

**FLOUTING MAXIM ANALYSIS ON BBC RADIO 1 YOUTUBE CHANNEL “KIDS ASK RYAN REYNOLDS”**

*Adenan Damiri<sup>1</sup>, Aida Fiskaryanti<sup>2</sup>, Billi Andara Nainggolan<sup>3</sup>, Nidia Amalia<sup>4</sup>*  
<sup>1,2,3,4</sup>STKIP PGRI Bandar Lampung  
<sup>1</sup>*adenan.damiri@stkipgribl.ac.id*

**Abstract**

Violation of maxims is a phenomenon where a speaker violates maxims intentionally to produce implicatures. This study discusses the analysis of the flouting maxim using a YouTube video on the BBC Radio 1 YouTube channel "Kids ask Ryan Reynolds". The purpose of this study is to describe the flouting maxim and describe the function of the flouting maxim in a conversation in the video. Maxim is a part of pragmatics. The researchers collected the data by analyzing the conversation or an interview in a YouTube video on the BBC Radio 1 YouTube channel "Kids ask Ryan Reynolds". The researchers used Grice's theory called the cooperative principle with four types of maxims: maxims of quantity, maxims of quality, maxims of relevance, and maxims of means. In this analysis using a conversation on the BBC Radio 1 YouTube video "Kids ask Ryan Reynolds", there are 8 data, 8 of which follow the maxim of relevance, and 1 data follow the maxim of quality. From each data, researchers could discover multiple flouted maxims in the conversation, up to 3 flouted maxims in each one. The consistently followed maxim in the video is the maxim of relevance because, throughout the video, Ryan always responds with a relevant topic. On the other hand, the most common and most consistently flouted maxim by Ryan Reynolds in the video is the maxim of manner.

**Keywords:** *Pragmatic, Flouting maxim, YouTube*

**INTRODUCTION**

People could communicate with one another using a system called language. They are involved with something called conversation when they are using that system. In conversation, they can use the opportunity to interact with one another to express themselves. Language is essential for written and spoken communication (Hastomo et al., 2021). People use the spoken form when interacting or having direct conversations to build conversations with others. Conversation requires both the speaker and the hearer to cooperate and contribute meaningfully for the communication to be successful. The cooperative principle can help people to be cooperative in conversation. To arrive at the level of efficiency in communication, researchers could learn from a philosopher named Paul Grice, who proposed a cooperative principle theory (Wang, 2020).

Nasution et al. (2020) define a conversation as a familiar predominant kind of talk where two or more people freely alternate in speaking that commonly occurs outside some institutional settings like religious services, law courts, and classrooms. As a result, participants are expected

to cooperate for successful, exceptionally verbal communication. Participants in a conversation are expected to follow some principles known as cooperation to be cooperative. Hastomo & Septiyana (2022) state that cooperative principles order the participants to make a conversational contribution as required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange. In an ongoing conversation, the speaker must contribute to the discussion as needed, at the stage in which it occurs, and with the purpose or direction received from the conversation exchange according to the context.

Furthermore, cooperative principles are broken down into maxims, and maxims are part of pragmatics. According to Yule (1996), "Pragmatics is the study of the relationship between linguistics form and the users of these forms". Harris et al. (2023) describe pragmatics as the study of language from the point of view of the users, especially of the choices they make, the constraints they encounter in using language in social interaction, and the effects their use of language has on other participants in the act of communication. Based on the definition, it can be understood that pragmatics is a branch of linguistics that studies the relationship between languages or speaking situations. The way speakers or writers choose language is influenced by their knowledge and awareness of community-accepted norms. According to Kachru (1981), pragmatics deals with the factors that manage the language for what researchers want to choose within the pool of language that could satisfy whenever it is used within social interaction and its effects on others. Therefore, pragmatics that impacts our grammatical construction selection is a sound pattern, and the meaning researchers produce by presenting the vocabulary through the intended communication procedure (Constant, 2012). As a result, the study of pragmatics tends to link it to the meaning of words used by people in social situations and the choice of words in a context. In pragmatics, there are the quantity maxim, the quality maxim, the relation maxim, and the manner maxim (Taguchi & Ishihara, 2018).

