

AN ANALYSIS OF COOPERATIVE PRINCIPLES IN THE STAND-UP COMEDY MOVIE *ELLEN DEGENERES: RELATABLE*

Rizki Retnosari, Lyla Nawakwulan

Program Studi Sastra Inggris, Universitas Pertiwi, Jakarta
rizki.retnosari@gmail.com, lyla.nawakwulan@pertiwi.ac.id

ABSTRACT

The research aims to observe language phenomenon that creates humor in the Ellen Degeneres: Relatable movie. The objectives of the research are (1) to analyze the maxims that are flouted by the comic to create humor in Ellen DeGeneres: Relatable; (2) to describe and explain the techniques of humor created by maxim flouting in Ellen DeGeneres: Relatable; and (3) to explain the functions of humor created by maxim flouting in Ellen DeGeneres: Relatable. This research is using the descriptive qualitative method. The writer analyzes data from utterances, including words, clauses, phrases, and sentences. The comic utterances are the context of the data. The object of this thesis is an American stand-up comedy movie entitled Ellen Degeneres: Relatable. The theories used in this study are the theory of Cooperative Principles, Functions of Humor, and Techniques of Humor. The approach used in this study is a pragmatic approach.

Keywords: cooperative principles, stand-up comedy, maxims

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengamati fenomena bahasa pembuatan humor dalam film *Ellen Degeneres: Relatable*. Hal ini bertujuan untuk (1) menganalisa pelanggaran maksim yang dilakukan oleh stand-up komedian dalam menciptakan humor dalam film *Ellen Degeneres: Relatable*; (2) mendeskripsikan dan menjelaskan teknik humor yang tercipta dari pelanggaran maksim dalam film *Ellen Degeneres: Relatable*; dan (3) menjelaskan fungsi- fungsi humor yang tercipta dari pelanggaran maksim dalam film *Ellen Degeneres: Relatable*. Penelitian ini menggunakan metode deskriptif kualitatif. Penulis menganalisis data dari tuturan, termasuk kata, klausa, frasa, dan kalimat. Ucapan dari komika adalah konteks data yang dianalisis oleh penulis. Objek dari penelitian ini adalah film stand-up komedi yang berjudul *Ellen Degeneres: Relatable*. Teori yang digunakan dalam penelitian ini adalah teori Prinsip Kerjasama, Fungsi Humor, dan Teknik Humor. Pendekatan yang digunakan adalah pendekatan Pragmatik.

Kata Kunci: prinsip kerjasama, komedi tunggal, maksim

INTRODUCTION

People make conversations every day. The conversation is at least involving two persons at a time; a speaker and a listener (interlocutor). Both are using communication tools that are really important to make a valuable and effective conversation that could make the speaker and listener comfortable. Humor is one of the tools a speaker can use to build a conversation. Avner, Gorenstein, & Moris in Reece (2014) state that in order to make the receiver gets the message, a well-speaker would find ways to make the communication effective that is by using humor to build positive connections either with the audience or the member.

Stand-up comedy is one of the media that is currently being used by comedians to deliver humor. Comic (a stand-up performer) conveys their jokes by standing on a stage and going solo. In stand-up comedy, we turn our worry into a joke, and mostly, 'the worry' is relatable to people, and that is why people laugh. Meehan, as quoted in Jeffries on theguardian.com (2019), stated the thing about stand-up is you can joke absolutely about anything.

There are several approaches to studying humor in linguistics. One of them is the pragmatic approach. Pragmatic is a part of linguistics that studies how both social (how the language is being used) and linguistic context affects language use (the utterance meaning). According to Meyer that the domain of pragmatics is concerned more with why they have the structure that they do and less with how grammatical construction is structured (2009: 9).

Paul H. Grice introduces cooperative principles (CP) as part of pragmatics. It studies how people cooperate with words in a conversation which is the cooperative principle involving four maxims. It is the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

To make humor, a comedian or a comic will not follow the rules of cooperative principles. If one flout maxims, there is implicature behind it that he/she hopes the participant will get it. This is one of the reasons why humor is now being used as a medium to deliver what could not be spoken directly. Attardo (1994) mentions social management, decommitment, mediation, and defunctionalization as the four functions of humor. On the other hand, while delivering humor, a comedian or a comic have their own techniques that later on

can be recognized as theirs. Berger (1993: 17-18) defines techniques of humor into four parts, with 45 techniques, they are language techniques, identity techniques, logic techniques, and action techniques.

