of maxim of quantity.

Example 8 includes the statement "there's a whole confusion that..." (See appendix B, example 8). The speaker refers to a festival with confusion and religious debate. However, he do not specify which festival or the context. The speaker acknowledges a debate around a festival but leaves the listener wondering about the details. This example shows the flouting of maxim of quantity.

Example 9 includes the statement "I took a few of my friends..." (See appendix B, example 9). The speaker uses an uncertain expression without presenting particular context or clarification. The phrase lacks clarity, violating the maxim of quantity through omitting vital information.

Table 4
Flouting of maxim of relevance

Maxim flouted	Number of Examples	Findings
Flouting of Maxim of relevance.	6 total examples.	The examples show flouting of maxim of quantity by providing irrelevant and ambiguous information.

There are total six statements that are revealing the flouting of maxim of relevance. Example 1 includes the sarcastic statement "patting them successfully" (See index C, example 1). This ironic twist implies that their efforts have not been successful. The speaker suggests that the real combat towards extremists and terrorists may not be as effective as claimed. This example shows the flouting of maxim of relevance.

Example 2 includes the statement "being late, having no money, and hitting on the roommate..." (See appendix C, example 2). The speaker is telling about the negative qualities of the new person he met. The information was irrelevant to the context and was not contributing to the main topic of discussion. This example has the statement that is elaborating the flouting of maxim of relevance.

Example 3 includes the statement "Recent trip to Sindh..." (See appendix C, example 3). The speaker discusses about their current trip to Sindh, teaching the master trainers of an organization. However, this context is not related to the main topic of interfaith harmony. It is an example of flouting of maxim of relevance.

Example 4 includes the statement "we are going to..." (See appendix C, example 4). The speaker's conversation consists of pointless context about discussing extremism and terrorism with shift to the topic of Sufi shrines being attacked. The extra information about countering extremism is revealing the flouting of maxim of relevance.

Example 5 includes the statement "there was a chapter in English book..." (See appendix C, example 5). The speaker mentions a topic of an English book written by William Wordsworth. The topic was not relevant to the subject of Sufis and their message. It was irrelevant and does not make a contribution to the discussion about Sufis. So, it is an example of flouting of maxim of relevance.

Example 6 includes the statement "we visit for example you know..." (See appendix C, example 6). The conversation was not relevant to the context. The speaker

includes unnecessary and irrelevant information while describing his visit to places of different religions. This example shows the flouting of maxim of relevance.

Table 5
Flouting of maxim of manner

Maxim flouted	Number of Examples	Findings
Flouting of Maxim of manner.	3 total examples.	The examples showed the flouting of maxim of manner by talking on inappropriate topic and offering overly complex and unclear information.

There are total three statements that revealed the flouting of maxim of manner. The first example showed the flouting of maxim of manner. The statement includes “So you either you ...” (See appendix D, example 1). The speaker has spoken an inappropriate statement instead of saying “you don't have any choice.” This is an example of flouting of maxim of relevance.

Example 2 includes the statement “there’s a guy if you remember... that’s the humanity comes first” (See appendix D, example 2). The speaker is using wordy phrases with frequent repetitions. This is an example of flouting of maxim of manner.

Example 3 includes the statement “There I too am not talking about the diversity” (See appendix D, example 3). The speaker deliberately using the word “not” to negate the idea. This indicates the flouting of the maxim of manner due to over emphasis on the negation.

Conclusion

In conclusion, it is concluded that this research article has focused on analyzing the flouting of Grice’s four maxims in the conversation of the participants of the program, “Dialogue”. It was found that the maxim of quantity and maxim of quality was flouted the most. There were nineteen statements that revealed the flouting of maxim of quality. There were twenty statements that revealed the flouting of maxim of quantity. There were six statements that showed the flouting of maxim of relevance. There were three statements that elaborated the flouting of maxim of manner. The results also revealed that the maxim of manner and maxim of relevance were also flouted. The research finding have further explained the phenomenon of flouting of Grice’s four maxims. The flouting of four maxims were observed due to reasons of public image and status. It further shows that there are great pedagogical implications of this research. The western researchers have contributed a lot of researches on the pragmatic analysis of flouting of Grice’s four maxims in various political shows, entertainment shows, English movies and even speeches of politicians. However, there was only one research on the flouting of maxims in the Pakistani Political program. This research paper has covered the research gaps left by the Pakistani researchers on the pragmatic analysis of the Pakistani political TV shows. This research paper will help the learners and teachers to understand the pragmatic aspects of language use through the provision of authentic examples. Further researches must be done on the flouting of maxims in the Pakistani political shows.

