

FLOATING OF MAXIMS IN PTV WORLD'S PROGRAM "DIALOGUE": A PRAGMATIC ANALYSIS

Fatima Aslam^{*1} & Muhammad Shahbaz Taj²

^{1 & 2}Researcher, Department of English, Gift University, Gujranwala, Punjab, Pakistan

Corresponding Author: ^{*1}fatimaaslam789@gmail.com

Received	Revised	Accepted	Published
10 May, 2024	09 June, 2024	20 June, 2024	30 June, 2024

ABSTRACT

Pragmatics plays an important role in analyzing the speech act. Grice's theory explains that how a listener can understand the expressed meanings from the implied meanings. A flout happens when a speaker is unable to follow the Grice's maxims (Thomas 1997). This aim of the study is to identify the flouting of maxims from the conversations of speakers in the program of PTV World named, "Dialogue" (Shamil 2017). It is an observational study based on pragmatic analysis. So, descriptive qualitative methodology is used to understand the phenomenon of maxim flouting with deep observation. Grice's cooperative principle and his maxims are applied on the episode of PTV World's program. The cooperative principle theory of Paul Grice deeply elaborates the human conversation (Hossain 2021). The program discussion will be listened carefully, the text was be analyzed through subtitles. The significance of the study is evident from the fact that it will help the audience in understanding the flouting of maxims in the spoken discussion of the program aired on the television. There is frequent flouting of maxims of quality and quantity in the discussion. There is uneven distribution of flouting of maxims between the anchor and the guests. The flouting of these two maxims are normal and they lack any detrimental effects. It is important to strictly follow the cooperative principle theory of Paul Grice for better utterances having clear meanings. There is excessive flouting of maxims due to explanation, excessive information and changing of the subject by the anchor and the guests.

1. 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.

1.1 Background

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.

1.2 Research Methodology of This Pragmatic Analysis

This research article is researched through qualitative research. The pragmatic analysis of the show's conversation was done under the light of Grice's CP principle and maxims. The field of pragmatics deeply studies the context of conversation. Saeed (2011) states that pragmatics deals with the study of the meaning of discourse between the speakers and the hearers. It is stated by Paltridge (2021) that

pragmatics is the study of meaning with reference to the context of conversation or writing. Grice (1975) has given one of the most important theories of pragmatics.

1.3 Objectives of This Study

The objective of this pragmatic research was to analyze the flouting of Grice's maxims from the conversation of the anchor and the guests. The Grice principle was deeply studied and analyzed to effectively understand the reasons behind the flouting of maxims in the conversation between the anchor and the guests. According to this principle, the two speakers indulge in conversation by following some principles for the sake of effective conversation. Kleinke (2010) has explained in his research that the rules of effective communication must be followed by the speakers, otherwise, there is flouting of conversational maxims in conversation. It was analyzed how the flouting of maxims had impacted the meanings, relevance and the context of the topic of the discussion.

1.4 Research Comparison between Pakistani and Western Researchers

1.4.1 Extensive Research by the Western Researchers

There are extensive researches on the flouting of maxims by the Western researchers. Averina (2023) has researched and analyzed the script of movie, "Freedom Writers". Andresen (2014) has analyzed the comedy shows to understand the phenomenon of flouting of maxims from the conversation of the characters. Grice (1989) has explained the effectiveness of communication through the implementation of his cooperative principle and maxims. The Western researchers have greatly contributed on the topic of cooperative principle and flouting of Grice's maxims.

1.4.2 Covering the Research Gap Left by Pakistani Researchers

Pakistani shows are largely understudied by the Pakistani researchers. As a result, there is a huge gap in the pragmatic research on the language used in media. This research gap left by the Pakistani researchers has been covered through this research on the flouting of maxims in PTV show, Dialogue".

This topic has been selected as a contribution to the field of pragmatics from the community of the Pakistani researchers.

1.4.3 The Reasons of Research Gap

There are some genuine reasons for the research gap on the topic of pragmatic analysis of the flouting of Grice maxims in Pakistani shows. Firstly, this topic is not famous in Pakistan. Secondly, this topic has been neglected by the other Pakistani researchers. Thirdly, there was no attention or interest from the prominent researchers of the region on this topic.

1.4.4 Pakistani Researches on the Native Speakers under the Light of Speech Acts

There have been little researches on the topic of Grice's maxims by Pakistani researchers. Only Asif, Zhiyong et al. (2019) have researched the flouting of maxims in the program of Geo news named, "Capital Talk". It elaborates that there is limited pragmatic research on the Pakistani political talk shows.

