



# **GRICEAN MAXIM ANALYSIS ON YOUTUBE TALK SHOW *GOOD MYTHICAL MORNING***

## **A THESIS**

In Partial Fulfilment of the Requirements For  
the S-1 Degree Majoring Linguistics in English  
Departement Faculty of Humanities  
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## **PRONOUNCEMENT**

The writer states truthfully that this thesis is written by herself without taking the results from other researches in any university, in S-1, S-2, and S-3 degree and diploma. In addition, the writer ascertains that she does not take the material from other publications or someone's work except for the references mentioned in the references.

Semarang, July 2019

Kartika Ratnasari Dewi

## MOTTO AND DEDICATION

*In the beginning there was nothing. God said, 'Let there be light!' And there was light. There was still nothing, but you could see it a whole lot better.*

—Ellen DeGeneres

*Intelligence plus character—that is the goal of true education.*

—Martin Luther King Jr.

*This paper is dedicated to  
Madre and Padre*

## **APPROVAL**

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## ABSTRACT

Grice's Cooperative Principles mainly function as a guide for coordinated verbal communications. However, there are occasions where speakers do not cooperate according to the maxims because they want to convey an implied message. In this study, the speakers in YouTube talk show, Good Mythical Morning tend to exploit the maxims and create humor from it. This study aimed to identify the maxim violations the speakers use, the relation between their violation and humor, and the difference between episodes with only two main speakers and episodes with two main speakers and a guest. The type of this study is descriptive-qualitative and the study used non-participant observation method in the matter of data collection. The data analyzing method used is the identity method. The data were analyzed based on Gricean Cooperative Principle maxims and the three major theories of humor. The study found thirty-five maxim violations with the maxim of manner as the maxim with most violations in total of fifteen data. The maxim violations occurred the most in the situations where the main speakers invite guests and the incongruity theory occurred the most.

*Keywords: cooperative principles, Gricean maxims, YouTube talk show*

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Nowadays, it is nearly impossible for most humans to live without internet. The Internet has become an essential part of humans lives. The Internet creates a sense that humans have the world within their hands due to the fact that it is accessible for them anywhere and anytime. On the internet, we can access various kinds of websites, such as entertainment, education, and even news. Entertainment website, especially a video-sharing website called YouTube has become one of the most favored sites for modern humans to watch and upload videos online. The website caters broad selections of videos to choose from. Certainly, YouTube opens many doors to the world for humans to connect. It is apparent that it is unusual nowadays for humans not to access YouTube through modern devices.

More and more people start to utilize YouTube in their day-to-day lives. YouTube achieved more than 90 million viewers in the United States alone in year 2009 (Jarboe, 2009:xxii). Miles (2013) argues in his book entitled *YouTube Marketing Power: How to Use Video to Find More Prospects, Launch Your Products, And Reach a Massive Audience* that YouTube combines several elements: YouTube as video-sharing site; as social networking site; as advertising or marketing site (Soukup, 2014:3). Adjacent to such freedom of creating brand on their own on YouTube, people can make their own channels and publish various

kinds of videos such as cooking videos, *vlogs*, musical cover videos, educational videos, comedy and lifestyle videos, and many others. One of the most-viewed videos on YouTube is entertainment or comedy video, that comes with many formats, such as home videos, stand-up comedy videos and talk shows. Each format has different techniques on gaining viewers. In this study, the writer focuses on comedy talk show.

In order for a talk show to appeal to the viewers, it has to be able to perform good communication. Communication is the key to deliver a message to the target audience. To successfully convey the message across the audience, ideal communication is expected. The notion of ideal communication is advocated to have parties involved in the conversation cooperate with each other. H. P. Grice is known for his approach to ideal cooperative communication, known as the cooperative principles. However, ideal communication is not always performed in real life. For different reasons, people tend to neglect the cooperative principles and blatantly violate them. The violation of cooperation between interlocutors in the talk show in this study is expected to create humor.

The YouTube comedy talk show in this study is called Good Mythical Morning. Good Mythical Morning or GMM for short is a YouTube talk show series created by duo Rhett and Link. The talk show has gained major success after their debut in 2012 and since then has been creating a solid number of subscribers. The talk show is popular because of the fun, light, and humorous ambiance and ways in conveying their topic in each video. The duo, as claimed to be best friends, presents their talk show in a uniquely casual and unconventional way, hence their

interactions do not usually follow the traditional cooperative principles, which is why the writer is interested to analyze and dig deeper about it.

## **1.2 Research Problems**

From the topic that the writer chose, there are several questions that emerge that will be analyzed further and deeper in this study. The questions are as follows:

1. What are the maxim violations of cooperative principles in the dialogue between the speakers?
2. How does violation of the maxims create humor?
3. How does the violation of the maxims and humor differ between the speakers with guests and without guests?

## **1.3 Purpose of the Study**

This research is conducted to fulfill a number of purposes, as listed below:

1. To analyze the maxim violations in the utterances of the speaker related to the context of the speakers.
2. To analyze how the maxim violations can result in humor.
3. To identify the difference of maxim violations used and the humor produced between regular speakers without guests and regular speakers with guests present.
4. Broaden our knowledge and may benefit us when it comes to language interpretation.

#### **1.4 Scope of the Study**

The scope of this study is limited merely to the extent of maxims and conversational implicature introduced by Paul Grice's cooperative principles theory in scope of pragmatics study and three theories of humor to analyze the data. The data will also focus on utterances made by the main speakers and guest speaker on Good Mythical Morning talk show. The writer particularly analyzes the latest season of Good Mythical Morning, uploaded in 2019 to present humor that is relevant to today's language.

#### **1.5 Significance of the Study**

The writer hopes that this study will be beneficial to enrich the knowledge regarding the study of pragmatics, especially in the cooperative principles and conversational implicature area. The discussions are also hoped to be useful for other researchers in the future who will do research on the same matter. This study can be used as a reference or a previous study to support future research.

#### **1.6 Previous Study**

As consideration for conducting this research, the writer utilizes several previous pieces of research related to the topic. Those previous studies will be briefly explained below, from the oldest to the newest.

The first study that the writer found is the thesis written by Iskandar from UIN Syarif Hidayatullah Jakarta entitled *The Gricean Maxim Analysis in the Scripts of the Simpsons Season 5* (2010). This study applies a qualitative method and uses descriptive analysis technique. Iskandar classifies defying maxims into violating, clashing, opting out and flouting. In this study, Iskandar elaborates not only the violation of the cooperative principles but also on the utterances that perform the maxims successfully. However, in this study, violation, and flouting of cooperative principles do not result in humor, which makes this study different from the writer's study. Iskandar finds that speakers defy the maxims due to give misleading information and to be unwilling to cooperate.

The second research is a thesis written by Raharja from IAIN Salatiga entitled *Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand Up Comedy Indonesia Season 4* (2015). In that study, the writer applies a qualitative method to find maxim violations and applies Grice's cooperative principles theory. Raharja also uses the *sadap* or tapping technique as one of the methods of collecting data. Raharja analyzes 17 speeches from Dodit Mulyanto's standup comedy performance in season 4 and identified the maxim violations. Raharja even lists supporting details about Dodit Mulyanto, the stand-up comedian, such as unique facts. Raharja expresses that there are four maxim violations found for humor purposes. Similar to the writer, Raharja uses Ross' and Raskin's theory of humor.

In a study by Alfina from Universitas Diponegoro entitled *The Maxim Violation on Mata Najwa Talk Show "Selebriti Pengganda Simpati"* (2016), maxim

violation is made not for humor purposes, but for self-esteem reinforcement and offense avoidance, almost related to face-saving and face-threatening act theory. Alfina uses non-participant method to collect the data and padan method to identify the maxims. The study concludes that maxim violations are made to show politeness and keep others' self-esteem.

In *Humorous Situations Created by Violations and Floutings of Conversational Maxims in a Situation Comedy Entitled How I Met Your Mother* (2017) journal written by Amianna and Putranti from Universitas Sanata Dharma, the flouting and violation of maxims result in three different ways of creating humor. First, applying incongruent idea between idea and reality. Second, using maxim violation as an act of being hostile to someone. Third, releasing emotions by violating maxims. The writers focus on theories of humor by Kant and Schopenhauer, as well as Attardo. In this study, the writers implement a pragmatic approach for analyzing the correlation between context and utterances, which cannot be separated.

The other research the writer found is a thesis entitled *The Use of Implicature to Create Humor as Cooperative Principle Violation on Humorous Advertisement* (2018) by Nastiti from Universitas Diponegoro. In this thesis, she analyzes the maxim violation in advertisements. Nastiti argues that advertisers often violate maxim to create humor, and therefore, makes the advertisement easier to be remembered by people. She uses a descriptive-qualitative method and non-participant observation method. In that study, she finds that all of the advertisements are violating the maxims, mostly maxim of manner.

Similar to the previous study by Alfina, there is a study entitled *The Maxim Violations of Barack Obama's Utterance in Interview with Claus Kleber about Spy Intelligence* (2018) by Mentari, from Universitas Diponegoro. Also similar to the earlier previous study, this study applies *padan* method. She finds that speakers violate the maxims of the cooperative principle mostly for politeness purposes. The speakers violate the maxims to keep others' pride or good image and not to cause offense and embarrassment, and leave the interpretation to the hearers.

## **1.7 Organization of the Writing**

This study is organized in five chapters, there are:

### CHAPTER 1 INTRODUCTION

This chapter covers background of the study, research problems that will be examined in the study, purpose of the study, previous studies, and organization of the writing.

### CHAPTER 2 REVIEW OF LITERATURE

This chapter describes several subjects that will be useful for understanding the study. This chapter covers the definition of pragmatics, conversational implicature, cooperative principle definition and kinds as known as maxims, the flouting and violation of maxims, definition of humor, YouTube and Good Mythical Morning.

### CHAPTER 3 RESEARCH METHOD

This chapter covers the type of research, data, population, and sample, data collection method, and data analysis method used.

#### CHAPTER 4 DATA ANALYSIS

This chapter presents the findings in the study, which are cooperative principles violations of the utterances used in the Good Mythical Morning talk show and the humor analysis.