According to Yule (1996), "the maxim quantity is concerned with the amount of information to be conveyed. This maxim needs the participant's contribution for the information as informative as is required, especially for the exchange. It means maxim quantity requires a conversation to provide the correct information. The maxim quality is defined as a conversation in which the speaker should be truthful and give accurate and provable information supported by evidence (Ibrahim et al., 2018). It means that dialogue must provide the truth or facts accompanied by proof, for example, in place or time. The maxim of relevance is when a speaker makes his contribution relevant to the topic or sticks to the point of conversation and says things related clearly to the purpose of the exchange in a particular context (Zebua et al., 2017). In a conversation, the speaker can make a topic relevant or related to the conversation so that the conversation remains in context. Maxim of manner is the participant's contribution should be perspicuous or reasonably direct; that is, it should be brief and orderly (Constant, 2012). Therefore, the speaker is asked to contribute concisely, regularly, and also unambiguously in the maxim manner.

The principles of cooperation will show the basic principles of someone who interact with other to accomplish two-way communication. Nonetheless, people will make mistakes during communication due to various factors, such as different points of view, language, perspectives, cultures, etc. Flouting is a condition when speakers cannot apply certain maxims in their conversation, which leads to misunderstanding (Gunawan et al., 2020). Natasya et al. (2019) stated that flouting is the most critical category of failing to observe a maxim. Flouting the maxim is one of the ways to research the flouting maxim. Flouting of the maxim includes

the actual meaning of the speaker and the listener to find the implied meaning flouting of the maxim. But also, many people make flouting of the maxim to make the interlocutor determine and understand the hidden meaning of their conversation. Researchers can find many flouting maxims in this modern era, such as TV talk shows, interviews, and movie scripts (Aresta et al., 2018).

There are some previous researches about analysis of flouting maxims in the movie or video (Gunawan et al., 2020; Ibrahim et al., 2018; Marlisa & Hidayat, 2020; Zebua et al., 2017). The findings show that the speakers flout the maxims because of conflictive, convivial, and competitive reason. According to the observation of the researchers, there is a research gap in the previous study. They did not analyze the flouting maxims of YouTube video. As a result, this current study decided to investigate the flouting maxims from BBC Radio 1 YouTube video to find any maxim flouting. In 2005, YouTube was created as web 2.0 media in order that people can upload video content. This media can facilitate people to interact with many people based on the niche of genre video (Taman et al., 2021). YouTube also provides various types of needs according to the audience's age, for example, news to get information, podcasts, interviews, mini films, and others. YouTube's movement has also covered various parts of the world, with information available from multiple parts of the country.

One of the shows on YouTube is a channel called BBC Radio 1. This broadcast interviews one or more people, especially actors, about film or music. The researchers choose the video of BBC Radio 1 Chanel as a medium to analyze the flouting of the maxim of quantity, the maxim of quality, the maxim of relevance, and a maxim of manner. The theme of the video is interviewing actors, in this case, Ryan Reynold, conducted by small children and two hosts. The video format is Ryan Reynolds answering a children's question recorded by the shows runner. At the same time, the hosts develop the children's questions to make the shows more enjoyable, fun, and engaging.

## **METHOD**

This study was conducted by using a descriptive qualitative approach. Qualitative research is concerned with developing explanations of social phenomena (Glaser & Strauss, 2017). It means assisting people in understanding our social world and why things are the way they are. This entailed researching the social organization of conversation and determining how that organization is accomplished; thus, conversation analysis. This research aimed to analyze the discussion by describing the dominant type of maxim used on BBC Radio Chanel and why certain types of maxim were used in this talk show. The research also deals with a word, and the purpose is to explain phenomena or individuals (Nasution et al., 2020).

