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**FLOUTING MAXIM ON FOOTBALL PLAYERS UTTERANCES IN DUBAI EYE  
103.8 SPORT PODCAST**

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**Abstract**

This study explored the phenomenon of maxim flouting in the utterances of John Terry and Ashley Cole during the Dubai Eye 103.8 Sports Podcast. It tried to describe flouting maxims by John Terry in the podcast and the similarities and differences between the flouting maxim in the utterances of John Terry and Ashley Cole. A descriptive qualitative approach was employed to analyze and interpret the data, utilizing Grice's (1975) theory of conversational maxims as the theoretical framework to explain instances of maxim flouting in the cooperative principle observed in the speakers' utterances. Data collection was conducted through document analysis. The findings revealed that John Terry's utterances contained several instances of maxim flouting: 25 occurrences of flouting the maxim of quantity (64.8%), 1 instance of flouting the maxim of quality (3.7%), 8 instances of flouting the maxim of relation (20.7%), and 4 instances of flouting the maxim of manner (10.8%). In contrast, Ashley Cole's utterances included 21 occurrences of flouting the maxim of quantity (80.7%), 2 instances each of flouting the maxims of quality and relation (7.7% each), and 1 instance of flouting the maxim of manner (3.9%). The study also identified a key similarity: both speakers predominantly flouted the maxim of quantity in their utterances. However, a notable difference was observed in the frequency and distribution of the flouted maxims between the two speakers.

**Keyword:** flouting maxim, cooperative principle, podcast, pragmatics

**INTRODUCTION**

As social beings, humans rely on communication to interact and connect with others. Hybels and Weavers (2007) emphasize the necessity of communication for sharing information, exchanging ideas, and solving problems. However, in conversational exchanges, speakers may sometimes provide incomplete or ambiguous utterances, leading to difficulties in comprehension for the listener. To address this, Grice (1975), as cited in Putri and Rahayu (2022), introduced the cooperative principle, which outlines the essential elements for effective communication (Yulianti et al., 2021). This principle requires both speakers and listeners to contribute appropriately to the conversation, facilitating mutual understanding of the intended meaning.

The cooperative principle is operationalized through four conversational maxims: the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. However, speakers occasionally deviate from these maxims, a phenomenon known as flouting maxims. Flouting occurs when a speaker deliberately fails to adhere to a maxim, resulting in an utterance that generates implicature. In such cases, the listener must interpret the implied meaning behind the speaker's statement (Thomas, 2013).

Flouting maxims occur not only in everyday conversations but also in digital media, such as podcasts (Indah et al., 2023; Wahyuni et al., 2019). This phenomenon is particularly noticeable in podcasts due to their inherently informal and conversational nature. Podcast



speakers often use informal language to convey information or ideas, aiming to foster ease of understanding and avoid rigid interactions. Successful communication in podcasts is characterized by the listener's ability to interpret and comprehend the speaker's intended message, ensuring the conversation is effective and coherent.

Given these characteristics, podcasts serve as a valuable medium for analyzing the application of Grice's maxims in real-life communication. The conversational style and topics discussed in podcasts often reflect issues encountered in daily life, making them ideal for such research. This study focuses on two specific episodes from the Dubai Eye 103.8 Sports Podcast available on YouTube: "THAT PENALTY STILL HAUNTS ME." John Terry on Chelsea, Mourinho, Lampard & Abramovich and "ASHLEY COLE interview: The Invincibles, Liverpool's unbeaten season, stopping Ronaldo and AFTV. The decision to examine these episodes stems from the significance of John Terry and Ashley Cole as iconic figures in English football and their reputation as one of the greatest defensive duos of all time.

## LITERATURE REVIEW

### Pragmatics

Pragmatics is an important part of the scientific field in linguistics. Pragmatics is a linguistic science that discusses a context as the main foundation. This definition is in line with what was stated by Rahardi. He argues that pragmatics is a field of science that studies human language based on the context behind the language itself (Rahardi, 2005). Rahardi's opinion is also in line with what is defined by Yule. He argues that Pragmatics is a study of the meaning of intended speakers (Yule, 1996). The definition of pragmatics according to Yule requires the interpretation of what people mean in each situation and how the situation affects when they use language. It necessitates a consideration of how speakers organize what they intend to say in relation to who they are speaking to, where they are speaking, when they are speaking, and under what conditions.