Cooperative Principles Theory

Humor can be analyzed using a pragmatic approach as people tend to set aside the rules of linguistics when speaking. Humor is analyzed in a pragmatic approach by using Grice's cooperative principles as the performer must prepare the material before they perform it. They mostly flout the cooperative principles as part of the plan to make great humor and it will arouse laughter from the audience.

In order to uphold the effectiveness and efficiency of communication, language users adhere to a set of norms called maxims (Hatim and Mason, 1990). Grice (1989) argues that in order to carry out the cooperative principles, every speaker must obey the four conversational maxims; the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. Cutting (2002) describes Grice's maxims as follows:

1. Maxim of quantity: The speaker is expected to be able to provide sufficient, relatively adequate, and as informative as possible.
2. Maxim of quality: The speaker is expected to be able to convey something real and based on facts. That fact must be based and supported on clear evidence.
3. Maxim of relation: It means that the speaker and the hearer respond to each other without getting out of the topic.
4. Maxim of manner: This maxim implementation requires participants to speak directly, clearly, and not ambiguous.

Black (2006: 24) stated that three of four maxims are highly likely to be obeyed by the cooperative speaker; the maxim of quantity, quality, and relation. The maxim of manner is very much a matter of convention in such situations. As the cooperative principles cannot be employed in some circumstances, the speaker deliberately or undeliberately flouted or violated the maxims (Black, 2006: 24). According to Birner (2013), maxim flouting is done when the speaker does not follow the maxims but expects the hearers to appreciate the meaning. Maxim flouted can be applied for all four maxims, resulting in generating implicatures (Attardo, 1994).

Thus, when flouting a maxim, the speaker believed that the hearer knows there is an implicit meaning behind it (Cutting, 2000: 37). Furthermore, Cutting (p. 37-39) describes the maxim of flouting as follows:

1. Flouting Quantity: The speaker is flouting the maxim quantity when he/she gives too little or too much information.
2. Flouting Quality: The speaker say something that obviously does not represent what they think (hyperbole, metaphor, irony and banter).
3. Flouting Relation: It occurs when the participant gives irrelevant responses to the topic; to make the partner pick up the real meaning, or to change the topic.
4. Flouting Manner: It occurs when a speaker gives unclear and ambiguous utterances; means that there is more than one meaning.

Techniques of Humor

McGraw and Warren (2014: 10) define that humor only occurs when something seems wrong, threatening, or unsettling (i.e., a violation), but seems okay, safe, or acceptable simultaneously (i.e benign). Using techniques, a comedian can produce quality humor. Techniques that comedian use is their shield to show their characteristics of humor.

Arthur Asa Berger (1997:17) with his techniques of humor theory defines that the technique can be grouped into several categories, such as Language, Logic, Identity, and Action. He discovered the techniques to show what generates humor and provokes laughter, not the reason why something is funny.

Table 1. Berger's Categories and Techniques of Humor (Berger, 1997)

Categories and Techniques of Humor			
LANGUAGE	LOGIC	IDENTITY	ACTION
Allusion	Absurdity	Before/After	Chase
Bombast	Accident	Burlesque	Slapstick
Definition	Analogy	Caricature	Speed
Exaggeration	Catalog	Eccentricity	
Facetiousness	Coincidence	Embarrassment	
Insults	Comparison	Exposure	
Infantilism	Disappointment	Grotesque	
Irony	Ignorance	Imitation	
Misunderstanding	Mistakes	Impersonation	
Over Literalness	Repetition	Mimicry	
Puns, Wordplay	Reversal	Parody	
Repartee	Rigidity	Scale	
Ridicule	Theme/Variation	Stereotype	
Sarcasm	Unmasking		
Satire			

According to Berger, the aspect of language (the humor is verbal) is a humor technique by using the aspect of language such as the meaning and the sound to produce funny words, either from implicit sounds or implicit meaning. Below is the language aspect that appeared in the movie:

Table 2. Language Aspect of Techniques of Humor

No	Techniques	Description
1	Allusion	This refers to stupid things people have done, to scandals, to sexual liaisons (or sex in general); wordplay which refers or infers to criticize someone or situation; may be embarrassing but not painful.
2	Bombast	Talking excessively or grandiose to sense a difference of <i>what</i> is said and <i>how</i> it is said.
3	Exaggeration	reality of the situation so that it is far from the truth.
4	Facetiousness	Joking and using unserious language and attitude; using humorous language to describe something.
5	Insults	Verbal aggression to degrade someone or something; involve wild comparison that someone done in the past.
6	Infantilism	Adults who use baby language, play words or sounds, expressing senseless things and that kind of thing. There is often a repetition.
7	Irony	Verbal irony is saying one thing but meaning the opposite; dramatic irony refers to situations in the storyline where a character pursues several goals but gets the opposite of what is sought.
8	Misunderstanding	Error in understanding a particular thing or situation; occur due to ineffective communication between participants.
9	Repartee	Requires a response or an answer from each character for insults in a witty and clever way.
10	Ridicule	Involves someone or something to be cast and made fun to arise contemptuous laughter; involves deriding (attacking someone with a scornful tone), mocking (to imitate another's appearance or actions), and taunting (to remind someone of some annoying fact).
11	Sarcasm	This refers to the use of language that is demeaning, ridiculing, and hurting. The word is rude and insulting; sarcasm is indirect, insult is direct.

The logic aspect is the idea of creating humor through logic. In this idea, the audience initially did not suspect that it was humor.

Table 3. Logic Aspect of Techniques of Humor

No	Techniques	Description
1	Catalogue	Includes a list that can use insult, wordplay, facetiousness, and various other techniques to achieve funny effects; could be combined in dialogue where the characters compose responses or answers to questions from other characters.

No	Techniques	Description
2	Coincidence	It happens when the comic is in an awkward, uncomfortable situation that entertains the people around her/him; often paired with other techniques, revelation, and unmasking.
3	Mistakes	Involves something someone does, which is various kinds of stupid and silly errors, based on error, such as poor judgment, inadequate information, inattention, or stupidity.
4	Repetition	Humor techniques by repeating a word or action.

Functions of Humor

Humor has a variety of functions. In a tense situation, humor is a good medium to establish intimacy, humor's function is to criticize all the goals and messages, and humor serves as a media play on the linguistic level. Attardo (1994: 323) notes that the functions of humor can be grouped into four classes.

1. Social Management: Humor is a tool to establish or strengthen the relationship of a community or group. Instances of social management are:
 - Social Control: The speaker uses humor to embarrass or intimidate the group members as a social corrective.
 - Conveying Social Norms: The speaker uses humor to bring up materials about taboos, unacceptable behavior, etc.
 - Ingratiation: The speaker tries to foster liking and garner attention. It shows how mutual laughter can build and show consensus.
 - Discourse Management: In this function, humor is used by some people for termination, topic shift, initiation, checking, and passing (exchange of topic).
 - Establish Common Ground: A speaker uses the hearer's reaction when hearing the humor to establish attention, degree of involvement, and understanding.
 - Cleverness: When one produces humor, the listener will try to understand the implicit meaning. That extra processing connotes cleverness. In society, humor has a positive connotation in general.
 - Social Play: Humor is a medium to foster group cohesiveness and to strengthen social bonds. For women, humor can be a part to managing intimacy and commonality, however, for men, it is as domination or aggression.

- Repair: Amend unpleasant situations by saying humorous comments, levity, connoting a positive attitude, and in-group bonding.
2. Decommitment: The basis of the decommitment function is that the speaker can retract his/her jokes in order to maintain the relationship between the speaker and the hearer, and save the speaker from making an unpleasant situation (Brown and Levinson in Attardo, 1994). There are two decommitment tactics, that is probing and salvaging.
 - Probing: It is trying to identify or find out about serious materials. The speaker implicates the serious contents into humor (Emerson and Sacks in Attardo, 1994).
 - Salvaging: Salvaging is a way to save the speaker from an uncomfortable or unpleasant situation by indicating that what he/she did was not serious, and it was meant as a joke (Kane et al. in Attardo, 1994).
 3. Mediation: Humor can be used either to introduce or bring out potentially aggressive or embarrassing interactions. If someone's statement is found to be socially unacceptable, he/she can deny it by saying that it was a humorous statement.
 4. Defunctionalization: Humor is used for playful purposes, not as a transmission of information. Using defunctionalization function has the effect of shifting the use of language as a means of communication to language as ritual and ultimately language as art (Fry in Attardo, 1994).