The research was carried out by transcribing data from a BBC Radio Chanel show on YouTube. The data in this study are conversation utterances containing maxim flouting and the context surrounding it. The research instrument is written text based on the dialogue script between the two presenters and the guests in the YouTube video. The researchers then began transcribing the videos' script into written form, then analyzing and grouping it into what kind of maxim types was flouted and describing why it happened based on the guests and presenter's utterance. In this data, there are three steps to analyze. The first step was determining which maxim was being flouted. The second explained why the presenter and the guests started flouting the maxim. The third step is to present the discussions and conclude with the conclusions as an answer to the problem formulation. This research also helps people in fulfilling ongoing communication

by understanding the intentions of other people's words and avoiding misunderstandings. One may be flouting the maxims in the ongoing conversation. But the conversation is expected to run well when that person understands the types and reasons for the floating maxim.

## FINDINGS AND DISCUSSION

Researchers study eight pieces of data from the BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds”. In this video, the researchers can watch and analyze the dialogue script between the two presenters and the guests in the YouTube video. Each data contain two - four utterances or lines of dialogue. From each piece of information, researchers found not only one flouting maxim but multiple maxims flouted by Ryan Reynolds in the video, up to 3 flouting maxims in each data. In the video, researchers found that the maxim has been flouted 16 times. Also, researchers found seven flouted maxims of quantity, one flouted maxim of quality, 0 flouted maxim of relevance, and eight flouted maxim of manner.

## FINDINGS

In this section, the researchers described eight pieces of data from the BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds”. There are two-four utterances or lines of dialogue in each datum. Each of datum can be read below.

Table 1. First Datum from BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds

DATA	1 (00:27 - 00:53)
Kid (Michael)	Hello, my name is Michael, and I’m eight years old. Who will win a fight, my mom or Charizard (Pokemon)?
Ryan Reynolds	Michael, this is gonna be a life lesson for you right now, I mean Charizard will wipe your mother right out, so let’s just avoid the entire confrontation if we can. In fact, let’s work on our dialogue skills.
Following Maxim	Maxim of Quality & Maxim of Relevance
Flouting Maxim	Maxim of Quantity & Maxim of Manner

Table 2. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds

DATA	2 (00:55 – 01:10)
Kid (Braxton)	Hi I’m Braxton I’m seven years old. Why do you swear so much?
Ryan Reynolds	Why do I swear so much? Brex, when you ever heard me swear? I never swear! Ever! Not even once! (looking at the camera)
Host 2 (Alice)	I feel you’re on the rope here.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Quality, Maxim of Quantity & Maxim of Manner

Table 3. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds

DATA	3 (01:11 – 01:33)
Ryan Reynolds	I’ve read some studies that said that people who swear are possibly more intelligent, so I hope one day you have the option to swear and choose not to. That’s probably the higher power.
Host 1 (Dev)	Brex then be a better person than all of us?
Ryan Reynolds	Brex will be better than me, it’s up to you now. I always wanted to say that on the funeral.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Quantity & Maxim of Manner

**Table 4. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds**

DATA	4 (01:34 – 02:23)
Kid (Lucas)	Hi, I’m Lucas age ten and I have a question for Ryan. Who’s your least favorite person you’ve acted with?
Ryan Reynolds	My least favorite person I’ve worked with?! That’s just terrible thing, I’m trying to think. I really- Lucas I know it’s gonna be a little boring buddy but I look- I hate to sounds so Canadian, but I really like all my co-stars even the ones that are awful.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of quantity, Maxim of quality & Maxim of Manner

**Table 5. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds**

DATA	5 (03:00 – 03:27)
Kid (Elouise)	Hi, I’m Elouise I’m ten. I was running and I can do really fast and I actually just did it on this room. Do you think you can beat me in a race?
Ryan Reynolds	Wow, do you think I could beat her in a race? In a running race?
Host 2 (Alice)	It was a fun run, so make it that what you will.
Ryan Reynolds	I like just to get super serious in the stuff like that. So even the kids are like ten or something like that, the key is just taking them out. When you’re running past them, you don’t want to pass them so much as you want to, like kneecap.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Quantity & Maxim of Manner