### Conversation

Conversation is a cooperative activity in which two or even more participants interact with each other using linguistic features and nonverbal signs. According to Gumperz (1982) a conversation is a type of cooperative activity that takes the form of communicative interaction. Conversation is frequently referred to as dialogue because it is of the same nature, whereas dialogue is defined as a mutual conversation among two or more persons in conversation. As a result, the terms dialogue and conversation were indeed frequently used interchangeably. The number of participants in the conversation is also small; talks are primarily for people involved rather than for outside audiences, and speaking turns are relatively brief. So, the conversation can be defined as the activity in which two or more people who want to interact socially take turns talking. In most cases, only one person speaks at a time. That is, when one person is speaking, the other is listening (Cook, 1989).

### Cooperative Principle

Participants in a conversation must understand the context of the conversation, where the speaker must be clear and unambiguous in conveying information and the listener must know something relevant to the context, or simply, the speech participant articulates his speech by communicating with his partner and expecting his partner to understand what is expected. This phenomenon then gives rise to a rule known as the cooperative principle. Grice (1975) proposed this rule in order to make the conversation run more effectively. He discovered the cooperative principle, which describes how people monitor conversational implicatures" (Thomas, 1995). Grice does not imply that everyone is cooperative when communicating; however, speaking participants must use the Cooperation Principle for communication to be effective and efficient (Levinson, 1983).

### **Observance of Maxims**

Conversational maxims proposed by Grice (1975) are 1) a reader makes an adequate but not excessive contribution (Quantity maxim), 2) speaks not to believe that it is wrong and to have sufficient evidence (Quality maxim), 3) relevant (Relation maxim), and 4) clear, unambiguous, concise, and orderly (Manner maxim). Maximizing compliance with communication participants in complying with the principle of cooperation in conversation. However, in conveying the information, one of the participants may think that the listener will pay attention cooperatively in their conversation.

### **Non-Observance Maxim**

There are situations when the conversation participants do not follow the laws of the four sub-principals that apply. Many reasons urged the participants not to follow the instructions in the four sub-principles, therefore they did. Furthermore, several participants disobeyed the relevant laws in the field of cooperative principles on purpose. As a result, the participants do not follow the maxim and are known as non-observance maxims. According to Grice (1989), a participant can fail to fulfill a maxim in a variety of ways, including the following: (1) He may silently and unobtrusively break a maxim; if so, he may be liable to deceive in some instances. (2) He has the option of opting out of both the maxim and the Cooperative Principle's functioning; he can state, signal, or make it clear that he is reluctant to cooperate in the manner that the maxim requires. (3) He may face a problem; for example, he may be unable to satisfy the first quantity maxim (Be as informative as is required) without violating the second quality maxim (Have appropriate evidence for what you say). (4) He may flout a maxim by overtly failing to obey it.

### **Podcast**

Podcasts were first discovered in 2004 (Constantine, 2007). Podcasts are then defined as internet audio blogs or internet audio publishing. Audio recordings made by the speaker are then downloaded and listened to on various devices. Podcasts are then disseminated online through platforms providing audio sites and the like. This is what distinguishes podcasts from other forms of audio. Podcasts can be implemented at any time and can be listened to through various existing electronic media. Podcasts are initially audio-only but may contain still images, videos, and chapters that identify the main section or idea. The podcast creation process begins with content creation using audio recording and editing tools.

### **METHODS**

This research uses a descriptive qualitative method to analyze the flouting maxim in John Terry and Ashley Cole utterance in Dubai Eye 103.8 Sport Podcast. Maxwell (1941) describes the qualitative method has four components: the first is the writer relationship you build with the people you're studying. The second is sampling: time, settings, and who you choose to observe or interview, as well as what additional sources of information you use. The next is data collection: how you gather the information you will use. The final step is data analysis, which is what you do with this data to make sense of it. This is a far broader definition of methodologies than is commonly used in study design discussions.