#### CHAPTER 5 CONCLUSION

This chapter consists of general conclusion of the whole discussion and suggestion for further studies.

## **CHAPTER 2**

### **REVIEW OF THE LITERATURE**

#### **2.1 Pragmatics**

Pragmatics, as broadly defined, is a study about meaning behind utterance. Levinson (1983:9) defines pragmatics as “the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language”. This means that utterances are or expected to be grammatically correct. Leech (1983:6) considers pragmatics as a study of discussing the speaker meaning related to the situation or context. According to Yule (1996:3), pragmatic is the study of the relationship between linguistics forms and the users of those forms. It can be concluded that pragmatics is related with what people mean by their utterances in communication and how they receive or interpret the utterances within context (Mentari, 2018:7).

#### **2.2 Conversational Implicature**

An implicature is a meaning that is conveyed within an utterance without being explicitly stated (Grundy, 2009:92). Yule defines implicature as an additional conveyed meaning that the speakers intend to communicate (1996:35). Grice proposes two areas of implicature: conventional implicature and conversational implicature.

According to Levinson, conventional implicature is a conditional inference that is not necessarily true and is not borrowed from pragmatic principles, but is simply attached by a convention to particular lexical items or expressions (Grundy, 2009:106). Conventional implicature does not necessarily occur in a conversation and does not depend on special contexts for their interpretation. It is associated with specific lexicons and result in additional conveyed meanings when those words are used (Yule, 1996:45).

In this study, conversational implicature is being focused on. Unlike conventional implicature, conversational implicature relies on context and conversation. Grice describes conversational implicature as being essentially connected with certain general features of discourse. These features include cooperative efforts and mutually accepted direction (Grice, 1967:45). Yule also suggests that conversational implicature can be explicitly deniable by the speaker (1996:44). Grundy elaborates as follows,

“In Grice’s account, an (conversational) implicature is an inductive inference, a probabilistic conclusion derived from a set of premises that include the utterance and such contextual information as appears relevant. Because inductive inferences are probabilistic, they may not always correspond to the meaning a speaker seeks to convey. And as they are inferences, they may be denied, even, on occasion by the speaker herself.” (Grundy, 2009:102)

Therefore, conversational implicature can be understood as non-truth inferences containing meaning in the given context to maintain cooperative interactions situated within conversation and may be denied by the speaker.

### 2.3 Cooperative Principles: The Gricean Maxims

The Cooperative Principle (CP) is proposed by H. P. Grice. Grice expressed that CP is not a rule for how people should behave as what some people might think, but rather a suggestion that in conversational interaction people work on the assumption that a certain set of rules is applied (Thomas, 1995:62). These principles are called maxims. There are four maxims, the maxims are as follows.

1. Maxim of quantity

This maxim suggests that we must (a) Make the contribution as informative as is required for the current purpose of the exchange, (b) Not make our contribution more informative than is required (Leech, 1983:8). This explains that we should deliver message as much as how it is asked, no more or less.

2. Maxim of quality

There are two rules in this maxim: (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (Leech, 1983:8). What this maxim suggests is that we should only express what we know is true and can be held accountable for.

3. Maxim of relation

In this maxim, the rule is to be relevant (Leech, 1983:8). Being relevant is when the connection between what the speaker says and what the addressee hears is related to each other and in the same context.

4. Maxim of manner

The rules in this maxim are: (a) Avoid obscurity of expression, (b) Avoid ambiguity, (c) Be brief (avoid unnecessary prolixity), and (d) Be orderly (Leech, 1983:8). This means that the utterance must be clear and not ambiguous. The message must be understandable.

#### **2.4 Maxim Flouting and Violation**

Thomas (1995:65) explains that there is a difference between flouting a maxim and violating a maxim. Flouting, according to Grice is when the speaker fails to obtain a maxim, not to deceive or mislead, but to make the hearer look for other meaning behind the expressed meaning. Meanwhile violation is defined very specifically as the unostentatious non observance of a maxim (Thomas, 1995:72). Violating a maxim could mean intentionally cause misunderstanding to achieve purposes.

#### **2.5 Humor**

Humor, as Ross (1998:2) argued, is something that is just for a laugh, whatever the cause and effect is. Humor also depends on personal taste. Not everyone can enjoy the same humor. There are various styles of humor and we, personally, can change our favorite style of humor over time. Raskin's script-based theory of humor (1985:99) explains that the text of a joke is always fully or in part compatible with two distinct scripts and that the two scripts are opposed to each other in a special way (Raharja, 2015:35). In this study, the writer uses three major classifications of

humor: hostility theories, incongruity theories and release theories (Raskin, 1985:31).

1. Hostility theory

This theory claims that one finds humorous a feeling of superiority over something, of overcoming something, or aggressing a target (Attardo 1994:47). Thomas Hobbes (1651) defines laughter as a ‘sudden glory’ at a triumph of our own or at an indignity suffered by someone else (Ross, 2005:51). According to Hobbes, people who are conscious of their own capacity and who are forced to keep themselves in their own favor are most likely to laugh looking at the imperfections of other men, or in the other term, the butt of the joke. This theory applies when the speaker makes fun of or mocks another speaker.

2. Incongruity theory

The definition of incongruous is out of place; inconsistent; inconsonant; not harmonious. The incongruity theories claim that humor arises from the perception of an incongruity between a set of expectations and what is actually perceived (Raskin, 2008). This theory focuses on the element of surprise. It claims that humor is built from the conflict between what is expected and what actually occurs in the joke. This theory features ambiguity and double meaning followed by a punchline (Ross 2005:7). The main elements of this theory are:

1. There is conflict between what is expected and what actually occurs

2. The conflict is caused by an ambiguity at some level of language
3. The punchline is surprising and is not the expected interpretation, but it resolves the conflict.

### 3. Release theory

Also familiar with the term Relief Theory, this theory underlines releasing psychic energy or freeing an individual from some constraints into laughter (Attardo, 1994:47). Freud (1928) distinguishes three kinds of laughter situation regarding this theory

#### 1. Joking

Whereas people vent their repressed feelings such as hostile and sexual feelings. When the repressed energy is released, it creates laughter.

#### 2. Comic

People vent their mental energy in this kind. This happens when people are faced with puzzling phenomenon that requires thinking which ends up with no solution. Therefore, people release their mental energy into laughter.

#### 3. Humor

Regarding this kind, Freud extends his comments. Freud suggests that humor is “a saving of emotional expenditure in feeling negative emotions” (Morreall, 1987:113). Freud highlights situations in which people respond to unfavorable

situations in their lives with laughter rather than with fear, anger, sadness, or other negative emotions.

## **2.6 YouTube**

YouTube is a video-sharing website from America, founded by Chad Hurley, Steve Chen and Jawed Karim. The site started its first ever beta test in 2005, and has been developing ever since. At first, YouTube was simply a video-sharing site, however today, YouTube is also a field of job for content creators in media. YouTube, which has integrated with Google in 2011, is now able to monetize videos for content creators under several rules.

## **2.7 Good Mythical Morning**

Good Mythical Morning or abbreviated as GMM is a YouTube series created by duo Rhett McLaughlin and Link Neal. The series air in comedy talk show format where Rhett and Link discuss different topics such as tips and tricks and fun facts. Later the talk show expands into doing experiments such as food taste tests, guessing food brands, creating mixtures of various dishes, and many others, all wrapped in comical expressions and mannerisms. The channel was created in January 2012, and today the show has aired fifteen seasons containing hundreds of episodes. Rhett and Link started their internet career with their YouTube channel called Rhett & Link where they produce music videos and comedy sketches.

## **CHAPTER 3**

### **RESEARCH METHOD**

In this chapter, the writer discusses the research method used in this thesis. The discussion is divided into four section. Those section are type of research, data, population, sample and source of the data, method of collecting data, and method of analyzing data.

#### **3.1 Type of Research**

Sudaryanto (1993:5) argues that descriptive method is the research method conducted by the fact or phenomena that is empirically exist on the speakers. Therefore, descriptive method produce results of the research based on the writer's point of view to the language.

In conducting this research, the writer uses the descriptive-qualitative method. Qualitative research method can be defined as a research technique which produces descriptive data in the form of words written or spoken by a person (Bogdan and Taylor, 1975:5), which resonates with the samples used.

#### **3.2 Data, Population, and Sample**

The writer obtains two kinds of data source, which are primary and secondary data, and uses purposive sampling technique. The primary data is the data that is obtained

directly from the source, whereas the secondary data is the data obtained in the primary data. (Wasito, 1992:69). The primary data are divided in to two categories according to the number of speakers present: Rhett and Link as the only speakers of the episode and Rhett, Link and other guest as the speakers of the episode. The argumentation behind this selection of categories is that the writer aims to see the difference of numbers of maxim violations between only two speakers that is already familiar with each other and the same speakers but with another speaker present as the guest.

The average length of each episode used in this study are about 10 to 15 minutes long. The first category is the episodes where the speakers present is only two persons, which are the original creators of Good Mythical Morning, Rhett and Link. The second category is the episodes where Rhett and Link present one guest to the show. The guests invited are not only celebrities but also characters from various fields of work. Rhett, Link and the guest of the episode will collectively undergo certain activities from beginning to the end of the episode. The writer chooses this arrangement to be able to analyze the variations of maxim violations occurred in between two different environments. Rhett and Link are known to be familiar with each other for more than ten years and had always interacted with each other naturally. Therefore, the writer is interested in determining whether the presence of the third party could create different variations of maxim violations and various reasons behind the maxim violations.

Since the writer uses purposive sampling technique, the population of this research is the whole utterances that include the cooperative principles in both

categories. The writer collects five episodes that contain various maxim violations in each category. All the episodes chosen are from 2019 in order to maintain relevancy to present-day humor. The writer also uses note-taking to obtain the utterances by the speakers. Therefore, the writer will be able to identify the maxims in the speakers' utterances.