**Table 6. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds**

DATA	6 (03:28 – 03:40)
Host 1 (Dev)	Are you competitive with your own children?
Ryan Reynolds	Absolutely
Host 2 (Alice)	Are you training them to be ultimate fighting machine?
Ryan Reynolds	No, I don’t need to be competitive because they own me. So I don’t have any say over anything at all.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Manner & Maxim of Quantity

**Table 7. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds**

DATA	7 (03:41 – 03:48)
Host 2 (Alice)	Do you make games when parents can’t really be bothered to play?
Ryan Reynolds	My favorite game is closed your fu*king eyes for twelve hours, that’s cool game.
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Manner

**Table 8. BBC Radio 1 YouTube channel “Kids ask Ryan Reynolds**

DATA	8 (05:04 – 05:24)
Kid (Austin)	Hi Ryan, I’m Austin and I’m ten. What was cool when you’re were young, but isn’t cool now?
Ryan Reynolds	First of all, Austin is clearly like in his mid-forties. Second of all, almost everything Austin and all I can think of is laser disc. You don’t even know what laser disc is do you Austin?
Following Maxim	Maxim of Relevance
Flouting Maxim	Maxim of Quantity & Maxim of Manner

According to table 1-8, researchers found not only one flouting maxim but multiple maxims flouted by Ryan Reynolds in the video, up to 3 flouting maxims in each data. In the video, researchers found that the maxim has been flouted 16 times. Also, researchers found seven flouted maxims of quantity, one flouted maxim of quality, 0 flouted maxim of relevance, and eight flouted maxim of manner.

## **Discussion**

### ***Datum 1***

In the first datum, a kid named Michael asks Ryan Reynolds in the form of a recording about who will win a fight between his mother and Charizard. For the sake of this discussion, Charizard is the type of fire Pokémon in the Pokémon franchise that look like a large orange dragon with two horns in its head, and these Pokémon breathe a deadly fire. To answer Michael's questions, Ryan Reynolds follows the maxim of relevance (relation) by sticking to the relevant topic about Michael's mother and Charizard. Besides following the maxim of relevance, Ryan Reynolds follows the Maxim of quality by speaking logically and truthfully about the scenario of what if a normal human being faces a creature like a sizeable fire-breathing dragon in real life, which resulted in the human being wiped out by the dragon. In this conversation, Ryan Reynolds follows the maxim of quality and relevance, but at the same time, he flouting the maxim of quantity and the maxim of manner. He flouted the maxim of quantity by contributing more than he required. He said, "*Michael this is gonna be a life lesson for you right now....*" Ryan Reynolds contributes to the conversation with a talk about a life lesson. At the same time, he flouts the maxim of the manner by answering Michael's question not briefly enough. He said, "*I mean, Charizard will wipe your mother right out*" if he wants to follow the maxim of manner, he should avoid ambiguity and obscurity. Also, he should answer briefly and orderly by uttering "*your mother*" or just "*Charizard*". Ryan Reynolds flouted the maxim of quantity and manner because he wanted to be more informal and casual in his interview. If he follows the maxim of manner, the conversation will be brief, fast, and dull. This event aligns with what Natasya et al. (2019) said. The Maxim of quantity is the contribution of the right amount of information given in conversation, no less or no more than required, and the flouting of the maxim of quantity is the violation of that rule, so the speaker contributes with more or less information than needed (Ibrahim et al., 2018). Meanwhile, the maxim of manner is the contribution made by the participants in a conversation, and the discussion should be direct, brief, and orderly (Natasya et al., 2019). Therefore, the floating of the maxim of manner violates that rule. The conversation is not direct, brief, and orderly enough.