Recommendations

The program organizers must organize training sessions for anchors and guests to raise awareness of Gricean maxims, ensuring that conversations remain clear and relevant while minimizing unnecessary flouting. Speakers must consider moderating discussions to avoid excessive flouting of the maxims of quality and quantity, which will help maintain

a balanced and meaningful exchange of ideas. Detailed pragmatic analyses like this study should be promoted to enhance the structure and flow of dialogues in television programs. Improvements must be made in the subtitle generation tools to better capture implied meanings and address instances of maxim flouting. It will help the audience to comprehend the meanings easily. Additional research must be conducted on the flouting of maxims in various media platforms or programs to broaden the findings and establish more comprehensive guidelines for pragmatic communication. Various educational programs must be promoted for audiences on pragmatic principles to improve their ability to critically interpret and engage with media dialogues.

References

- Aisya, N., & Fitrawati, F. (2019). An analysis of flouting of maxim performed by politician guests in *Mata Najwa* talk show in the episode of *Adu Lantang Jelang Penentuan and Babak Akhir Pilpres*. *English Language and Literature*, 8(4).
- Andresen, N. (2014). Flouting the maxims in comedy: An analysis of flouting in the comedy series *Community*. *Diva-portal*.
- Apriyanti, A. (2020). Flouting maxim by Democratic Party in the Election Presidential Debate of US 2
- Asif, M., Ali, S., & Khan, A. (2019). An investigation of the flouting of Grice's maxims with reference to *Capital Talk Show* on Geo TV private channel of Pakistan. *Pakistan Vision*, 20(2).
- Averina, F. E. (2023). A pragmatic analysis of flouting maxims in classroom verbal interaction as seen in *Freedom Writers* movie. *Surakarta English and Literature Journal*, 6(1), 16–30.
- Firda, I. N., Munawaroh, S., & Sulistyani, L. (2021). An analysis of flouting maxim in a talk show program in Indonesia. *Eduvelop: Journal of English Education and Development*, 4(2), 107–118. 020 on NBC TV. UIN Sunan Gunung Djati Bandung.
- Frederking, R. E. (1996). Grice's maxims: Do the right thing. *CMU School of Computer Science*.
- Grice, H. P. (1975). Logic and conversation. *Syntax and Semantics*, 3, 43–58.
- Grice, H. P. (1975). Logic and conversation. In P. Cole (Ed.), *Speech acts* (pp. 41–58). Brill.
- Grice, H. P. (1989). *Studies in the way of words*. Harvard University Press.
- Hossain, M. M. (2021). The application of Grice maxims in conversation: A pragmatic study. *Journal of English Language Teaching and Applied Linguistics*, 3(10), 32–40.
- Issa, A.-Q., & Ahmed, A. (2019). The cooperative principle in political discourse: Flouting Gricean maxims in Modern Standard Arabic political speeches. *Научный результат. Вопросы теоретической и прикладной лингвистики*, 5(3), 3–13.
- Kleinke, S. (2010). Speaker activity and Grice's maxims of conversation at the interface of pragmatics and cognitive linguistics. *Journal of Pragmatics*, 42(12), 3345–3366.
- Manurung, L. W. (2019). Flouting maxims in *Hitam Putih* talk show. *Suar Betang*, 14(2), 151–166.
- Marlisa, R., & Hidayat, D. N. (2020). The analysis of flouting maxim in *Good Morning America* (GMA) talkshow. *Englisia: Journal of Language, Education, and Humanities*, 7(2), 132–142.
- Paltridge, B. (2021). *Discourse analysis: An introduction*. Bloomsbury Publishing.

- Porto, M. D. (2020). Flouting the Gricean maxims in satire. *Arts, Humanities, and Social Science Open*, 11(2), 58–64.
- Prasatyo, B. A., & Kurniyawati, Y. (2021). An analysis of flouting of maxim in Aiman's talkshow 'Tudingan Konspirasi Di Balik Korona'. *Ethical Lingua: Journal of Language Teaching and Literature*, 8(1), 38–45.
- Saeed, J. I. (2011). *Semantics* (Vol. 16). Wiley-Blackwell.
- Shamil, T. (2017). *DIALOGUE with Taimur Shamil on faith and identity in Pakistan*. Pakistan, PTV World, 43:23.
- Thomas, J. (1997). Conversational maxims. In *Concise encyclopedia of philosophy of language* (pp. 517–518).
- Zebua, E., Sitorus, A. R., & Simanjuntak, M. (2017). The violation and flouting of cooperative principles in *The Ellen DeGeneres Show*. *Language Circle: Journal of Language and Literature*, 12(1), 103–113.