### **3.3 Method of Collecting Data**

The data collection method that the writer uses is through non-participant observation method. This is due to the videos already being aired or uploaded and that the writer is only analyzing the written data (transcript) of the videos while also matching them with the videos. The writer firstly chooses the episodes that contain maxim violations for each category. Secondly, the writer takes notes on the chosen episodes. Thirdly, the writer collects and edits the transcriptions of each episode. Lastly, the writer analyzes the implicatures in the episodes using the Gricean cooperative principles and relates them to the use of humor.

### **3.4 Method of Analyzing Data**

For analyzing the data, the writer uses the identity or *padan* method (Sudaryanto, 2015:33), since the writer's field of research is pragmatics. As explained by Sudaryanto (2015:15), *padan* method is the method of analyzing data which uses determiner device from outside the language (*langue*) itself that has relation with

the data that is being analyzed, which in this research, the determiner device would be reference (Sudaryanto 2015:16).

There are several steps that are done by the writer before analyzing the data. They are showing the utterances that includes the cooperative principles, identifying the cooperative principles of the utterances in the data, analyzing the maxim violation that happen in the utterances, and analyzing how the maxim violations might create humor.

## **CHAPTER 4**

### **DATA ANALYSIS**

This chapter contains the writer's analysis of the data which are conducted using the instruments presented in chapter 2. The first subchapter consists of a brief plot summary for each episode that is included in this study. This subchapter aims to enlighten the reader regarding the context of each conversation that will be analyzed. Each episode is specified according to the two categories explained in chapter 3. The writer then illustrates the number of maxim violations and humor theories found in all episodes presented in a table.

In the next subchapters, the writer elaborates the analysis of the maxim exploitations as well as the humor identification using the Theory of Humor found in the conversations in each episode. The analysis is presented in accordance with the Gricean Cooperative Principles maxims. The writer also interprets the implied meaning behind each maxim violation and analyze the type of humor occurs in the conversation.

The last subchapter covers the conversations that contain multiple maxim violations. This due to its special characteristics that are not applicable to be included in the previous subchapters.

## 4.1 Plot summary

This subchapter contains the plot of each episode that is discussed in the study. The episodes are divided into two categories. The episodes are sorted by the upload time from the earliest to the newest.

### 4.1.1 Rhett and Link as the speakers

#### 1. Crazy Diet Fad Challenge (uploaded on January 11, 2019)

In this episode, Rhett and Link discuss fad diets. A fad is a widely shared enthusiasm for objects or behaviors that spreads quickly but also fades quickly for a short period as other trends replace. These fads include fashion, art, habits, and even diets. Similar to habits or customs, fads often result from an activity or behavior being popular and performed or conducted by a peer group, and perceived as "cool" as often promoted by popular internet influencers around social networks (Kornblum, 2007:213). Fad diets are believed by many to be able to enforce quick weight loss. Fad diet plans a very restricted consumption with few foods or an unusual combination of foods.

Rhett presents question regarding various fad diets for Link to guess and answer. To excite the talk show more, each wrong answer from Link will be rewarded with a few unknown fad diet concoctions displayed in alcohol shot glasses. However, if Link guesses correctly, Rhett will be rewarded with the concoctions instead.

2. Name Brand VS Natural Cleaning Product Test (uploaded on January 14, 2019)

In this episode, Rhett and Link assess cleaning products. Rhett and Link are trying to analyze whether natural cleaning products can perform better than name brand products which contain chemicals that may be dangerous to human's health. Rhett and Link each are assigned with a cleaning product, not knowing which one is the name brand and the natural product. They will try to clean several home appliances using both name brand and natural cleaning products. Both will determine which the natural cleaning product and whether the natural cleaning product is better than its counterpart.

3. Starbucks Year-Round Holiday Drinks Taste Test (uploaded on January, 17 2019)

In this episode, Rhett and Link try to taste and evaluate the recipes for Starbucks holiday drinks that are found on the internet. The recipes are aimed for Starbucks customers who prefer to indulge in drinks that serve holiday sensation experience without having to be on a certain holiday occasion. Rhett and Link highlight that these recipes can be ordered any time of the year in various local Starbucks in the US. Each drink will be judged from how the taste and not necessarily the presentation can salvage holiday experience to them.

4. Outrageous Workout Bloopers (uploaded on January 29, 2019)

In this episode, Rhett and Link watch several videos of people's workout blunder. Rhett will display a video and cut the video. Link will have to guess

what kind of mistake that happens in the rest of the video Rhett shows. Link will be rewarded with a prize if he obtains the minimum correct answer of four.

5. Discontinued Chocolate Taste Test (uploaded on February 13, 2019)

In this episode, Rhett and Link try out chocolate brands that have discontinued and no longer in production for years. Both managed to collect chocolates that are already expired to taste. There are several brands of chocolates and Rhett and Link will decide according to their personal likings whether the production should bring the chocolate back to the market.

4.1.2 Rhett and Link with a guest

1. 100 Years of Dance (GAME) (uploaded on January 23, 2019)

In this episode, Rhett and Link invite one of the judges from NBC talent show World of Dance, Derek Hough. Rhett, Link, and Derek will have to guess and match dance styles with their decade. Derek will perform a short dance without music for Rhett and Link to guess which decade the dance is popular in. Other members of the crew will dance with Derek when the performance is assumed to be usually performed in pairs. Rhett and Link earn one point for each answer closest to the correct decade.

2. Ultimate Vegan Sausage Taste Test (uploaded on March 20, 2019)

Rhett and Link invite Thomas Lennon, actor and author of Ronan Boyle and The Bridge of Riddles for this episode. In this episode, they will taste vegetarian sausages and give each sausage products a combined score. After

tasting the sausages, the score will be calculated to determine the best-tasting sausage with the highest total score.

3. Crazy Tongue Trick Challenge (uploaded on April 25, 2019)

In this episode, Rhett and Link will try to guess which tongue trick is real and which one is not along with the guest, Lake Bell, actress of an American TV comedy show, Bless This Mess. Together they will read about a tongue trick and its advantage, perform it, and determine whether the tongue trick is real or only made up for the sake of the comedy.

4. Blind Grocery Store Salsa Taste Test (May 2, 2019)

In this episode, Rhett and Link invite Eva Gutowski, a lifestyle YouTuber of channel 'My Life as Eva', to taste salsa from various brands that can be found in grocery stores and give a score for each salsa brand. They will be tasting each salsa without knowing the brand.

5. Expensive VS Cheap Products (GAME) (uploaded on May 16, 2019)

In the episode entitled Expensive VS Cheap Products (GAME) the show invites Karamo Brown, an actor of a reality-show entitled Queer Eye. In this episode, Rhett, Link, and Karamo have to guess which one of two products they're testing is the cheap one and the expensive one. They will identify and judge products varied by several categories such as culture, fashion, grooming, food, and others, and determine the cheap ones and the expensive ones.

## 4.2 Data findings on cooperative principle violation and humor theory

In this subchapter, the writer presents the data findings into two tables according to the categories.

Table 1. Rhett and Link as main speakers on the show

Theory of Humor	Cooperative Principle Maxims				Total of humor
	Quality	Quantity	Relation	Manner	
Hostility	-	-	2	5	7
Incongruity	3	1	3	-	7
Release	1	-	-	2	3
<b>Total</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>7</b>	<b>17</b>

Table 2. Rhett and Link with a guest on the show

Theory of Humor	Cooperative Principle Maxims				Total of humor
	Quality	Quantity	Relation	Manner	
Hostility	1	-	-	2	3
Incongruity	2	1	1	2	6
Release	2	1	2	4	9
<b>Total</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>18</b>

The study compiled a total of thirty-five data findings of maxim violations within ten episodes of Good Mythical Morning talk-show. The writer found nine violations of the maxim of quality, three violations of the maxim of quantity, eight violations of the maxim of relation and fifteen violations of the maxim of manner. This shows

that the maxim of manner is the maxim with most violations, while the maxim of quantity is the least violated maxim.

In the first category, the maxim violation that occurs the most is the maxim of manner. While the violation that occurs the least is the maxim of quantity. The similar analysis arises in the second category. In conclusion, the speakers tend to violate the maxim of manner more than the other maxims, either with or without a guest. The writer also found that maxim violations occur more often in the second category. This concludes that the speakers violate the maxim of manner more when a guest is present.

The writer also found the incongruity theory of humor as the humor with the highest number of thirteen data. While the hostility theory obtains the total of ten data and the release theory obtains twelve data. In the first category, the humor theory that appears the most are the hostility and the incongruity theory. On the contrary, in the second category, the release theory occurs the most.

### 4.3 Maxim of quality violations

To obey the maxim of quality, the speaker must only express the truth and which the speaker is able to provide evidence. The writer found seven utterances containing violation to the maxim of quality. The following analysis elaborates the maxim of quality violation.

Dialogue 1 (Ep. Crazy Diet Fad Challenge)

At the beginning of the challenge, Rhett questions Link which one of the options is the fad diet invention. Link answers correctly. The answer is the sunglasses that is said to be able to reduce appetite for its blue shade. After Link answers, Rhett shows the picture of the sunglasses with a model wearing it.

Link: Ironically she's eating.

Rhett: No, **actually studies show that if you hold your food near your mouth without putting it in there, you also lose weight.**

In the picture presented in this challenge, the model is seen to be lifting a fork with food on it near her mouth as if she is going to eat it. Link then expresses the contradiction between what is seen in the picture and the context of the sunglasses the model is wearing. Rhett blatantly fails to fulfill the cooperative principle and violates the maxim of quality. Rhett releases a statement which Rhett himself does not believe and is not proven to be true and is liable to mislead. This

contradictory utterance can be identified as irony. Rhett is criticizing the presentation of the sunglasses.

Rhett's misleading response creates humor. The irony creates incongruity which triggers laughter. Without basic shared knowledge, this irony would not be funny. Humans generally are aware that holding food near mouth to lose weight is absurd and is not proven by common sense. Therefore, the ability of this absurd statement to be misleading or to be taken seriously comes off as an ironic joke.

Dialogue 2 (Ep. Crazy Diet Fad Challenge)

In the next round, Rhett explains about an Indian person who claims to that he has not consumed food for 70 years, for which Link will have to guess what the person consumes to survive.

Rhett: Indian guru Prahlad Jani claims he hasn't had food or drink for 70 years.