### ***Datum 2***

In the second datum, Ryan Reynolds was asked by a seven-year-old child named Braxton via recorded voices about why Ryan Reynolds swears so much. In this conversation, he answers Brexton's question by only following the maxim of relevance by sticking to the relevant topic, which is about swearing. On the other hand, he flouts the other three maxims. He flouts the maxim of the manner by not speaking clearly and briefly toward Brexton's answer. Next, he flouted the maxim of quantity by contributing less than he required. He even did not explain the point of his answer. The last maxim he flouted is the maxim of quality. In this conversation, Ryan Reynolds said, "*Brex, when you ever heard me swear? I never swear! Ever! Not even once!*" This is contrary to Ryan Reynolds's appearance in all of the media. He always swears a lot in all of the media, whether in the movies or interviews on YouTube or television. The most notable is in his movie *Deadpool*. He "lied" in his answer is a form of sarcasm, as supported by his body language. He looks straight at the camera when he answers the

question. Throughout the interview, he never looks at the camera, not even once. Except when he answers Brexton's question. This act of intentionally giving a false statement or information is why researchers could consider Ryan Reynolds flouted maxim of quality. The function of sarcasm and irony is to avoid dull conversation. This event in the chat is similar to previous ideas about maxims (Gunawan et al., 2020; Natasya et al., 2019; Yule, 1996). The Maxim of quantity is the amount of information required in conversation, not more or less than needed (Yule, 1996). The researchers could deduce the flouting of the maxim of quantity is a violation of Yule's statement. Flouting maxim of quantity happens when the participant gives more or less information than required. Furthermore, in this conversation, researchers confront the flouting maxim of quality. The Maxim of quality is truthful information provided by the participant in conversation (Gunawan et al., 2020). So the violation of this maxim by contributing false information in the conversation is what researchers call flouting the maxim of quality. In addition, this conversation contains a flouting maxim of manner. According to Natasya et al. (2019), the maxim of manner is direct, brief, and orderly information from a participant in the conversation.

### ***Datum 3***

In the third datum, Ryan Reynolds followed the maxim of relevance by answering with the relevant topic "*Brex will be better than me*". Dev asks if Brex will become a better person than Dev and Ryan Reynolds if Brex does not swear in the future. So to follow the maxim of relevance, Ryan Reynolds flouted the maxim of quantity by contributing more than he required in the conversation. In this conversation, he said, "*I always wanted to say that on the funeral,*" which is proof enough to flout the maxim of quantity done by Ryan Reynolds in this particular conversation. Dev only asks Brex will be a better person than both of them, but Ryan Reynolds answers with extra utterances about wanting to say the words at the funeral. Besides the maxim of quantity, he also flouted the maxim of the manner by answering Dev's question not briefly and orderly enough. Ryan Reynolds answers it with more unnecessary utterances, "*it is up to you know,*" instead of responding with "*Yes, he will*" or "*No, he will not*". This act of furthering the length of the conversation is what indicates the flouting maxim of manner. The utterance "*it's up to you now*" is also jokingly addressed to Brex, not Dev, who is asking the question at that moment. In this conversation, Ryan Reynolds flouted the maxim of quantity and manner. The Maxim of quantity is the contribution a participant makes in conversation by giving the right amount of information, nothing less, nothing more (Yule, 1996). Therefore, the flouting maxim of quantity is the participant's contribution to the conversation by giving less or more than required, or in this case, not contributing any necessary information. At the same time, the maxim of manner is the contribution made by the participant by giving a direct, brief and orderly response towards a question (Taguchi & Ishihara, 2018). Naturally, the flouting of the maxim of manner is the opposite of what Taguchi & Ishihara stated. Thus, flouting of manner is an indirect and rather long response towards the question.