1.4.5 Important Research Questions

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".

1.4.6 Which Maxims Are Flouted In the PTV 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.

1.4.7 The Reasons of Flouting Of Maxims In The PTV Show, "Dialogue"

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.

1.5 Significance of the Study

The study of flouting of maxims in PTV World's program "Dialogue" is a most significant pragmatic analysis on Pakistani political shows. This research provides insights of the linguistic and pragmatic features and functions in the media discourse. It also explains the implications of flouting of maxims in the educational context of Pakistan.

1.6 Pedagogical Implications

There are important pedagogical implications for the study of flouting of maxims in PTV World's program "Dialogue". This research raises awareness for the teachers and learners about the pragmatic aspects of language use. It will help them in interpreting the discussions through authentic examples.

Literature Review

1.7 Background of the Study

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.

1.8 Statement of the Problem

The study aims to identify instances of maxim flouting in speakers' conversations in PTV World's program "Dialogue." Specifically, the research seeks to answer the following questions:

1. What types of maxims were flouted by the speakers in the program "Dialogue"?
2. Why are the Grice's four maxims flouted by the speakers of the program?

Through answering these questions, the study aims to contribute to the field of pragmatics. For this purpose, the communication style of television program "Dialogue" is deeply analyzed.

1.9 Previous Studies on Grice's Cooperative Principle and Maxims

Some studies conducted on flouting of Grice's maxims in the political discussions of speeches and talk shows are as follows.

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 frame work 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).

The Indonesian researchers Prasatyo and Kurniyawati (2021) researched on the flouting of maxims in the conversation of the program named "Tudingan Konspirasi Di Balik Korona". The aim of the study was to analyze the flouting of maxims in the discussion of the talk show. Grice's cooperative principle and the maxims for effective communication was the theoretical framework of the study. The study was based on qualitative research. The material for analysis was gathered by listening and reading the transcript of the talk show. The results show that the guest speaker flouted all the four types of maxims. The most flouted maxim was the maxim of relevance. The research highlights the importance of pragmatic research that helps to understand the basics of effective communication (Prasatyo and Kurniyawati 2021).

Zebua, Rukhmini et al. (2017) researched on the violation and the flouting of maxims in the Ellen Degeneres Talk Show. The aim of this pragmatic study was to analyze the violation and the flouting of Grice's four maxims by the speakers in the Ellen Degeneres talk show. The violation of the Grice's cooperative principle and maxims was the theoretical framework of their study. The research was done through qualitative method. The data was collected by examining the utterances of eight male and eight female guests. The results show that the male guests were only flouting the maxim of quantity in their conversation. On the other hand, the females were violating the maxim of relevance by not answering the question of the host. The study was important for the students of gender studies in understanding the Grice's cooperative principle and the maxims in effective way (Zebua, Rukmini et al. 2017).

Asif, Zhiyong et al. (2019) researched on Geo TV talk show named, "Capital Talk". The comprehensive study was based on the flouting of maxims in the Geo TV talk show named, "Capital

Talk". The objective of the research was to analyze the flouting of maxims by the speakers of the political program. Grice's cooperative principle and conversational maxims are the frame work of research for the study. The qualitative and descriptive methods were used for conducting research. The data was collected by listening the conversation between Hamid Mir and Imran Khan. The results show that the four maxims were flouted in the conversation of Imran Khan. It was also concluded from the results that the maxim of quality was flouted the most. The research was important in understanding the process of flouting of maxims in the conversation of the speakers (Asif, Zhiyong et al. 2019).

Research Methodology

1.10 Background of Research 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.

1.11 Theoretical framework of the study

The theoretical framework of this study is based on the Paul Grice's theory of cooperative principle and

his four maxims. This theory of pragmatics explains that speakers try to be cooperative in their conversation while expecting others to be cooperative as well. Four conversational maxims are introduced in the theory. These four maxims are maxim of quantity, maxim of quality, maxim of relation and maxim of manner. This theory is used to analyze the episode of PTV World's program, "Dialogue with Taimur Shamil on faith and identity in Pakistan." This research data comes from the discussions of this program.

1.11.1 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

Research Design

The study design used in this research is descriptive qualitative methodology. This design was selected to gain a deep understanding of the phenomenon of flouting of maxims in the conversations among the speakers for the PTV World program "Dialogue." A qualitative approach is used to offer rich and highly detailed insights into flouting of maxims within such context.

1.12 Data Collection Procedure

This study collects the data by meticulously listening to episodes of the show "Dialogue" broadcasted on the channel PTV World. Furthermore, the subtitles of the conversations was also analyzed. It was verified that they were carried out carefully and in detail to ensure a total capture of spoken elements. The analysis of auditory and textual data sources supports the validity and reliability of the results.

