

CHAPTER III

METHODOLOGY

This chapter presents the research method which is designed to answer the research problems, i.e. the types of maxims flouted, the ways the speakers flout the maxims, and the types of verbal humor particular to each maxim flout. In addition, it includes data source, data collection, and data analysis.

3.1. Research questions

This study is undertaken to seek answers to the research questions formulated in the chapter I as follows:

1. What types of conversational maxims are flouted?
2. How do the speakers flout the conversational maxims?
3. What types of verbal humor are particular to each maxim flout?

3.2. Research method

This study is largely qualitative. Every exchange revealing humor resulting from maxim flouts is identified qualitatively, that is, a maxim flouted have to be detected from linguistic features which cannot possibly be quantified. In addition, the study is supported by some quantification to reveal trends in maxim flout with regard to creation of humor.

3.3. Data source and collection

The main data source is a comedy movie entitled *Meet the Parents*. The movie is purposively chosen as it contains many funny scenes which hinges upon not only the characters' acting but also their exploitations of language in conversations contributing to laughter. It is that exploitations of language creating humor, supposedly flouting Grice's CP maxims, on which the present study focuses.

The data of conversational movie transcripts are retrieved from the internet (www.iMdb.com). However, the transcripts are further examined by comparing them to the original conversations of the movie. The transcripts specifically include the conversational exchanges produced by the movie characters which center on Greg, Pam, Jack, Larry and Dina. These characters are selected for their considerable contribution to the production of humor resulting from maxim flouts.

3.4. Data analysis

The conversational exchanges are analyzed in the light of Grice's CP maxims, elaborated further by Thomas (2005), to find the possible exploitations of maxim. The analysis undergoes some steps. Firstly, the conversational exchanges which potentially flout the maxims are identified based on linguistic features of Grice's CP maxims which are to be described in the following step. Secondly, the exchanges are categorized with regard to the maxims flouted as well as the ways the maxims flouted. Grice's categorization of four maxims and the ways the maxims are flouted, elaborated in Thomas (1995), are: (1) Quantity, flouting of Quantity maxim occurs when a speaker blatantly gives more or less information than the situation requires; (2) Quality, maxim of Quality is flouted when the speaker says something which is blatantly untrue or for which he

or she lacks adequate evidences; (3) Relation, flouting of Relation maxim occurs when a speaker makes a response or observation which is irrelevant to the topic in hand (e.g. by abruptly changing the subject, or by failing to address the other person's goal in asking question); and (4) Manner, the speaker flouts the maxim of Manner by giving a long-winded and convoluted response.

Each maxim flouted exposing humor is further analyzed to find relevant types of verbal humor particular to each maxim flout in the light of Alexander (1997) and Dynel (2009). This is acquired by examining the characteristics of each maxim flout and the types of verbal humor proposed by Alexander (1997) and Dynel (2009). For example, the first type of Quality maxim flout ("do not say what you believe to be false") is relevant to type of verbal humor such as irony for its inherent nature to be untruthful. Finally, the exchanges are quantified in accordance with each type of maxim flouted.

The data analyzed are presented in Table 3.1 as general findings (appendix 1) which include the types of maxims flouted, the ways the speakers flout the maxims, and the types of verbal humor particular to each maxim flout. The conversational exchanges which flout the maxims fill the first column together with the contexts in which the conversations occur. The exchanges which specifically flout the maxim are highlighted in bold print. In the following column, the exchanges are categorized into the types of maxim flouted by marking the column a tick marker (✓) corresponding to the types of maxim flouted. The last two columns contain the ways the speakers flout the maxims and the types of verbal humor particular to each maxim flout respectively.

Table 3.1 The general findings

No.	Conversational exchanges and the contexts at which they occur.	The types of maxims flouted				The ways the speakers flout the maxims	The types of verbal humor
		*Qt	Ql	R	M		
Total							
Percentage (%)							

* *Qt* : Quantity maxim

Ql : Quality maxim

R : Relation maxim

M : Manner maxim