### ***Datum 4***

In the fourth datum, children aged ten named Lucas asked Ryan Reynolds a question via recorded voice. Lucas asked whose least favourite person Ryan Reynolds acted with. To answer Lucas's question, Ryan Reynolds follows the maxim of relevance by responding with a relevant topic. But to follow the maxim of relevance, Ryan Reynolds flouted the maxim of quantity, quality, and manner. He flouted the maxim of quantity by uttering the utterance more than he required. He flouted the maxim of the manner by speaking unnecessary utterances, such as repeating the question,

mentioning he is a Canadian and saying how terrible the question is, rather than briefly and orderly answering Lucas' Question with "*I don't have any least favourite person to act with*" or just simply mention the name if he has the least favourite person to act with. Besides flouting the maxim of manner, he is flouting the maxim of quality by saying, "*I really like all my co-stars even the ones that are awful*" researchers could see the irony or even sarcasm behind this utterance. Ryan Reynolds said he liked all of his co-star. Still, if researchers see more carefully, he also mentions "*even the ones that are awful*" this indicates that he has the least favourite person to act. This act of irony, sarcasm or "hiding" information means flouting the maxim of quality. This event in the conversation is flouting three maxims, Maxim of quantity, quality and manner. Yule (1996) defines the maxim of quantity as the contribution made by the participant by giving the right amount of information required in the conversation, not more or less than needed. The researchers could deduce the flouting of the maxim of quantity is a violation of Yule's statement. Flouting maxim of quantity happens when the participant gives more or less information than required. Moreover, in this conversation, researchers confront the flouting maxim of quality. According to Kachru (1981), the maxim of quality is truthful information provided by the participant in the conversation. So the violation of this maxim, by contributing false information in the discussion, is what researchers call a flouting maxim of quality. In addition, this conversation contains a flouting maxim of manner. On the other hand, the maxim of manner is the direct, brief and orderly contribution of information by a participant in the conversation (Aresta et al., 2018).

#### ***Datum 5***

In the fifth datum, children named Elouise, aged ten, asked a question to Ryan Reynolds about whether Ryan could beat her in a race. So to answer Elouise's question, Ryan Reynolds responds with the following maxim of relevance by responding with a relevant topic. Despite providing a relevant response to the question, Ryan Reynolds answers it by repeating the same question. By doing so, he flouted the maxim of quantity by not contributing as much information as required to answer Elouise's question. Even though the second host Alice further lengthens the conversation to gain a valid answer from Ryan, he still does not give a valid answer. Here he further flouted another maxim, the maxim of manner, to be exact. Instead of responding with a brief, direct and orderly answer, he answers with unnecessary utterances about what he will do when he faces a race challenge from children. In this case, researchers found two maxims flouted in the conversation, the maxim of quantity and manner. Align with what Yule and Novawati stated regarding maxim. As the namesake suggests, the maxim of quantity is the contribution made by the participant to give the right amount of information, no less or more than required (Yule, 1996). Therefore, researchers could deduce the flouting maxim of quantity happens when the participant gives more or less information than needed. According to Marlisa & Hidayat (2020), a participant was asked to provide direct, brief and orderly answers towards the question in the maxim of manner. Therefore, if the participant responded with a solution that resembled indirect and relatively long, researchers considered it as an act of maxim flouting, flouting the maxim of manner.

#### ***Datum 6***

In the sixth datum, both of the hosts, Dev and Alice, ask a question to Ryan Reynolds about competitiveness with his children. To answer the questions, he follows the maxim of relevance by responding with a relevant topic: competitiveness. At first, Ryan Reynolds seems to follow a maxim of the manner by responding quickly, directly, and orderly. As stated by Zebua et al. (2017), he said "*Absolutely*". But when Alice further lengthens the conversation by asking a question that still relates

to a previous question, Ryan flouted the maxim of the manner by responding with an answer that is not brief and orderly. “No” would be sufficient to answer Alice’s question. Still, he further utters the unnecessary utterance, “*I don’t need to be competitive because they own me*” Not only Ryan flouted the maxim of manner, but he also flouted the maxim of quantity by giving more information than he required by uttering, “*So I don’t have any say over anything at all*”. Since the maxim of quantity is a contribution, asked the participant to contribute the right amount of necessary information with no less or more than required (Yule, 1996).