Link: **I believe him.**

Link expresses that he believes the Indian guru Prahlad Jani's claim that he has not had food for 70 years. Link's response has implied meaning. Just like Rhett's utterance in previous data, Link's ironic utterance also flouts the maxim of quality. Link does not believe the claim to be true, because, in the majority of human knowledge, it is not possible for humans to not consume anything for 70 years. Without this knowledge, Link's statement can deceive or mislead.

Similar to the previous data, the incongruity in Link's response also create humor. The utterance Link expresses releases his negative sentiment towards the claim and is relatable to some people, whether it is the listener or the crew in the studio. As Yus argues, ironic humor can build social solidarity. In this case, the irony Link expresses is relatable to a group and people to laugh at together.

### Dialogue 3 (Ep. Name Brand VS Natural Cleaning Product Test)

In this part, Rhett and Link try to determine which dish soap cleans a dirty cooking pan better. Both will be assigned a dish soap and clean a cooking pan that is filled with lasagna residue. After scrubbing, Rhett and Link will guess which dish soap is the natural product and determine whether the cleaning product performs better than the name brand.

Link: So we've got Palmolive dish soap versus the all-natural Mrs. Meyers, and here we have a cooking pan that Josh has incinerated with lasagna. Good gosh.

Rhett: **Actually that's also a bat guano. It was an Italian bat.**

Before this conversation, Rhett and Link were given a window covered in bat excrement to clean. Rhett and Link refer to the bat excrement as 'bat guano'. According to Merriam-Webster English dictionary, guano is defined as a fertilizer containing the accumulated excrement of seabirds or bats and broadly defined as just seabirds or bats excrement. The term originates from the combination of Spanish and Quechua language from Peru.

From his utterance, the writer identifies two statements are as follows:

- A. Actually, that's a bat guano
- B. It was an Italian bat

In statement A, Rhett is correcting Link with false information. Rhett is aware that the cooking pan is covered in lasagna leftovers and not bat guano. This implies that Rhett views the lasagna leftover as horribly filthy, similar to the window they have cleaned previously. In statement B, Rhett refers to bat guano in statement A as Italian bat. This expression is seen as nonsensical because statement A is not true. It is also absurd for Rhett to assume the bat to be Italian because animals do not speak human language. The writer concludes that in statement B, Rhett assumes the bat to be Italian because he refers to the word 'guano' that sounds like a word from the Italian language. Rhett carelessly ignores the origin of the word 'guano' and is certain that the word is Italian because of the sound. Rhett's whole utterance can be identified as a violation of the maxim of quality.

Rhett's statement creates humor. The listener does not expect Rhett to mention the 'bat guano' topic from the previous round. The listener finds it funny that Rhett compares the lasagna leftover to be as filthy as the bat excrement that he refers to as 'bat guano'. The unexpected remark from Rhett fits the incongruity theory of humor.

Dialogue 4 (Ep. 100 Years of Dance (GAME))

In this performance of dance popular in the 2000s, Derek receives help from Bethany, one of the crews of the show. Unlike Derek, Bethany is not experienced in dancing. Therefore, her ability to keep up with the dance is limited.

Link: All right, way to go, Bethany.

Rhett: Yeah, **without Bethany, I wouldn't have known what was going on.**

Link encourages Bethany after she performs the short dance with Derek although Bethany did not perform as solid as Derek. Rhett also expresses a form of admiration. However, Rhett's expression is irony. Rhett states that he would not be able to comprehend the dance without Bethany when it is obvious that Bethany was struggling to keep up with Derek. Therefore, Rhett does not express truth but rather expresses his message with implicature. The listener can understand from Rhett's utterance that he considers Bethany's dance performance to be bad, implicitly. This way, Rhett violates the maxim of quality.

Rhett's implicature relates to the hostility theory. Rhett is implicitly making fun of Bethany's ability to dance. The implicature adds to the hilarity because of the use of irony. The listener has to initially identify that it is a form of irony to obtain the joke and express laughter.

Dialogue 5 (Ep. 100 Years of Dance (GAME))

In this round, one of the crew members, Ellie, joins Derek to perform. Before their dance performance, Link greets Ellie.

Link: Hello, Ellie.

Ellie: What's up? **I am so confident.**

Ellie appears to be nervous. However, Ellie's response is contradictory to her facial expression. Ellie flouts the maxim of quality and expresses irony. Ellie intends to get Rhett, Link and the listener to look for implied meaning in her utterance. It can be inferred that she feels the opposite of what she conveys, that she is not confident, as described in her appearance.

Ellie's ironic expression creates humor. Although her tension is visible, she refuses to speak accordingly to the truth. Ellie's contradictory response is unexpected to the listener as it is obvious to the listener that unlike what she conveys, she is not confident. This element of surprise is identical to the incongruity theory of humor.

Dialogue 6 (Ep. Ultimate Vegan Sausage Taste Test)

In this round, the sausage they are tasting is branded Tofurky. Rhett, Link and their guest Thomas evaluate the texture and the taste of the sausage. Rhett argues that the texture of the sausage is too thick and is troublesome to chew. According to him, the taste is also unpleasant. Link, as well as Thomas, agree with Rhett's opinion.

Rhett:           The fact that it made it through some kind of research and development process and then it's on a shelf somewhere.

Thomas:        **Is it? This is a real item?**

Rhett expresses his negative view on the sausage using an expression of disbelief. From Rhett's utterance, the listener may infer that he does not believe that the product goes through the manufacturing process and sold in the market due to the awful texture and taste. Similar to Rhett, Thomas response contains an expression of surprise or disbelief. Thomas utterance suggests that he does not believe that the sausage they are eating is real products that are sold in the market. This indicates that Thomas does not observe the maxim of quality and uses irony. Thomas reacts as though he does not believe that the sausage is a real product industry makes, while in fact, Thomas is aware that the sausage is a real product. Thomas uses irony to convey his opinion that the sausage is poor in quality and is not worth selling.

Thomas' irony creates a humorous effect. Although Thomas knows that the sausage they are eating is a real product, he expresses the opposite. This shows that he has a negative perception of the product and vents through the expression of irony. The listener may infer from Thomas' utterance that he dislikes the sausage and releases his negative energy by pretending that he does not believe it is real. This supports the release theory of humor.

## Dialogue 7 (Ep. Crazy Tongue Trick Challenge)

Before starting the challenge, Rhett and Link ask Lake whether she is familiar with voice exercises due to her job as a TV actress. Lake expresses that she indeed performs mouth exercises to get herself warmed up and more exposed to difficult words so that she will be more adaptive towards any kind of TV script and will not stammer or stutter in her speech on the filming set.

Lake: You know like if you have to say something like ‘antediluvian’ or something like that.

Link: **I know what that means.**

Lake gives an example of uncommon words in her utterance. However, Link’s response to her utterance contains implied meaning. Link flouts the maxim of quality by expressing something he does not believe. Link’s reply indicates irony, which is when his expression is contradictory to the truth. Link truthfully does not know what ‘antediluvian’ means, unlike what he said. This maxim of quality violation creates humor.

The incongruity of the utterance in that context brings laughter. Since from the beginning of this dialogue they have been talking about difficult words, the listeners are still on the same subject, and when Lake points out difficult words which are not frequently used in light and casual conversation, the listeners have one understanding that no one knows what that difficult words mean. Hence when Link expresses his irony, the listener knows that his utterance is contradictory to the truth.

#### 4.4 Maxim of quantity violation

The maxim of quantity is successfully observed when the speaker provides adequate amount of information as required. When the speaker grants information more or less than is required, the speaker is deemed to exploit the maxim of quantity. There is one maxim of quantity violation is found.

Dialogue 1 (Ep. 100 Years of Dance (GAME))

In this round, Derek and one of the crew members, Davin, perform a short dance popular in the 1930s called The Jitterbug. The Jitterbug is a form of swing dance, often associated with Lindy Hop dance, jive, and East Coast Swing (Manning and Millman: 2007:238). The dance requires a partner and under fast-paced swing music such as rock and roll.

Link: Davin, how do you feel?

Davin: Not great, **not gonna go on World of Dance anytime soon.**

Throughout the performance, Davin seems to be struggling to keep up with Derek due to its fast-paced flow. After the performance is done, Link, who notices that Davin has been struggling, asks about his feeling. Davin corresponds to Link's question with adequate answer. However, Davin adds to his utterance with implicature. Davin expresses that he does not feel great and does not intend to participate in World of Dance, the talent show where Derek is presented as the judge. This implies that Davin is not confident to show his dance performance to be judged

by Derek on World of Dance, for he is already struggling to keep up with him in this round. Derek's response to Link's question flouts the maxim of quantity for providing information more than what is required.

Davin's added statement creates humor. As can be seen in the conversation above, Davin's utterance would not be humorous if he does not add another statement after answering Link's question. Davin intends to emphasize how unconfident he is after performing the short dance with the added utterance. Davin's emphasis is not required by Link and is not expected by the listener. Therefore, the conflict between the listener's expectation and Davin's real utterance brings the element of shock to the listener. Therefore, it fits the theory of incongruity.

#### **4.5 Maxim of relation violations**

This maxim requires the speaker to provide a relevant response to the subject of conversation. Giving irrelevant information would be considered to be exploitation to the maxim. The writer finds five violations of this maxim.

Dialogue 1 (Ep. Name Brand VS Natural Cleaning Product Test)

Rhett and Link try to test a window cleaning product. A window covered in bat excretion is present for Rhett and Link to scrub with two different cleaning products, Windex for the name brand and Better Life for the natural. Both are ought to clean different sides of the window, guess which one has the natural product and determine the performance of both cleaning products.

Link: So this is our answer that Rhett has the--

Rhett: Better Life, **I have a better life.**

After assessing the performance of both cleaning products, Rhett and Link discuss and determine which one from both products is the natural product, branded Better Life. Both settle on the cleaning product on Rhett's side. As seen on the conversation above, Link is going to announce their answer. However, Rhett cuts Link's utterance. The listener can infer that Rhett intends to complete Link's sentence and answers. Rhett later adds to his utterance. The listener can infer Rhett's whole utterance would be "I have the Better Life (brand). I have a better life." From this whole utterance, the writer identifies Rhett's latter statement contains implied meaning which also flouts the maxim of relation. It is observed as following:

- A. I have the Better Life (brand)
- B. I have a better life.