Some previous research is also discussing maxim flouting, and some of them are focusing on the humor creation that created the maxim flouting. The writer used some of those research as references in writing this research. The first researcher is Herawati (2015) conducted research entitled *A Pragmatic Analysis of Humor Expressed by Aladeen in The Dictator Movie*. The researcher applied a descriptive qualitative method. The first finding shows that all four types of maxims are flouted to create humor. The most prominent maxim that is flouted is the maxim of quality (21 times). Then followed by a maxim relation (11 times), a maxim of manner (6 times), and a maxim of quantity (4 times). The second finding shows that there are two senses of humor found in this movie; jokes and spontaneous conversational humor, i.e. irony, sarcasm, overstatement and understatement, self-deprecation,

teasing, clever replies to serious statements, double entendres, transformations of frozen expressions, and puns. The third finding, there are only two functions of humor found in the movie. They are social management and defunctionalization.

The second researcher is Anggraini who conducted research entitled *A Pragmatic Analysis of Humor in Modern Family Season 4*. The researcher also applied a descriptive qualitative method. She analyzed the maxim flouted by the characters to create humor, the humor forms created by maxim flouting, and the humor functions created by maxim flouting in the movie. The first finding is that all maxims are flouted by the characters to create humor. Mostly, the characters flouted the maxim of quality to create humor. Second, forms of humor found in the movie are jokes and spontaneous conversational humor. Third, all four functions of humor are found in the movie.

METHOD

This research is descriptive qualitative research as it discussed the use of language in a particular situation that is in a humorous context. The qualitative research that the writer uses is document analysis. Document analysis is for evaluating or reviewing documents in a systematic procedure both hard or softcopy material. The primary data of this study is taken from the words uttered by the comics. To analyze the utterance words in a movie, the writer is using the script of the movie that is taken from <http://www.subdl.com>.

Ellen DeGeneres: Relatable is the biography movie of Ellen DeGeneres that she delivered by herself. Most of the topics that she brought into the movie are the drama in her life; social issues, and homosexuality issues. The writer has the confidence to conclude that a comic is trying to deliver their discomfort, fidgetiness, or to criticize, to tease about things that are happening around them, and to address what he/she could not say straightforwardly. This is the reason why the writer chooses *Ellen DeGeneres: Relatable* stand-up comedy movie as the research.

There are three objectives in this paper. The first aim is to analyze the maxims that are flouted by the comic to create humor in *Ellen DeGeneres: Relatable*, the second aim is to describe and explain the techniques of humor created by maxim flouting in *Ellen DeGeneres: Relatable*, and the third aim is to explain the functions

of humor created by maxim flouting in *Ellen DeGeneres: Relatable*.

The writer will use three theories to support further discussion. The first is the cooperative principles from Paul H. Grice. The second is the techniques of humor theory by Arthur Asa Berger; in this part, the writer will only discuss the techniques related to the movie. The third is the functions of humor theory by Salvatore Attardo.

RESULT AND DISCUSSIONS

Maxim Flouting

In the movie, the writer found that Ellen, the comic, creates humor through her utterances which purposely break Grice's theory of Cooperative Principle by flouting the maxims to convey the actual meaning. The following datum is the example of the maxim quantity flouting.

I think people have a tendency. We look at somebody and we decide we know all about them. We put someone in a box so, you know.

I think everyone thinks that all celebrities live exactly the same. Like we all live behind big gold gates down a long winding driveway, and to a big round motor court with a fountain in the center shooting up in the air, and double doors leading to a two-story entrance, and matching curved staircases to the second floor, and a chandelier made of crystal and gold toilets, and what else do I have?(crowd laughs)
00:04:31 – 00:05:04

Fundamentally, maxim quantity flouting occurs when a speaker is giving either too much or less information than required. It means that the flouting happens to produce implicature and it is done intentionally. Ellen flouts the maxim of quantity since she gives more information than is needed. She tells the audience about how people like to stereotype things, in this case, a celebrity. She is listing the things celebrities have which are not necessary for the audience to know and then twists the sentence to remember what else she has at home. Here, she implies that stereotyping is not going to make one a better person because it means that people are judging someone or something based on the same perspective which they do not know the truth or the fact.

So we get down to the bottom and we take a picture with our group that we went with, and you can see the mud where... we had all fallen and sank into the mud. If you wanna see how happy I am, if you'll zoom in on my fist there...(showing the picture to the audiences) Yeah. That's... That's my "Happy Birthday" fistright

there.

