

Ghufron, Fikri Al. 2016. A Study of Flouting Grice's Maxims of Cooperative Principle by Male and Female Presenters in "Pagi-Pagi" TV Show (Broadcasted on June 19th 2015). Thesis: Faculty of Humanities. Universitas Airlangga

Abstract

It is becoming more common for a talk show to be hosted by multiple hosts. It is done to make the show more interesting and entertaining conversation. Making entertaining conversation can be done by flouting the maxims of conversation which can create jokes. This study focuses on the flouting maxims done by male and female presenters in "Pagi – Pagi" talk show in NET TV and how male and female are different from each other in flouting maxims. The main theory will be cooperative principle and maxims by Grice. The supporting theories are the theories of flouting the maxims which are related with humor by Attardo and gender by Rundquist. Analysis is done with qualitative approach while the method to gather the data is recording and transcribing. The data is an episode broadcasted on June 9th 2015. The result shows that the male host flouts more compare to the female host. The most frequent flouted maxim is the maxim of quality. It also shows the characteristics of male's and female's humor in the way they flout the maxims. There are also cases when their flouting accomodate with each other which means the characteristic of male's humor appears on female flouting and vice versa.

Keywords: *cooperative principles; maxims; talkshow; humor.*