Statement A and B do not correlate with each other. As can be seen that A, using the definite article 'the' to refer to a certain material, is stating a brand name, Better Life. Meanwhile, statement B uses the indefinite article 'a' to refer to a general topic. This causes both statements to be unrelated to each other. Therefore, it is a flouting of the maxim of relation. However, Rhett does not assert B without a certain intention. Rhett aims to do wordplay with the articles for the brand 'better life' and creates a whole new statement that he has a better life, presumably compared to Link for he is the only one present at the moment for the listener.

The irrelevant remark Rhett conveys brings an element of surprise to the listener. It is not expected for Rhett to add a wordplay and give a statement that he has a better life. It is not related to his and Link's statement earlier in a sense other than it is both using the word 'better life'. This wordplay incorporates the incongruity theory of humor and brings excitement and laughter to the listener.

#### Dialogue 2 (Ep. Starbucks Year-Round Holiday Drinks Taste Test)

The drink they are trying is from a recipe called Snickerdoodle Latte. This recipe is aimed to create a drink that imitates the taste of snickerdoodle cookie which is common on Christmas holidays in the US. The recipe consists of café latte with white mocha and cinnamon dolce.

Link: Never had a latte?

Rhett: That was the first one I had. **I'm a redneck, man.**

While drinking the latte, Rhett explains that each time he drinks latte he recalls the first time he ever drinks a latte at the age of 26 years old. Hearing this, Link is taken aback that Rhett had his first latte at his mid-twenties. Rhett then confirms that it was indeed his first time drinking a latte, and claims that he is a redneck. According to Harold Wentworth and Stuart Berg Flexner (1975:424), a redneck is a slang term applied to white Americans living in rural areas of the Southern United States. A redneck is also associated in the popular culture as poor, dirty and uneducated Southern white man (Huber, 1995:145).

Rhett's utterance 'I'm a redneck, man' flouts the maxim of relation. Although he responds to Link's question with an adequate answer, he adds another utterance that does not correlate to the topic in the conversation. To identify the implied meaning behind his utterance, the listener must possess knowledge about what a redneck is. From this knowledge of the meaning of redneck, the listener can interpret Rhett's meaning, that he claims to be a redneck which is poor. Therefore, he could not afford latte drinks before he was 26 that is presumably the age where he is already independent and financially capable of buying a latte.

As described above, the term redneck has derogatory value. However, Rhett proclaims himself to be a redneck confirms that he is aware of what the term means and making him the subject of the abhorrent slang. Rhett making him the butt of his joke and puts himself on the lower value endorse this humor as the hostility theory.

### Dialogue 3 (Ep. Starbucks Year-Round Holiday Drinks Taste Test)

After tasting roasted chestnut macchiato recipe, both Rhett and Link express displeasure. The drink does not contain real chestnut and uses hazelnut instead to substitute the taste of nut. Both later reveal that they do not fancy the taste of hazelnut.

Link: I did love my Aunt Hazel. She only had one leg.

Rhett: **But no nuts, no nuts at all.**

Link correlates hazelnut to his aunt, Hazel due to the similar-sounding of both names. Link expresses that although he does not favor hazelnut, he adores his aunt with a similar name, Hazel. He later adds the information that his aunt Hazel only has one leg.

Rhett continues Link's sentence, adding another information about Link's aunt Hazel. Rhett's utterance contains implicature. Rhett expresses that Aunt Hazel has one leg and no nuts. Rhett describes the word 'nuts' as the slang of testicles. Hence Rhett implies that Aunt Hazel has one leg but no testicles, as she is a woman. Rhett expresses this implicature by flouting the maxim of relation. Rhett chooses this word solely because it is a wordplay for hazelnut and he is not aware of the relevance to Link's previous statement.

Rhett's irrelevant remark creates humor as it is unexpected. Rhett using wordplay to describe relations between hazelnut, Hazel, and nuts brings an element of surprise. The listener does not expect Rhett to correlate Hazel as Link's aunt and nuts as slang for testicles to the hazelnut as a type of nut which they are already discussing earlier. This element of surprise is part of the incongruity theory of humor.

#### Dialogue 4 (Ep. Crazy Tongue Trick Challenge)

For the first exercise, Rhett reads aloud the instruction to use the pencil and holds the body of the pencil with their tongue perpendicularly.

Rhett: Take a number two pencil, and stick it under your tongue perpendicular to the tongue.

Lake: Wait what?

Rhett: Perpendicular.

Link: You went the wrong, it's gotta be—

Lake: **I don't do math, okay?**

After Rhett gives instruction, Lake seems to be having difficulties understanding. Lake puts the pencil on to the surface of her tongue rather than perpendicular to the tongue. Link then notices and tells Lake that she did it incorrectly. Lake responds to it by providing an irrelevant reply. Therefore, flouting the maxim of relation. The word 'perpendicular' is not necessarily related to math, and no other speakers mentioned math. It can be interpreted that Lake's implied meaning is that she does not understand what the word 'perpendicular' means because such word sounds like mathematical terms which are difficult to understand.

The way Lake is expressing her difficulty in understanding a word creates humor. This type of implicature can be understood easily by the listener without having to acknowledge the whole context of the conversation. 'Perpendicular' is a word in English and is not related to any particular educational subject. However, Lake finds it difficult to understand such word and expresses sarcasm to criticize the choice of word in the instruction and to vent her frustration about being the only one who does not understand the word. The humor Lake created can be identified as a release.

Dialogue 5 (Ep. Expensive VS Cheap Products (GAME))

Later in the episode, Link expresses that he also enjoys neither Ahi Poke nor fish itself. Previously, while Rhett and Karamo taste the tuna, Link barely pretends to eat the tuna. Karamo then proceeds to try to persuade Link to taste the tuna too by using a soft-spoken language and alluring manner as below.

Karamo:        See, when you have the tuna, you gotta make love to it and  
                         stare at it, tell it how beautiful it is. That's when it's gonna  
                         like put flavors in your mouth, you know?

Link:            Oh yeah, **I made love to some tuna in a Costco once.**

Karamo tries to convince Link that if he loves and stares at the tuna which is believed to be from Costco, and even tells the tuna that it is beautiful, he will receive the flavor. Hence he will like tuna. However, Link fails to conform to the cooperation and replies with an utterly irrelevant response, violating the maxim of relation. The phrase “making love” can also mean “sexual intercourse”. The implicature here is that Link deliberately mistook what Karamo means with having sexual intercourse to a “tuna”, which is slang for either a teenage girl or vagina.

Link’s irrelevant and inappropriate remarks create humor. Link is expected to whether to agree or disagree with Karamo’s utterance. However, Link does not fulfill the expectations and provides information that is not relevant to the previous sentence. Link’s response also creates an element of shock by taking Rhett and

Karamo off-guard by his rather sexual and inappropriate statement. This type of humor resonates with the theory of incongruity.

#### **4.6 Maxim of manner violations**

To obtain the maxim of manner, the speaker is expected to convey their message without obscurity and ambiguity. The speaker is also required to express their message orderly and brief, without containing unnecessary redundancies. The writer finds thirteen violations for this maxim.

Dialogue 1 (Ep. Crazy Diet Fad Challenge)

For the last question in this episode, Rhett informs Link about Dr. Nikolas Chugay. Dr. Chugay is said to be the pioneer of the tongue patch diet in southern California. Rhett explains that the procedure includes sewing medical mesh onto the tongue. This mesh is believed to make the person feel pain when eating solid foods, hence eating less and losing weight.

In the video documentary of Dr. Chugay's operation, the interviewer asks if the whole procedure is healthy. Dr. Chugay's answer to the question then becomes the question for Link to guess. The answer appears to be Dr. Chugay responding to the question with "well, it is not unhealthy". Rhett and Link then react to Dr. Chugay's defensive response.

Link: I think he's right.

Rhett: **He got that degree at Burning Man.**

Link expresses positively towards Dr. Chugay's response, Rhett then adds his response. He assumes that Dr. Chugay received a degree from Burning Man. Burning Man is an event held annually that claims to be a self-sustaining community, which anyone can participate. The event is held for six days where participants camp with a comprehensive survival guide in an empty lake bed in a desert in Nevada. This event is also known as its unconventional forms of self-expression such as performance art and nudity. Burning Man also emphasizes on leaving no trace to preserve the desert. However, this event is often seen as nowhere near the claim. People often joked about how participants in the event do not shower for days, use drugs, and do not preserve the desert nor do art.

Rhett's response to Link and Dr. Chugay's response shows a flouting of the maxim of manner. Rhett's utterance is obscure and cannot be easily understood. The listener can only understand if they are also aware of what Burning Man is. Rhett implies from his utterance that Dr. Chugay fakes his medical degree because of his response. Rhett implies that Dr. Chugay is similar to people who claim to be attending Burning Man, that they are just making excuse to do whatever they desire, but wanting to look like they are giving positive impact to the environment.

As seen from the analysis, this utterance can only be considered as funny when the context is given or when the listener shares the same knowledge about the Burning Man event and the jokes surrounding it. Uekermann et al. argue that relevant social or cultural knowledge is required for adequate humor appreciation

(2007:556). This joke also aligns with the hostility theory of humor. Related to the analysis above, Burning Man event participants often seen as disreputable. Therefore, Rhett implies that he assumes that Dr. Chugay is not a qualified doctor, but an incompetent doctor.

#### Dialogue 2 (Ep. Discontinued Chocolate Taste Test)

Rhett and Link exhibit Reese Cup's limited-edition peanut butter cup that was a collector's item introduced in 2007 for 30th anniversary of Elvis Presley's death. Rhett and Link explain that the seller of the chocolate emphasizes that the chocolate is not to be ingested as it is past the expiration date.

Rhett: We got it for \$16 and the seller said sold as a collector's item only  
and not meant to be eaten as it is long past the expiration date.  
Hahahahahaha!