00:54:43 – 00:55:06

The datum above exemplified how a maxim of quality is flouted. Basically, a maxim of quality happens because the speaker is exaggerating the utterance, dramatizing, and hyperbole in describing things, performing irony and sarcasm, and also using metaphor to imply ideas. The context of the datum above is when Portia surprised Ellen for her birthday by establishing The Ellen Degeneres Wildlife Fund to save the mountain gorillas as a gift for Ellen. They (including Ellen's crew) were going to Rwanda through an uneasy track to see the mountain gorillas. So, when they arrived at the bottom, they kept a memory of it by taking a picture together that all the people in it had mud stains on their bodies and clothes. Ellen is showing the picture to the audience, here is the picture:



Figure 1. Ellen's crew

While showing the picture, Ellen said the bold words above. It is an irony because Ellen is expressing a positive sentiment to imply a negative one. Despite the happiness she got from receiving Portia's birthday gift for her, Ellen was tired of the journey she had. By saying the irony, it made her flout the maxim of quality as she did not tell the truth and she wants the audience to pick up on it.

The flouting of maxim relation may occur when a speaker does not respond to the previous topic with a relevant one or the speaker tries to shift the topic in the conversation. The example is as follows.

But you know, so then I grew up going: "Oh, celebrities!"

I guess, everybody's like that but like, I mean, I was 16. I was younger than that I think, Michael Jackson was in New Orleans and I was so... I heard where he was, that what street he was on, and so, I chased, I didn't chase. I was walking, he was walking, he started running, I had to catch up. And... (crowd laughs) So, I was excited by celebrities. I was really like, you know, and like I said...

Do you wanna finish laughing? I don't wanna stop you. (crowd laughs)
00:31:49 – 00:32:20

The context of the datum above was when Ellen tells a story about her parents who were obsessed with celebrities and so does Ellen. She loves Michael Jackson. One day, he was in her city, and she tried to approach him. The problem was that Michael Jackson felt like he was being followed, so he ran.

During the time Ellen tells the story, one of the audience is laughing hard and loudly. She stops the story and makes a comment out of it by saying the bold words above. If other audiences do not catch up quickly on why she says that, they would be roaming to know the exact reason. In this case, she is flouting the maxim of relation since she is suddenly getting out of the topic. Ellen does it on purpose to provoke laughter even more by responding to the audience's reactions.

The Maxim of manner can be flouted if a speaker says unclear and ambiguous response. The datum below is an example of a maxim manner flouting.

I was vegan for 8 years and I really do believe that is great for you. I was healthier than I'd ever been, I love being vegan. But just in the last year or two for no reason, really. I just started eating a piece of fish once in a while **and** I'll eat eggs from chickens that I know. You know what I mean?

Like... If they're in someone's backyard and they're wandering around and they're happy and they don't have a husband.

Do you know what I'm saying?

00:14:46 – 00:15:09

The context of the datum is the moment Ellen's story tells about how she stops being vegan. Somehow, Ellen starts to eat fish and chicken. The twist is Ellen says the bold words to explain more about what kind of chicken she eats. Those words get people questioning because they made the '*chicken*' had two meanings; the chicken is the real chicken as an animal or chicken is the slang word for a girl; chick. Based on the last sentences, it means that the chicken is actually a slang word. Ellen is making a joke about it as she is a lesbian.

Techniques of Humor

Ellen is applying two techniques of humor, i.e. language and logic. Language techniques are applied when the speaker is using language aspects such as the meaning, and the sound to produce funny words, whether from implicit sounds, or implicit meaning. Below are some examples of the language aspects that appeared in the movie.

I love to drive and I like to drive fast and I'm safe, but I do like to go fast. And so slow drivers irritate me, because they're going so slow, and let's be honest. It's usually a Prius, isn't it? They've got the "coexist" bumper sticker on the back, listening to NPR, knitting a hemp scarf. If I see a Prius going fast, I'm like: "Good for you!"

00:23:10 – 00:23:49

In the datum above, Ellen is talking about a slow Prius car-driver (a hybrid car manufactured by Toyota). Here, she is describing the appearance of a Prius more than it needed. Because of that, she flouts the maxim of quantity. She is using the allusions technique in the language techniques as she is referring to something to criticize and embarrass the Prius driver. Another example of language technique is shown below.

I do have an injury that's... kind of a problem for working out now.

So, I was having pain in my third and fourth toe. If you don't know, one had roast beef and the other had none.