The data of this study were collected from written texts/documents since this study used podcast script as the source of the study. Johnstone (2000) states that written texts have been also used as a source of data in qualitative studies. The researcher concluded that there were some steps of collecting data technique based on this research analysis, as follows; browsing the material, watching the YouTube video, selecting the data, and transcribing the data. In analyzing the data, the researchers uses Moleong techniques such as identifying, classifying, interpreting the data, and then drawing a conclusions (Moleong, 1999).

## FINDINGS AND DISCUSSIONS

There are 63 flouting maxims found in the two utterances of John Terry and Ashley Cole in the Dubai Eye 103.8 Sport Podcast. They perform four flouting maxims, namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. After collecting the number of flouting maxims contained in the utterances, the researchers then summarized them into Table 1.

From the classification above, it could be seen clearly that among four types of maxims in conversation between the speakers, John Terry and Ashley Cole in Dubai Eye 103.8 Sport Podcast, the maxim of Quantity were the most flouting maxim used in their utterance. There are 37 flouting maxims found in John Terry's utterances in the podcast with the following details: 25 flouting maxim of quantity (64,8%), 1 flouting maxim of Quantity (3,7%), 8 flouting maxim of relation, 4 flouting maxim of manner (10,8%). And in Ashley Cole's utterance, there are 26 flouting maxims as follows: 21 flouting maxim of quantity (80,7%), 2 flouting maxim of quality (7,7%), 2 flouting maxim of relation (7,7%), 1 flouting maxim of manner (3,9%). Based on those data, here are the explanations of each maxim which are flouted by the speakers.

### Flouting Maxim in John Terry Utterances

#### Flouting maxim of Quantity

Robbie: Did he have a favourite player at the club?

Terry: Lamps (Lampard). I think Lamps because he loved the group.

(Minute 28:35–28:51)

Robbie asked Terry if Mourinho had any favourite players during his time as Chelsea coach. Terry then answered the question by answering "Lamps (Lampard). I think Lamps because he loved the group.". Terry answered the question by mentioning Lampard as Mourinho's favourite player. In addition, he also added the reason why Mourinho made Lampard the favorite player; The reason added by Terry is certainly not a statement wanted by Robbie because he only asked if Lampard is Mourinho's favourite player. The statement given by Terry certainly flouts the maxim of quantity because he provides information on capacity beyond what is needed.

#### Flouting maxim of Quality

Chris: Did you insist on being number five?

Terry: No, Kalou was supposed to be number five. So, I was always number six and they were number seven so Kalou was there and for some reason or not, he, you know I still don't know why I was we all kind of look along in each side if no one else is going and I'll go.

(Minute 49:04–49:21)

**Table 1. Floating Maxims Uttered John Terry and Ashley Cole**

No	Types of Flouting Maxim	John Terry		Ashley Cole	
		F	P	F	P
1.	Flouting Maxim of Quantity	25	64,8%	21	80,7%
2.	Flouting Maxim of Quality	1	3,7%	2	7,7%
3.	Flouting Maxim of Relation	8	21,6%	2	7,7%
4.	Flouting Maxim of Manner	4	10,8%	1	3,9%
<b>Total</b>		37	100%	26	100%

The conversation above between Chris and Terry contained a flouting maxim of quality. Chris asked Terry, "Did you insist on being number five?". Terry responded, "No, Kalou was supposed to be number five. So, I was always number six and they were number seven so Kalou was there and for some reason or not, he, you know I still don't know why I was we all kind of look along in each side if no one else is going and I'll go.". Terry's statement proved to flout the maxim of quality because the statement he gave did not match the reality because when Kalou was still playing at Chelsea, he wore the number twenty-one jersey. Therefore, Terry flouts the maxim of quality because his utterances does not represent the reality.

### **Flouting maxim of Relation**

Chris: How did getting villa back into the Premier League as a feeling of euphoria? how did it compare to winning a trophy?

Terry: Yeah, I missed out as a player actually, we lost in the final to Fulham the year before so we have the opportunity firstly to go back to the club and then as a coach to kind of be part of that process it's completely different you feel like you've done nothing so when all the players are celebrating after the game, I missed it to be honest because I was kind of at the forefront them celebrations and everything else so I missed that side of it but as a coach, we was having conversations 10 minutes after the game getting right signings for next season it was like "right move on now! we were in the Premier League what can we do to now sustain ourselves and be in the Premier League."