Link: **I don't get it, man. I don't get it.**

Link may mislead the listener that he does not understand what Rhett has explained about the condition of the chocolate they are going to taste. However, the listener can easily understand that Link is not trying to mislead. The listener does not have to learn the special context of the conversation prior.

Link violates the maxim of quality. His response can be seen as an irony where he does not believe his utterance to be true. The meaning interpreted behind

his utterance is that Link is using irony or sarcasm to express that the seller's advice does not apply to him and Rhett because they will taste the chocolate either way.

At the end of Rhett's utterance, he laughs. This indicates he is aware that they will not follow as the seller suggests and that they will action they are about to conduct is bizarre. Link is aware of this also and is shown in his response. This type of humor is possible to be the hostility theory where Link puts himself as the butt of the joke from pretending that he does not understand the advice even though it is clear for anyone to understand.

#### Dialogue 3 (Ep. Discontinued Chocolate Taste Test)

After tasting the 12-year-old Reese's Cup, Rhett and Link discuss the aftertaste. They display queasy expression and discover that the chocolate has a foul smell due to the expiration and has an awful taste. Link then decides not to swallow the chocolate in his mouth.

Link: I'm not swallowing this, first of all.

Rhett: **Whoops.**

Rhett's reaction to Link's utterance is violating the maxim of manner to make a clear contribution and avoid obscurity of expression. Rhett does not make it clear if he agrees with Link or not. However, it is not difficult to interpret the meaning behind this implicature. Rhett's reaction 'whoops' is an expression of surprise or guilt about a slight accident. The listener can easily fathom that Rhett's

expression means that he is surprised about Link's utterance because he does the opposite of what Link claims did. Rhett's reaction can also mean that his action is a slight accident that he normally should not have done.

The listener can understand that Link's action to not swallowing the expired chocolate is normally more acceptable. However, Rhett expresses his mistake by performing the opposite. Rhett's reaction is deemed to be unexpected. The unexpected response from Rhett creates humor. Therefore, this type of humor aligns with the theory of incongruity.

#### Dialogue 4 (Ep. Discontinued Chocolate Taste Test)

Rhett and Link discover a 29 years old chocolate bar branded Wade Boggs .352 featuring American former professional baseball player, Wade Boggs. Wade Boggs was popular for his large numbers of hits in the 1980s. However, Wade Boggs was also known for his eccentric and superstitious nature. He is famous for eating only chicken before every game and he claims to drink an excessive amount of beer in one day.

Link: Smell of it.

Rhett: **Smells like Boggs.**

Rhett and Link both seem to despise Wade Boggs and are unwilling to acknowledge him as a superstar baseball player. After they open the spoiled chocolate bar, Link orders Rhett to smell the chocolate. Rhett submits to smell the

chocolate and reacts. However, Rhett's reaction flouts the maxim of manner. From Rhett's utterance, the listener can hardly identify which kind of smell is Rhett referring to, and such utterance cannot be understood without shared knowledge of context among listeners. The listener can interpret that Rhett's utterance means that he considers the chocolate bar to smell rancid because of the expiration, and uses Wade Boggs as a humorous metaphor to convey that the chocolate is old, similar to Wade Boggs.

In the deeper note, Rhett is assumed to imply that Wade Boggs is not talented. The listener who shares the background knowledge of the context can assume that horrid smell may relate to the other informal meaning, which is inferior or disreputable. Hence the listener can apprehend that Rhett assumes that Wade Boggs is a despicable player.

Rhett creates humor by making Wade Boggs as the butt of the joke. Rhett refers to Wade Boggs as bad or smells rotten. Therefore, creating Wade Boggs as the victim to be laughed at. This type of humor matches the hostility theory of humor.

Dialogue 5 (Ep. Starbucks Year-Round Holiday Drinks Taste Test)

Link elaborates on the roasted chestnut macchiato ingredients to order at Starbucks. Starbucks is known for its flexibility in serving customer's order. Customers may customize their drinks with other ingredients by request.

Link: You order a hot hazelnut macchiato. Macchiato. Add one pump toffee nut syrup, one pump extra hazelnut syrup, half pump white chocolate mocha syrup and then top with spiced whipped cream and hazelnut drizzle, and the barista will love you for it.

Rhett: Yeah, **if you order this and get out of there without a stank eye, you deserve it for free.**

As seen from the conversation, Link mentions excessive and intricate ingredients to create the roasted chestnut drink. Link puts irony at the end of his utterance as a joke. Link implies that the ingredients are too many and complex that the barista serving the order may feel discomfort or annoyance, contrary to his utterance that ‘the barista will love you for it’.

Rhett responds with an agreement. His utterance consists of implicature that is coherent to Link’s irony. The term ‘stank eye’ or ‘stink eye’ in Rhett’s utterance can be defined as ‘to look at someone in a disapproving way’. Rhett implies that ordering this recipe will certainly annoy the barista, hence giving a disapproving look. Rhett also expresses it is almost impossible for customers to receive their drinks for free. Therefore, Rhett’s whole utterance can be interpreted as it is almost impossible for the customer to be able to order this drink and leave without receiving a disapproving look from the barista. This implied utterance flouts the maxim of manner to avoid obscure expression. However, the listener does not have any difficulty in perceiving the meaning.

The writer identifies Rhett's utterance as release humor theory. Rhett's statement is presumably his negative view on the intricate recipe. Rhett vents his sentiment that ordering this drink will certainly give a negative impact to both the barista and the customer. The listener can relate to this and sees Rhett's expression accurate. Therefore, brings laughter.

#### Dialogue 6 (Ep. Outrageous Workout Bloopers)

In this round, Rhett shows a video of a man in martial art suit, presumably Taekwondo. The man is seen in his assumed position preparing to tackle and hit a stack of concrete with only using his fist. Rhett later provides multiple choices for Link to guess and choose what will happen after the man's preparation.

Link: If he fakes a pulled muscle, I'm *gonna* hate this guy so hard.

Rhett: **Oh you don't hate him yet, huh?**

In the video, the man is assumed to be preparing for too long. Link's utterance refers to one of the multiple choices that Rhett presents, that the man fakes the preparation and does not hit the concrete and withdraws instead. Rhett later responds with implied meaning. Link expresses his dissatisfaction towards the option mentioned. The listener may infer that Link expresses this because of the extensive time consumed by the man in the video for preparing a hit, and if the man finally leaves after the long preparation, Link will feel an unresolved tension that has been built.

Rhett responds to Link's utterance with implied meaning. Rhett refers to the man in the video and wonder if Link has not hated the man yet. Rhett's utterance is ambiguous and unclear. These characteristics show Rhett is not observing the maxim of manner to be perspicuous and to avoid ambiguity. However, Rhett does not intend to mislead or deceive, but to imply a meaning for Link and the listener to inspect. By his utterance, the listener can infer that Rhett implies that he hates the man already because of the lengthy time the man took only for preparing to hit and made him wait too long. Rhett's expression is similar to Link's frustration towards the same reason.

Rhett's implied meaning portrays his irritation towards the man's behavior in the video. Rhett is being honest that he disregards the man who made him wait for a long time. However, he wants the listener to search for it through his implied utterance. The release of his frustration through implicature brings relief to him and laughter to the listener.

Dialogue 7 (Ep. 100 Years of Dance (GAME))

While Rhett and Link discuss the decade of the dance, Derek and Bethany perform the dance again. In the middle of their discussion, Rhett notices Derek and Bethany dancing. Rhett later mentions about their performance.

Rhett:           Look, she's getting better at it the more she does it.

Bethany:       **It was a low bar to begin with though.**

Rhett observes that Bethany is improving as she dances again. He also gives a positive remark on her performance. Bethany responds with implicature. She mentions that 'it was a low bar to begin with'. This expression is obscure. Bethany does not describe clearly which 'bar' is she referring to. Therefore, her utterance is an example of flouting of the maxim of manner. Bethany implies her utterance to express a message for the listener to identify. From her utterance, the listener can infer that the 'bar' she mentioned refers to the level of her ability to dance. Thus, when Rhett compliments her improvement, Bethany denies by saying that she has not improved much since her initial dancing ability level is already low.

Bethany's response to Rhett's remark brings laughter. Her implicit statement relates to Rhett's utterance prior to this conversation. Earlier in the conversation, Rhett teases Bethany's ability to dance. In this conversation, opposite to the earlier one, Rhett compliments her. However, Bethany does not cooperate with his compliment and agrees to Rhett's earlier tease that she is bad at dancing. This is not the natural response that the listener expected. The listener would expect Bethany to agree to Rhett's compliment. However, Bethany does not conform to the expectation. Therefore, Bethany's humorous response fits the incongruity theory.

Dialogue 8 (Ep. 100 Years of Dance (GAME))

In this round, Derek and the crew member, Ellie, perform the Wah Watusi dance that was popular in the 1960s. Rhett and Link have to determine which decade does

the dance popular in. Before guessing, Rhett and Link discuss their viewpoint and opinion on the dance.

Link: I was seeing, like, Motown backup dancer.

Ellie: **Wow, huge compliment.**

After seeing Derek and Ellie's short performance, Rhett goes first to choose the decade. Earlier in the conversation, Rhett expresses his thoughts on the dance. According to him, the dance is disco, popular in the 1970s. Link, however, has a different opinion. As illustrated in the dialogue above, Link considers the dance to be similar to Motown backup dancer. Motown is an American record label incorporated in 1960 (Woodford, 2001:198). Motown was one of the most significant African-American-owned labels in the 1960s known for their soul and distinct pop sound.

From his utterance, the listener can infer that Link sees Derek and Ellie's dance like the background dancers of the Motown artists. Most of the Motown artists perform songs on the stage while dancing. These artists are often in the form of vocal groups and commonly have one main singer in each group who sings the most lines in the song. When the main singer sings, the rest of the members usually do background vocals while dancing. These dances are often seen as minimalistic and repetitive, for it does not need complex choreography to stay in harmony with the soulful and jazzy music.