00:44:23 – 00:44:33

Facetiousness is a technique that uses unserious language and attitude to create humor or describe something in a humorous way. It is to annoy not for being mean. In the datum above is the moment Ellen tells the audience about her third and fourth toe injuries. It hurts her every time she moves, Ellen is flouting the maxim of quality as she is using metaphor to explicate the toes. The bold words above are the children's song titled This Little Piggy to introduce fingers to kids. Ellen is using the facetiousness technique by using humorous language to describe something. Ellen is actually annoying the audience by using the lyrics as it feels like she is talking to a child. However, it does not hurt the audience as it does create laughter means the audience could take the joke. Below is an example of a ridicule technique.

You know, I found, Portia and I, on a Sunday afternoon. I'm lying on the sofa, I have my phone. She's laying on the other sofa, she has her phone and we were in that Instagram vortex that you get stuck in and you just find all these different things but instead of finding something cute and sharing it and going over there and saying... Like she's four feet away from me. We are just silently, without talking, sending thing back and forth—

00:37:03 – 00:37:26

The situation in the datum above is when Ellen talking about the social media vortex. Ellen and Portia are in an Instagram vortex that they are sending posts to each other while they are sitting in one room. When she is explaining the

situation, she is using verbose language. She could shorten it to *'we are sending posts to each other while sitting in the sameroom.'*, thus she is flouting the maxim of manner as prolixity is one of the factors to flout it. The technique of humor that she uses here is the ridicule technique as by saying the bold words, she actually tries to taunt people in which one of their activities now is including updating what they do on their social media. Here, she is making herself and Portia an example to not annoy people outright. The next datum below is another example of the language aspect which is an exaggeration.

The bathroom attendant used to be a simple thing. There was a woman in there and there was a hairbrush and some mints. By the way, who's using that hairbrush? That's... There's hair in it already and you just...

Now, it's like, it's grown. It's like, now, there's anything you could possibly want in the bathroom. It's like, a whole bodega is set up in there. There's like... There is a make-up display, there's a curling iron, hair extensions, crudités. Oh, are those strawberries in season? Those look good. You leave the bathroom to go back to your table. "I'm full, I ate in the bathroom. I don't need anything. Oh, and the hummus was good."

00:19:31 – 00:20:25

In the utterance above, Ellen is talking about the development of facilities available in a bathroom in some nice restaurants. She exaggerates the illustration by saying bold words. From the statements above, she is flouting the maxim of quality. The technique that she uses is exaggeration which belongs to language techniques. One is using the exaggeration technique when they are talking grandiose about something.

The logic aspect is the technique of humor which uses an idea to create humor. At first, the sentences are logical but then it is suddenly deflected so that it is opposite and instead invite things that are unusual and are considered funny. A speaker can be categorized using the mistakes technique when he/she is doing stupid, silly, and error things, and how he/she reacts or responds to that. Datum below is an exemplifies of it.

If I go in there and if I don't have any money on me and they're trying to hand me the towel I feel like:

"No, thank you. I can't... No (wiping her hands into her trousers). I don't... No. I don't deserve it, give it to the lady there. No, thank you. I'm good."

00:20:30 – 00:20:43

In the datum above, Ellen is flouting the maxim of quantity as she says too

much information. She is telling the audience about giving tips for bathroom attendance in a nice restaurant. Ellen is acting out her expression while telling the story. She could just shorten the bold words to '*No, thank you.*' That is the reason why she is flouting the maxim of quantity. Here, Ellen is using the mistakes technique as she is illustrating one's silly thing. As written above, Ellen uses the reaction as a joke. It would be embarrassing if it really happened because people that are inside the bathroom will see it and think of him like he/she is poor.

The coincidence technique can be used when a speaker is in an awkward, uncomfortable situation that entertains the people around her/him. Datum below is an example of a coincidence technique.

She said: "Oh, how many cats do you have?" And I said: "Three."

And she goes: "Oh, you are a lesbian." (crowd laughs)

I said: "I got news for you, that's not what makes you a lesbian (crowd laughs), it's nuts. It's other stuff. It's..."

I said: "I have three dogs. Does that cancel it out in any way or... What if I had two cats, does that make me questioning or am I not quite gay at that point?"