(Minute 04:09–04:54)

The conversation between Robbie and Terry above contains a flouting maxim of relations. This can be seen in the John Terry's Answer, "I missed out as a player actually, we lost in the final to Fulham the year before so we have the opportunity firstly to go back to the club and then as a coach to kind of be part of that process it's completely different you feel like you've done nothing so when all the players are celebrating after the game, I missed it to be honest because I was kind of at the forefront them celebrations and everything else so I missed that side of it but as a coach, we was having conversations 10 minutes after the game getting right signings for next season it was like "right move on now! we were in the Premier League what can we do to now sustain ourselves and be in the Premier League." The answer given by John Terry proved to flout the maxim of relation because the answer did not relevant with Robbie needed where he asked about Terry's feelings after helping Aston Villa win the championship and the club promotion to the Premier League. Terry then answered the question by telling how he missed being a football player.

### **Flouting Maxim of Manner**

Chris: Yeah, let's talk about that how much are you enjoying Aston Villa and working and learning off with Dean Smith who bit of a footballing visionary, did great work at Walsall, carried that through to Brentford, given the job of his dreams at Aston Villa. Are you enjoying working under him?

Terry: I am....

(Minute 05: 40–06:09)

In the conversation above, Chris and Terry were talking about the connection between Terry and Dean Smith who was the coach of Aston Villa where at that time Terry also served as assistant coach of Aston Villa. Chris asked, "Are you enjoying working under him?" Terry then answered, "I am...." The sentence "I am" spoken by Terry at the beginning of the sentence contains unclear meaning because the sentence does not have



an affirmation that whether Terry enjoys working under Dean Smith or not. Therefore, the sentence uttered by Terry contains the flouting maxim of manner because he is being unclear with what he said.

### **Flouting Maxim in Ashley Cole Utterances**

#### **Flouting maxim of Quantity**

Chris: when you said to the player would you communicate?

Cole: No, just meet me personally, like I would say boy I want to go invincible no it was more in my head like just don't lose the game you know we can keep that one I'm just don't lose the game and we'll Nikki and we did celebrate like his win so maybe in the back of people's minds it was there.

(Minute 09:20–09:36)

In the conversation above, Chris and Cole are talking about memories when Cole was part of the Invincible arsenal team. Chris then asked Cole “when you said to the player would you communicate?”. Cole then replied “No, just meet me personally, like I would say boy I want to go invincible no it was more in my head like just don't lose the game you know we can keep that one I'm just don't lose the game and we'll Nikki and we did celebrate like his win so maybe in the back of people's minds it was there.” In his answer, Cole provided too much information that Chris didn't need. Cole should just reply with “No, just meet me personally.” In order to make the conversation more effective.

#### **Flouting Maxim of Quality**

Robbie: Is there a bit starstruck?

Cole: Hmm... no I don't think so you know I think the new generation are very confident but now he's you know it's brilliant to see them you know have fun and ask me questions and want to learn but again it's hopefully the impact are given me will stick in their in.

(Minute 00:59–01:18)

In the conversation above, Robbie asks Cole about whether children experience starstruck when meeting him. Cole then replied “Hmm... no, I don't think so you know I think the new generation are very confident but now he's you know it's brilliant to see them you know have fun and ask me questions and want to learn but again it's hopefully the impact are given me will stick in their in.” The answer from Cole has weak evidence because he does not feel what the children are feeling. Cole may believe that the children are not feeling a starstruck because he sees his behavior but he does not feel what the child is feeling. Therefore, Cole was proven to have flouted the maxim of quality because he gave a statement that has a lack of evidence.

#### **Flouting Maxim of Relation**

Chris: Did you see that journal?

Cole: No, again I didn't like confrontation off the field like probably took it as “why me” at times, but I just got on with it you know trying to just get on with it and do my job on them on the field.