Ellie perceives Link's opinion to be a mockery. Ellie's response to Link's utterance contains implied meaning. Ellie assumes that Link makes fun of her

dancing by indicating that she dances like Motown background dancers, which is considered to not require specific dancing ability due to its simplicity. In other words, Ellie perceives Link's opinion as criticizing her dance performance to be insignificant. Therefore, she pretends to call it as a huge compliment when implicitly she takes it as the opposite, which is an insult. Ellie's response flouts the maxim of manner because she is not being perspicuous about her expression and creates ambiguity and confusion.

As Ellie perceives Link's opinion to be an insult to her dancing, she may be offended and acquire negative sentiment towards Link's expression. Ellie releases her negative energy with her implied utterance. Ellie's vent creates relief to her and laughter to the listener.

#### Dialogue 9 (Ep. Crazy Tongue Trick Challenge)

In this part, Rhett, Link, and Lake have reached the last exercise. After performing the last exercise, Rhett expresses his disfavor of the exercises. Rhett concludes that there is no clear reason to perform these exercises, and complains that these exercises are pointless.

Rhett: This is just somebody with a YouTube channel thinks they're an authority.

Link: **Seen that happen.**

Rhett then accuses the performers of these exercises as someone uploads video on YouTube and sees themselves as a person with power over the internet due to their videos, hence what Rhett calls ‘an authority’. Link’s implied response then brings laughter. Link’s utterance violates the maxim of manner by being ambiguous. From Rhett’s utterance, it can be seen that the person Rhett describes as ‘somebody with a YouTube channel’ is quite similar to himself. Link then confirms it by implying what he means. It can be seen that the meaning behind his response is that he has seen Rhett being exactly what Rhett describes.

This response brings laughter to the listener. It can be assumed that Link’s utterance is ironic and sarcastic, accusing Rhett of behaving the same as what is described by himself. Link’s sarcastic remark creates an element of realization and shock to the listener and is a release for his negative sentiment towards Rhett.

Dialogue 10 (Ep. Blind Grocery Store Salsa Taste Test)

While introducing Eva to the show, Rhett’s voice cracks and becomes hoarse. Link later points out that Rhett probably needs to clear his throat.

Link: You need to clear your throat too?

Eva: No I’m good, I still have my—**I still have my youth in me.**

Link also asks Eva if she also requires clearing her throat before speaking. Eva answers Link’s question with a sufficient amount. Yet, Eva’s utterance contains implied meaning. The writer identifies that Eva does not intend to neglect the

maxim of quantity, quality, and relation since her answer is adequate, true and relevant. However, Eva flouts the maxim of manner for being ambiguous and obscure. Eva implies in her utterance ‘I still have my youth in me’ that unlike Rhett, she is still young and does not need to clear her throat as much as Rhett, who is older than her. Therefore, Eva hints that she considers Rhett as an elder.

Eva’s implied message contains humor. This implicature can be understood by the listener as an expression of mockery towards Rhett’s age. Eva makes fun of Rhett because she assumes an elder would clear their throat more than younger people due to their weaker immune system and might easily catch throat or respiration diseases. This type of humor matches the hostility theory of humor.

#### Dialogue 11 (Ep. Blind Grocery Store Salsa Taste Test)

After Rhett and Link introduce Eva to the show, Eva expresses her amazement towards Link’s hairstyle. Link dyes his strands of hair with grey-colored highlight. Eva later claims that Link’s hair was not grey at the time they met earlier.

Eva: I swear last time I saw you, your hair was not gray at all.

Rhett: Yeah, **well it's been awhile.**

Rhett responds to Eva’s utterance by violating the maxim of manner. Rhett’s utterance contains obscurity of expression. Without deeper observance, it would be difficult for the listener to identify what is Rhett trying to convey. However, looking at the context, the listener to understand the meaning. Eva expresses that she does

not expect Link's hairstyle. Referring to this notion, Rhett implies that Link's hair turns grey due to aging. Hence his utterance 'it's been a while' which infers that it has been a long time, presumably years, from the last time Eva met Link.

According to humorous understanding, Rhett's expression features the hostility theory of humor. Rhett's utterance describes that Link's hairstyle is an effect of aging. Therefore, he implies that Link has been growing old. Hence, it can be inferred that Rhett entitles Link with grey hairstyle to be an elder. Making Link to be the position of the subject of the joke.

#### Dialogue 12 (Ep. Blind Grocery Store Salsa Taste Test)

Rhett, Link, and their guest Eva taste the first grocery store salsa branded Pace. Neither Rhett, Link, nor Eva knows the brand because the brand will be revealed at the end of the show. They later discuss their opinion on the taste and give a total score combined from each of them.

Rhett: It does feel a little cheap, doesn't it?

Eva: Yeah **it feels like a college student picked that up to be nice.**

After tasting the salsa, Rhett expresses his opinion on the salsa. According to his personal taste, Rhett conveys that the salsa they are tasting is considered as cheap or insignificant. Eva responds to his utterance with an agreement. However, her utterance contains implied meaning. Eva expresses implicature with a flouting

of the maxim of manner due to the obscurity of her expression. Eva's utterance does not elaborate on the meaning of her speech.

The writer analyzes that Eva's utterance implies that since the salsa they are tasting is targeted for college students due to its affordable price. Eva entails that college students might be financially unstable due to the high cost of tuition fee and textbooks or subject materials. Moreover, college students would buy the salsa just to be socially accepted in their environment. Therefore, from Eva's whole utterance, the salsa is considered low-priced and low in quality whereas it is only targeted to college students who want to be seen decent in their environment without having to cost plenty.

Eva's response can be seen as the release theory of humor. The listener can infer that Eva vents about the low quality of salsa by illustrating it as targeted for college students who only try to be nice. The listener would understand that the taste is awful through Eva's narration. Therefore, it brings laughter to the listener.

#### Dialogue 13 (Ep. Expensive VS Cheap Products (GAME))

In this dialogue, Rhett, Link, and Karamo are trying Hawaiian cuisine called Ahi Poke. Ahi Poke is dice-cut marinated raw fish and generally made with tuna (Hawaiian poke: Here's everything you need to know about the dish | Metro News, 2019). They have to guess which Hawaiian Ahi Poke is the cheap one and available at Costco, and which one is the expensive one, which is from a gourmet grocer for a higher price.

Rhett: Do they give the tuna out as free samples at Costco?

Karamo: **I hope not.**

While tasting the Ahi Poke, Rhett asks Karamo if there are free tuna samples in Costco. However, Karamo answers Rhett's question with implied meaning. Karamo's response has violated the maxim of manner which is to be clear, and not ambiguous. The answer "I hope not" does not directly answer the yes or no question by Rhett. In the previous part of this dialogue, Karamo expresses that he does not enjoy fish in general, thus, in the local context, it can be inferred that Karamo expects that there are no free samples of tuna in Costco.

Karamo's reply creates humor because it is an unexpected response. This type matches the theory of incongruity. Rhett expects Karamo's answer to be either yes or no. However, his answer is not as Rhett anticipates and Karamo reveals his disregard for tuna instead by wishing there will be no free tuna samples in Costco.

#### **4.7 Multiple maxim violations**

In conducting the analysis, the writer finds several conversations that consist of more than one maxim violations. The findings are analyzed as follows.

Dialogue 1 (Ep. Crazy Diet Fad Challenge)

After Rhett receives the punishment and drinks the edible clay concoction, Link asks Rhett again about the taste.

Link: Taste like dirt?

Rhett: Mm, **me and Zoe Kravitz drink clay together.**

Rhett's answer to Link's question once again does not fulfill the cooperative principle. Rhett faces a clash by flouting three maxims of cooperative principles. Rhett flouts the maxim of quantity by not providing adequate information as Link requests, flouts the maxim of quality for giving a statement that is not believed to be true at the time being, and flouts the maxim of relation for not responding to Link's question with a relevant answer. The writer identifies these failures of fulfilling cooperative principles as flouting because Rhett does not try to mislead or unwilling to cooperate.

Rhett does not answer Link's question properly. He gives too little information to the question, which is a flouting of the maxim of quantity. The answer also has no proof to be true and lacks evidence at that time because the person in Rhett's statement, Zoe Kravitz is not present at the moment. It is also unclear whether Rhett drinks clay together with Zoe Kravitz at another time. Lastly, Rhett does not give Link relevant response to his question. Link asks whether the edible clay tastes like dirt. However, Rhett responds with him claiming that he drinks clay together with Zoe Kravitz, which is irrelevant to the question because Link does not mention anything regarding Zoe Kravitz consuming edible clay in his question.

Rhett's response does not conform to the expectation. Rhett is expected to answer Link's question with an adequate and related response. However, Rhett mentions drinking with Zoe Kravitz, which is unexpected and absurd. This humor may be identified in the incongruity theory of humor.

Dialogue 2 (Ep. Outrageous Workout Bloopers)

After witnessing the man in martial art suit preparing to hit a stack of concrete, Link is expected to answer what happens to the man next. After Link chooses his answer, Rhett later reveals the continuation of the video. The man in the video is shown to miss the concrete and hits the cinder block that keeps the stack in place.

Link: Are you serious?

Rhett: **Actually that's what it was like the first time I made love.**

Link expresses disappointment to the discovery of the rest of the video. Rhett's utterance flouts two cooperative principles. The maxim of relation is flouted here because Rhett's utterance does not correlate to Link's utterance nor answer it. Rhett also flouts the maxim of manner. Rhett's utterance is obscure and unclear. Rhett does not intend to or deceive mislead, but to make the listener look for other meaning. The implication from Rhett's utterance can be inferred that Rhett describes his first time of having sex similar to what happens to the man in the video.

The listener can identify humor from Rhett's utterance. In the video, the listener can identify that the man misses the block that he should have hit. Rhett

describes his first sexual intercourse as very much alike the man's action. Therefore, the listener can infer that in Rhett's first intercourse experience, he performs poorly after a plenty of preparation. Rhett, expressing his own embarrassing experience puts himself as the subject of humiliation. This makes his utterance fits the hostility theory of humor.

### Dialogue 3 (Ep. Ultimate Vegan Sausage Taste Test)

Rhett, Link and their guest Thomas try the second sausages. Before tasting the sausage, Thomas shares about his germaphobic tendency. He elaborates on his idea about how the sausage they're about to eat has been touched by many people before it is sold on the market and that he fears the germs that contaminate the sausage.