00:05:36 – 00:06:18

The context of Datum above is Ellen's storytelling about the time she was in a conversation with a woman and the woman judged her as a lesbian because she has three cats. As to defense herself, Ellen quickly said to her that the cat she has did not define her as a lesbian. In this utterance, Ellen flouts the maxim of relation because she could just say '*no I'm not a lesbian*' then explain things that make someone a lesbian. She was a little bit stuttering while talking about it as the woman's statement is a private thing. Thus, Ellen feels uncomfortable and the situation she is in and the way she responds to it are amusing for the audience. That is why Ellen's joke is categorized as using the coincidence technique.

Functions of Humor

In social management function, humor is a tool to establish or strengthen the relationship of a community or group. Datum below is an example of the function of humor created by flouting the maxim of relation.

The one thing people get really upset about is when they find out I'm vegan. Oh boy. "You're vegan? Where do you get your protein?"

"Why do you care where I get my protein? Where do you get your riboflavin?"

00:13:11 – 00:13:34

Ellen was a vegan. People are wondering how could she get protein (one of the substances for having sex). The question is an inappropriate one Ellen's answer is showing her uncomfortableness by changing the topic and not giving the exact answer. By doing that, she flouts the maxim of relation. Ellen is using the coincidence technique as she was in an uncomfortable situation and people are laughing over that. As she does not answer it and instead of giving out another The question, she is trying to shift the topic is, in social management the function of humor here is topic shifting that part of discourse management. The next datum is another example of functions of humor created by the maxim of manner flouting.

I have an issue with all the emotional support animals that people are flying with now. It's just gotten out of hand. There was a woman trying to get on the plane with a peacock the other day. They didn't let her on, thank God, but I mean, not that she doesn't need it. Clearly, she's crazy. You know... (crowd laughs)

00:39:37 – 00:39:53

Nowadays people can fly with their pets. One day, she saw a woman who tried to get on the plane with her peacock. Ellen was thankful the plane did not let the woman take the pet. When Ellen says '*Clearly, she's crazy.*' it makes the audience question whether the girl is actually crazy or she is crazy because she wants to get on the plane with a peacock. That is why she is flouting the maxim of manner. On the other hand, it can be seen that she is insulting the woman through what she has done. In social management, the function of this humor is as a social control which is to embarrass or to intimidate the member of the group as a social corrective.

The basis of the decommitment function is that the speaker can retract his/her jokes in order to maintain the relationship between the speaker and the hearer, and save the speaker from making an unpleasant situation by saying '*just kidding*' when he/she is uncertain with the response from the hearer. There are two decommitment tactics, that is probing and salvaging. The speaker is allowed to probe the hearer's reaction of what he/she has uttered, and then salvage him/herself from the situation that is becoming socially unpleasant by de-committing her/himself. Datum below is an example of the decommitment function of humor through the maxim of quantity flouting.

It took three years for me to get back on television. And, so when I was offered this talk show, I was really excited about it, but they were trying to sell the talk show

and a lot of people didn't wanna buy it because no one thought they'd watch. There was this one station manager, and this is a quote:

“No one’s gonna watch it. No one’s gonna watch a lesbian during the day.”
I said: “Well, they weren't watching me at night. What time of day is good for a lesbian?”
00:10:53 – 00:11:23

In the datum above, as we can see that Ellen talks about her comeback to the entertainment world where it was really hard to sell a show with the fact that the world knows she is a lesbian. Ellen's response was questioning whether there even an exact time where people could watch a lesbian, which she was sure that that kind of time never exists.

The words from the station manager are flouting the maxim of quantity since he/she is saying too much information that actually should not be spoken. ‘*No one’s gonna watch it.*’ is actually enough to tell Ellen that he/she is rejecting the offered show. On the contrary, Ellen flouts the maxim of quantity because she gives too little information about what the manager says. It makes the audience question the continuity of the conversation. Ellen's responses to what the manager says are part of the repartee technique since she gives a clever and witty reply. Probing is part of decommitment. Ellen is using her reply to finding about the lesbian issue people have now. As she does not want to sound so serious when indeed it is a serious issue, so she is using probing as a tactic to find out the answer.

Humor is a mediating device. It can be used either to introduce or bring out potentially aggressive or embarrassing interactions. If someone’s statement is found to be socially unacceptable, he/she can deny it by saying that it was a humorous statement. The following datum is an example of a mediation function of humor created by the maxim of quantity flouting.