#### ***Datum 7***

In the seventh datum, Alice asks Ryan Reynolds whether he made games when he can not really be bothered by his children. Ryan Reynolds follows the maxim of relevance to answering Alice’s question. He does so by sticking to the relevant topic of games. But at the same time, he flouted the maxim of manner. He flouted it by answering the question not in a direct, brief and orderly manner. Instead of responding with an answer like “*Yes, I do*” or “*No, I don’t*” he react with what is his favourite game. This answer could also go back to the argument in data 2 about Ryan Reynolds’ response regarding his habit of frequently swearing in conversation. In this conversation, a maxim of manner is the one that the participant flouts. According to Kachru (1981), the maxim of manner occurs when the participant responds with a direct, brief and orderly response. Therefore, researchers could conclude that if the participant answered with an indirect and rather long answer, the participant flouted the maxim of manner.

#### ***Datum 8***

In the last datum, a child named Austin, age ten, asked Ryan Reynolds a question about what he thought was incredible when he was young, but now it is not cool anymore. Ryan Reynolds responds with the following maxim of relevance by answering with a relevant topic. But to follow the maxim of relevance, he flouted the maxim of quantity and the maxim of manner. He floated the maxim of quantity by answering a question with more information than required, such as commenting about Austin’s age “*Austin is clearly like in his mid-forties*” and asking, “*You don’t even know what a laser disc is, do you Austin?*” Besides flouting the maxim of quantity, he also flouts the maxim of manner. He does not answer the question in a straightforward, direct and orderly manner, such as “*It was a laser disc*”. This aligns with what previous researchers stated regarding maxim (Gunawan et al., 2020; Natasya et al., 2019). Maxim of quantity occurs when a participant contributes with the right amount of information, no more or less than required (Gunawan et al., 2020). Consequently, the researchers consider giving an unnecessary amount of data, whether the information is less or more than needed, as an act of flouting the maxim of quantity. At the same time, the maxim of manner happens when the participant gives a direct, brief and orderly response to the (Natasya et al., 2019). Therefore, if the participant responds with an indirect or long answer, the researchers consider it an act of flouting the maxim of manner, as in this conversation. In summary, the most common and most consistently flouted maxim by Ryan Reynolds in the video is the maxim of manner. The reason the maxim of manner is the most flouted maxim in the video is that the habit of a maxim of manner itself is rather direct, brief and orderly.

## **CONCLUSIONS**

From 8 data analyzed by the researchers, there is 16 total flouted maxim found throughout the video “Kids ask Ryan Reynolds” by BBC Radio 1 YouTube channel. From each data,

researchers could discover multiple flouted maxims in the conversation, up to 3 flouted maxims in each one. The consistently followed maxim in the video is the maxim of relevance because, throughout the video, Ryan always responds with a relevant topic. On the other hand, the most common and most consistently flouted maxim by Ryan Reynolds in the video is the maxim of manner. The reason the maxim of manner is the most flouted maxim in the video is that the habit of a maxim of manner itself is rather direct, brief and orderly. This maxim's habit is the opposite of Ryan Reynolds' persona in the public's eyes. In his public appearance, he takes the persona of a person who likes to talk to other people, loves to make a joke, and is rarely direct in his conversation. He also wants to use sarcasm and irony in the conversation to make the conversation not dull and more enjoyable.

By contemplating our research, the researchers suggest to ourselves that in the future, the researchers should cover longer videos than "Kids ask Ryan Reynolds" by BBC Radio 1 YouTube channel, which 5 minutes long video. In the future, researchers should probably research a film rather than a short video. Furthermore, the improvement of researchers' vocabulary mastery is also essentials in order to make the research article appears to be more fluent and easy to understand.

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