(Minute 26:39–26:58)

In the conversation, Chris, Robbie, and Cole were talking about the role of journalists in football players. Chris then asked Cole “Did you see that journal?” Cole then answered “No, again I didn't like confrontation off the field like probably took it as “why me” at times, but I just got on with it you know trying to just get on with it and do my job on them on the

field” The answer given by Cole is not relevant to what Chris asked where Chris asked if he saw the journal created by the media. Cole then replied that he did not like confrontations off the pitch. Therefore, Cole is proven to violate the flouting maxim of relation because he became irrelevant to the topic.

### **Flouting Maxim of Manner**

Robbie: We spoke with John about how he dwelt on the 2008 Champions League final. The penalty misses and he said that he still thinks about it to this day what was the hardest game for you actually to get over to kind of go that one really stung? that took me a while.

Cole: I think that one as well.

Robbie: Was it?

Chris: More than more than Arsenal-barca?

Cole: Yeah, reason why it's family closer. More recent...

(Minute 16:04–16:34)

In the conversation above, Chris and Robbie asked Cole about the toughest match he's ever faced. They also told Cole that John Terry had been asked the same question at which time Terry replied that his toughest match was against Manchester United in 2008. Hearing Terry's answer, Cole also agreed with him that the match was the toughest match they had ever faced. together. Chris then asked back “more than more than Arsenal-barca?” Cole then answered “yeah, reason why it's family closer. More recent...” In Cole's answer there is an answer that is unclear “More recent...” which makes Cole's answer ambiguous. Therefore, Cole is proven to flouts the maxim of manner because he is being unclear with what he said.

### **Similarity and Difference between Terry's And Cole's Utterance in Terms of The Use of The Flouting Maxim**

Based on the table that has been summarized before, we can see that in terms of using the flouting maxim, both use the flouting maxim of quantity as the most dominating flouting maxims since they use more than 64% out of total flouting maxims. However Cole mostly uses the flouting maxim where almost all the flouting maxim contained in his speech are dominated by the flouting maxim of quantity with a percentage reaching 80.7% while Terry only uses 64.8% of the total flouting maxim he does in his utterances. Meanwhile, for the flouting maxim of Quality, Cole has more advantages in using the flouting maxim with 2 frequency and a percentage of around 7.7%. Slightly different from Terry who only has 1 frequency, and the percentage only reaches 3.7%. Then for the flouting maxim of relation, Terry uses the flouting maxim far more often with a frequency of 8 with a percentage of 21.6%, while Cole only does it 2 times with a percentage of 7.7 of his total utterances. And for the last one, namely the flouting maxim of manner, Terry was slightly superior by using the flouting maxim 4 times with a total percentage reaching 10.8% while Cole only used the flouting maxim 1 time with a percentage that only reached 3.9 % of the total utterances. Another difference also lies in the use of the flouting maxim which is used the least by the two speakers where Terry uses the flouting maxim of quality as the flouting maxim which is used the least in his speech, while Cole uses the flouting maxim of manner as the flouting maxim which is the least used in his utterance.

### **CONCLUSION**

In analyzing the utterances of the speakers on the Dubai Eye 103.8 Sport Podcast, namely John Terry and Ashley Cole, the researchers found that there were 63 data samples taken from the two speakers' utterances. In John Terry's utterance, the researcher found that there were 37 flouting maxims from the total utterances he conveyed, including 25 flouting maxim of quantity with a percentage of 64.8%, 1 flouting maxim of quality with a percentage of 3.7%, 8 flouting maxim of relations with a percentage of 21.6%, and 4

flouting maxim of manner with a percentage of 10.8%. Meanwhile, in Ashley Cole's utterance, the researcher found 26 maxims that were flouted by Cole from his entire utterance. The flouting maxims include 21 flouting maxim of quantity with a percentage reaching 80.7%, 2 flouting maxim of quality with a percentage of 7.7%, 2 flouting maxim of relation with a percentage of 7.7% and 1 flouting maxim of manner with a percentage reaching 3.9%.

After examining the total number of flouting maxims contained in the two speakers' utterances, the researcher then found that there were similarities and also differences in the two speakers' utterances in terms of the use of flouting maxims. The similarity contained in the utterance is in the use of the most dominant flouting maxim where the two speakers both use the flouting maxim of quantity as the most dominating flouting maxim. Meanwhile, the difference lies in the use of the flouting maxim as described in the previous paragraph.

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