Thomas:        There's just so many weird people have touched this by the time it gets to us.

Link:            **Welcome to my entire life, Tom.**

Thomas refers to the sausage in his utterance. Thomas infers that many workers have touched the sausage during the manufacturing process. Therefore, the sausage presumably contains germs and bacteria from the worker's hands. Link's response is irrelevant to Thomas' utterance. Link perceives Thomas' utterance to be unintentionally describing his life. Thomas is talking about the situation they are facing, which is eating food that contains germs from unknown people. Link relates to Thomas' statement as he is faced by this situation his whole life, which implies the activities he and Rhett often do for the show. Therefore, Link implicitly informs

Thomas that his description about the situation aligns with the situation Link had faced for years.

Other than flouting the maxim of relation, Link also flouts the maxim of quality. He reveals that he had experienced the situation Thomas describes in his entire life. This utterance is identified as hyperbole. Link exaggerates his expression by claiming the situation to occur in his entire life, which is absurd because it is impossible for Link to have experienced it since birth until today. Therefore, Link speaks without clear evidence, making it to be flouting the maxim of quality.

Link expresses implicitly that he has been doing what Thomas describes most of his life. Thomas describes such situation to be unpleasant. Reacting to this, Link uses the opportunity to release his distasteful feelings for experiencing such unpleasant situation since Rhett and him start their YouTube talk show. Once Link's vent is released, the listener grips his implied meaning and resolves it with laughter.

#### Dialogue 4 (Ep. Crazy Tongue Trick Challenge)

The next exercise is Rhett, Link and Lake trying to stick their tongue out, put it back in, clap, and repeat fifteen times. While trying to perform it together, Rhett realizes he misses the count and asks whether Link or Lake counts.

Rhett: Who's counting?

Lake: That was eight.

Link: **I hope that was 15.**

From this dialogue, it can be inferred that both Lake and Link responds to Rhett's question. However, they respond to it differently. There is no problem in Lake's reply, as it fulfills all the Gricean maxims. Link, on the other hand, violates the maxim of quantity by not providing an answer to Rhett's question. His reply also violates the maxim of manner to be clear and not ambiguous. In Rhett's question, we can assume that Rhett also wants to know what number they are already on. Link's utterance does not provide a clear answer on the number.

In this context, it can be inferred the reason behind his utterance is because he finds difficulties in performing the exercise, therefore he hopes they have reached the number fifteen which means they are already done. The exercise itself has already been seen as silly, therefore Link releases his frustration and hopes the exercise to stop and creates humorous situation.

#### **4.8 Discussion**

The writer analyzes that whether a guest is present or not, the maxim of manner is violated the most compared to other maxims. However, the maxim of manner violations appears more by one data in the second category. The presence of a guest is considered capable to enhance the humor level of the speakers by being obscure and ambiguous.

In contrast, the maxim of quantity is the least violated maxim in both categories. This also shows that the presence of a guest does not affect the production of maxim of quantity violations. The writer suggests from this data that violating the maxim of quantity does not create a significant impact of humor to the speakers.

However, the result of the humor used differs between two categories. The writer views this phenomenon as a difference in humor preferences depending on the speakers who are surrounding the situation. When a guest is not present, Rhett and Link can freely apply hostility theory compared to when a guest is present. The writer assumes that this is due to the bond they already have since they are already friends for a long time. Therefore, the act of hostility is more familiar and acceptable. However, hostility theory is scarcely found when a guest is present. The writer assumes that Rhett and Link do not want to offend the guest since they have not yet familiar with the guest whom they only meet occasionally.

The writer views that release theory of humor creates more laughter when used around a larger number of people. The remark is considered to be funnier when a lot of listeners understand the negative sentiment that is released. This shows that Rhett, Link, and the guest tend to use this humor more, due to its high relevance to all the speakers involved and the listener and create laughter more effectively.

## **CHAPTER 5**

### **CONCLUSION**

In this chapter, the writer concludes the analysis of the study. This chapter describes general conclusion regarding all the findings in the study as well as suggestions for future research relating to Gricean Cooperative Principles analysis within comedy shows along with the analysis of the humor related to the Cooperative Principles.

#### **5.1 Conclusion**

The Cooperative Principles are guidance to ideal two-way communication. However, it is not expected to be preserved in actual discourse. Speakers fail to observe these maxims to fulfill various purposes. In this study, the speakers in the talk show violate the maxims to produce humor.

The writer finds that the maxim violation that occur the most does not differ between both situations: with and without a guest. Both situations produce the maxim of manner violation the most and the maxim of quantity the least. However, the theory of humor that appears the most differ, where the hostility theory appears the most when a guest is not present and the release theory appears the most with a guest. The writer concludes that the number of speakers does not influence the maxim violation that occur the most, but it influences the theory of humor that is applied.

## **5.2 Suggestions**

There are suggestions that the writer offer for future study regarding Gricean Cooperative Principles violations in context of humor. In the future, researchers could elaborate more on multiple maxim violations that occur in one conversation. The researchers could also use wider theory of humor or conduct deeper analysis on each of the humor theory.

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## APPENDIX

Maxim Violation	Category	Episode	Conversation
Maxim of Quality	Rhett and Link as the main speakers	Crazy Diet Fad Challenge	Link: Ironically she's eating.
			Rhett: No, actually studies show that if you hold your food near your mouth without putting it in there, you also lose weight.
			Rhett: Indian guru Prahlad Jani claims he hasn't had food or drink for 70 years. Link: I believe him.
	Rhett and Link with a guest	Name Brand VS Natural Cleaning Product Test	Link: So we've got Palmolive dish soap versus the all-natural Mrs. Meyers, and here we have a cooking pan that Josh has incinerated with lasagna. Good gosh. Rhett: Actually that's also a bat guano. It was an Italian bat.
			Link: All right, way to go, Bethany. Rhett: Yeah, without Bethany, I wouldn't have known what was going on. Link: Hello, Ellie. Ellie: What's up? I am so confident.
	Rhett and Link with a guest	Ultimate Vegan Sausage Taste Test	Rhett: The fact that it made it through some kind of research and development process and then it's on a shelf somewhere. Thomas: Is it? This is a real item?
		Crazy Tongue Trick Challenge	Lake: You know like if you have to say something like 'antediluvian' or something like that. Link: I know what that means.

Maxim of Quantity	Rhett and Link with a guest	100 Years of Dance (GAME)	Link: Davin, how do you feel? Davin: Not great, not gonna go on World of Dance anytime soon.
Maxim of Relation	Rhett and Link as the main speakers	Name Brand VS Natural Cleaning Product Test	Link: So this is our answer that Rhett has the-- Rhett: Better Life, I have a better life.
		Starbucks Year-Round Holiday Drinks Taste Test	Link: Never had a latte? Rhett: That was the first one I had. I'm a redneck, man. Link: I did love my Aunt Hazel. She only had one leg. Rhett: But no nuts, no nuts at all.
	Rhett and Link with a guest		Crazy Tongue Trick Challenge
		Expensive VS Cheap Products (GAME)	Karamo: See, when you have the tuna, you gotta make love to it and stare at it, tell it how beautiful it is. That's when it's gonna like put flavors in your mouth, you know? Link: Oh yeah, I made love to some tuna in a Costco once.
Maxim of Manner	Rhett and Link as the main speakers	Crazy Diet Fad Challenge	Link: I think he's right. Rhett: He got that degree at Burning Man.
		Discontinued Chocolate Taste Test	Rhett: We got it for \$16 and the seller said sold as a collector's item only and not meant to be eaten as it is long past the expiration date. Hahahahahaha! Link: I don't get it, man. I don't get it.

		<p>Link: I'm not swallowing this, first of all.</p> <p>Rhett: Whoops.</p>
		<p>Link: Smell of it.</p> <p>Rhett: Smells like Boggs.</p>
	Starbucks Year-Round Holiday Drinks Taste Test	<p>Link: You order a hot hazelnut macchiato. Macchiato. Add one pump toffee nut syrup, one pump extra hazelnut syrup, half pump white chocolate mocha syrup and then top with spiced whipped cream and hazelnut drizzle, and the barista will love you for it.</p> <p>Rhett: Yeah, if you order this and get out of there without a stank eye, you deserve it for free.</p>
	Outrageous Workout Bloopers	<p>Link: If he fakes a pulled muscle, I'm gonna hate this guy so hard.</p> <p>Rhett: Oh you don't hate him yet, huh?</p>
Rhett and Link with a guest	100 Years of Dance (GAME)	<p>Rhett: Look, she's getting better at it the more she does it.</p> <p>Bethany: It was a low bar to begin with though.</p>
		<p>Link: I was seeing, like, Motown backup dancer.</p> <p>Ellie: Wow, huge compliment.</p>
	Crazy Tongue Trick Challenge	<p>Rhett: This is just somebody with a YouTube channel thinks they're an authority.</p> <p>Link: Seen that happen.</p>
	Blind Grocery Store Salsa Taste Test	<p>Link: You need to clear your throat too?</p> <p>Eva: No I'm good, I still have my—I still have my youth in me.</p>
<p>Eva: I swear last time I saw you, your hair was not gray at all.</p> <p>Rhett: Yeah, well it's been awhile.</p>		
<p>Rhett: It does feel a little cheap, doesn't it?</p> <p>Eva: Yeah it feels like a college student picked that up to be nice.</p>		

		Expensive VS Cheap Products (GAME)	Rhett: Do they give the tuna out as free samples at Costco? Karamo: I hope not.
Multiple maxim violations	Rhett and Link as the main speakers	Crazy Diet Fad Challenge	Link: Taste like dirt? Rhett: Mm, me and Zoe Kravitz drink clay together.
		Outrageous Workout Bloopers	Link: Are you serious? Rhett: Actually that's what it was like the first time I made love.
	Rhett and Link with a guest	Ultimate Vegan Sausage Taste Test	Thomas: There's just so many weird people have touched this by the time it gets to us. Link: Welcome to my entire life, Tom.
		Crazy Tongue Trick Challenge	Rhett: Who's counting? Lake: That was eight. Link: I hope that was 15.