1.13 Sample and Sampling Technique

In this study, the samples are the speakers taking part in discussions on the program "Dialogue" telecasted on PTV World and analyzing the content and context of their communication. This covers not only anchor

but also the guests with whom these conversations are conducted. The samples were selected on the basis of their participation in analyzed episode according to their involvement. This implies that all relevant speakers are represented in the study. In the present study, a purposive sampling is used. A single episode of the program "Dialogue" was selected for research. The communication of the anchor and the guests was analyzed. It fulfilled all the research goals. The purposive sampling has allowed the researchers to strategically select the data from the program. This sampling has helped the researchers in providing valuable insights into the phenomenon under study.

1.14 Research Instrument

Since this research study is primarily a textual narrative, the primary research instrument, in this case, includes the analytical framework guided by Grice's cooperative principle and his maxims. This presented framework can act as a tool to help one assess the situations where opposing principles have been violated in examples from analyzed conversations. Furthermore, the subtitles in the form of data source supplement the auditory analysis,

providing a complete picture of what is spoken in the audio material.

1.15 Data Analysis Procedure

The data analysis is purely based on the selected episodes of "Dialogue" and using the theoretical framework given by Grice (1975) noting his cooperative principle and maxims. It includes the analysis of the theoretical framework provided by Grice's theory of cooperative principle and the four maxims. The goal is to locate situations in which the speakers have violated the four maxims. It helps to determine how much such flouting of maxims had been done from the side of the anchor and guests. The data analysis procedure included six steps for extensive research. First step was to select the data from the PTV program, "Dialogue". Second step was to listen the content of the video. Third step was to download the subtitles for additional reading and understanding. Third step includes the collection of the research data. Fourth step includes the identification of flouting of maxims in the conversation. Fifth step included the alignment of the data according to the observation of the flouting of maxims in the data. Sixth step includes the collection of the examples of flouting of maxims from the data. The results reveal that there was frequent flouting of maxim of quality and maxim of quantity by the speakers of the program. The analysis additionally seeks to perceive any styles or traits in the flouting of maxims, especially regarding excessive explanation, provision of excessive records, and adjustments in the difficulty of debate. The findings of the analysis are used to conclude the nature and implications of maxim flouting inside the context of the program "Dialogue" aired on PTV World.

Results and Discussion

1.16 Analysis and results

Based on the criteria used in this study, the results of the study are discussed in terms of flouting of maxims of quality, quantity, manner and relevance according to the script of the program "Dialogue".

1.17 Table 1 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.

1.17.1 Interpretation of the results

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.

1.17.2 Discussions

The first goal was to investigate the examples of flouting of maxim of quality in the conversation of the guests and the anchor. After analyzing all the examples, it was found that the statements were providing misleading information and omitting necessary details as well. The first research question was to analyze the flouting of four maxims in the discussions of the program named, “Dialogue”. There were fifteen statements that were showing the flouting of the maxim of quality. Previous studies show that it is common in political programs to flout the maxim of quality to exaggerate about their point of views. Hossain (2021) believed that politicians flout the maxims of quality and quantity to achieve the support of the public. The overall analysis of the direction of the results revealed the trends of using vague, unclear and misleading statements during conversation.

1.18 Table 2 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.

1.18.1 Interpretation of the results

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.

1.18.2 Discussion

The first goal was to investigate the examples of flouting of maxim of quantity in the conversation of the guests and the anchor. After analyzing all the

examples, it was found that the statements were omitting important information. The first research question was to analyze the flouting of four maxims in the discussions of the program named, “Dialogue”. There were twenty statements that were showing the flouting of maxim of quantity. Previous studies by Hossain (2000) show that it is common among politicians to flout the maxim of quantity to exaggerate about their point of views. The overall analysis of the direction of the results revealed the excessive use of irrelevant information with omission of important information.

1.19 Table 3 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.

1.19.1 Interpretation of the results

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.

1.19.2 Discussion

The first goal was to investigate the examples of flouting of maxim of relevance in the conversation of the guests and the anchor. After analyzing all the examples, it was found that the statements were not relevant to the context. The research was focused on analyzing the flouting of four maxims in the discussions of the participants of the program. There were six total statements that were showing the flouting of maxim of relevance. The overall analysis of the direction of the results revealed the excessive use of irrelevant information with omission of important information.

1.20 Table 4 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.

1.20.1 Interpretation of the results

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.

1.20.2 Discussion

The first goal was to investigate the examples of flouting of maxim of manner in the discussion of the guests and the anchor. After studying all the examples, it was found that the statements were complex and unclear. The research was centered on analyzing the flouting of four maxims from the conversation of the guests of the program. There were three total statements that were revealing the flouting of maxim of manner. The overall analysis of the direction of the results showed the excessive complexity and ambiguity in the conversation.

1.21 Comparison of Findings with Other Researchers

Comparison of results with other researchers who have analyzed the political talk shows and political speeches of the leaders revealed that politicians and guests of political programs flout the Grice's four maxims to attain the political objectives through their discussions. It was revealed that the speakers had a personal motive behind the flouting of Grice's four maxims. Arab researcher Hossain (2021) believed that politicians flout the Grice's maxims to achieve the support of the public. Another research by Pakistani researchers Asif, Zhiyong et al. (2019) on

the political program “Capital Talk” elaborated that Imran Khan had flouted the maxim of quality the most. The reason was the unsupported and doubtful information given by the politician to promote himself and gain the confidence and support from the public. Another researcher Apriyanti (2020) argued that the political opponents of the democratic party were flouting the maxim of quantity the most. The reason was the over expression of hatred of the opponents against the Democratic Party. The results of the pragmatic analysis of the program “Dialogue” also reveals the frequent flouting of the maxim of quantity and quality by the guests. The reason was to gain the support of the public and open expression of beliefs and opinions.

1.21.1 Discussion

This study has shown how the participants in the political programs are involved in flouting the Grice's four maxims. In this study, it was revealed that the maxim of quantity and the maxim of quality are flouted the most. After that maxim of relevance and then maxim of manner was flouted by the speakers. The data were drawn from the qualitative research after analyzing the subtitles of the video. The study investigated the following points.

- What are the types of maxims that are flouted in the program?
- What are the reasons behind the flouting of maxims in the discussion of the show?
-

1.21.2 Discussion

The study draws a general outcome that the maxim of quality and maxim of quantity was flouted the most as compared to the other two maxims. Overall, all the four maxims were flouted during the conversation between the guests and the anchor of the program. The first question has been addressed by investigating the text of the discussion in the form of subtitles. The text analysis revealed that all the four types of Grice's maxims were flouted in the discussion of the participants. The second question has been addressed by discussing the reasons behind the flouting of maxims in the discussion of the show. It was revealed that the participants of the political program have flouted the maxim of quantity to emphasize their points. They have flouted the maxim of quality because they want to force the audience to

believe in their opinions. They have flouted the maxim of manner to describe a specific topic with excessive and inappropriate details. The participants have flouted the maxim of relevance to give excessive information that could become irrelevant as well. There are some obvious reasons for the flouting of Grice's four maxims. 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.

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.

Authors' Bibliography

Professor Fatima Aslam is a professional research writer in the field of linguistics. She has the deep understanding of various kinds of research strategies/techniques and the ethos of research. One can distinguish the precision and depth of the analysis of the source in her writing, and complete adherence to ethical standards. She always aims to add value added information and discoveries into the pieces of writing where each component should not only educate the reader but also entice him to learn more.

References

- Aisya, 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."
- Andresen, N. (2014). Flouting the maxims in comedy: An analysis of flouting in the comedy series Community.
- Apriyanti, A. (2020). Flouting maxim by Democratic Party in the Election Presidential Debate of US 2020 on NBC TV, UIN Sunan Gunung Djati Bandung.
- Asif, M., et al. (2019). "An Investigation of the Flouting of Grice's Maxims with Reference to Capital TalkShow 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., et al. (2021). "An Analysis of Flouting Maxim in a Talk Show Program in Indonesia." Eduvelop: Journal of English Education and Development 4(2): 107-118.
- Frederking, R. (1996). "Grice's maxims: do the right thing." Frederking, RE.
- Grice, H. (1975). "Logic and Conversation." Syntax and Semantics 3: 43-58.
- Grice, H. P. (1975). Logic and conversation. Speech acts, Brill: 41-58.
- 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. and A. Ahmed (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. and D. N. Hidayat (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. and Y. Kurniyawati (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*, Wiley.
- Shamil (2017). *DIALOGUE with TAIMUR SHAMIL on Faith and Identity in Pakistan*. Pakistan, PTV World: 43:23.
- Thomas, J. (1997). "Conversational maxims." *Concise encyclopedia of philosophy of language*: 517-518.
- Zebua, E., et al. (2017). "The violation and flouting of cooperative principles in the Ellen Degeneres talk show." *Language Circle: Journal of Language and Literature* **12**(1): 103-113.