I went to a gas station to put gas in my car and there's a group of teenage boys across the way and they're like really cool. They were vaping and... And they were like: “It's Ellen, oh my God, it's Ellen.”
And I'm like... (giving peace sign with her hands) and... then I realized I pulled up, and the gas pump was over here and my tank was back here, on this side **of the car**. They're looking at me, and I'm looking at them and...
I get back in the car... and I pull around. Now, it's still on the wrong side because I've just pulled around. And they're still looking at me And I'm like: “I don't wanna look like an idiot.” So, I just filled up the back seat. I just... I'll buy a new car, I don't care.
00:26:06 – 00:27:32

Ellen is telling the audience about one of the stupid things she had done. One of them is when she was about to fill the gas of her car. She saw a group of teenage boys in a gas station. They recognized Ellen and she was playing it too cool that she was filling up the back seat of the car with gas because she feels embarrassed from going back and forth to place the gas pump in the right position. In the datum above, it can be seen that Ellen is being too informative, she could just simply say *'I filled up the back seat of my car instead to the gas tank because I don't wanna look like an idiot.'* Therefore, she flouts the maxim of quantity. Ellen uses humor to tell a story about her embarrassing moment and how she resolves it, this technique is called the mistaken technique. The function of the humor here is as a tool to talk about something embarrassing so that the audience could understand why she did it.

In defunctionalization language, it is used for playful purposes, not as a transmission of information. Freud's remarked that humorous language is close to the children's pleasure when playing with words. Its functions have the effect of shifting the use of language as a means of communication to language as ritual and ultimately language as art (Fry in Attardo, 1994: 329). As the speaker is aware of the playful possibilities, he/she uses this advantage for entertainment purposes. Below is an example of defunctionalization created by flouting the maxim of quality.

We all have people, that we know, that look into signs way too much. You know, they'll be like:

"I don't know if I should be in this relationship. "There's a squirrel. Squirrels live in trees. Trees have leaves. I should leave him.

01:02:42 – 01:02:54

The sign is one of the things that people consider before deciding to do things. Here, Ellen is giving an example of how someone looking for a sign of whether she is in the right relationship by referring to the thing she sees around her. Here, Ellen is playing with the sounds of words to make it sound so dramatic. The bold utterances above have rhymes in it. Logically, the sign that the girl mentioned does not make sense. There are many things to be considered when one is going to end a relationship. Thus, she is flouting the maxim of quality which is hyperbole by dramatizing it. The technique of humor that Ellen uses is bombast which is

connecting the rhyme of words in sentences. For that reason, the function of humor is defunctionalization since Ellen uses language for playful purposes.

In reference to the findings above, generally, it can be seen that the speaker is well aware of the process to convey topics in humor. The use of flouting maxims, techniques, and functions of humor is helpful for the speaker and even for us to create humor for effective and conducive communication. It can be a bridge to deliver many topics with no harm and no intention to offend anyone. The speaker here realized it and applied it to the show, while the audience catch the message well. Instead of being annoyed by the jokes, the audiences relate them to reality and accept the fact that it is what happens nowadays. All maxims flouting is applied by the speakers, mostly maxim quality. Being dramatized or hyperbole something is how the speaker flouted the maxim of quality. In reality, as well, dramatizing a story is a fun way to create laughter and melt a rigid situation. Elsewise, describing something in ambiguous words (in this study is flouting the maxim of manner) could make the audiences confused as there would be more than one meaning.

The techniques and functions of humor is produced to shape the raw of humor to become something that the audiences could filter through the head. How the speaker delivers it through gestures/movement/errors in spelling/playing with the sound of words, is the process of shaping the raw joke into something that the audience could enjoy. Building humor, feeling, and also conversation at the same time is how the speaker intertwines the relationship with the audience. By applying the techniques and combining it with the function, the speaker creates more laughter with the audience and merges the audience to feel the speaker's feelings, and even shares the same feeling about an issue that they are weighing.

Thus, it can be said that humor engages the relationship by sharing the same moment and laughter together which could melt away the tension (Suttie, 2014). Rather than taking the joke for granted, our mind rates it as something funny and positive, not as something serious and to be offended about (Molari, 2021). Thus, the application of maxim flouting in utterance does not make people being unfriendly or uncooperative, it becomes the technique to create humor (Ariyanti, 2019) and it does make people see things from another point of view, which is in humor side.

CONCLUSION

In conclusion, the comic employs floating in all maxims. The first most prominent that appeared in the movie is a maxim of quality flouting. Exaggeration, metaphor, hyperbole, dramatizing, irony, and sarcasm are how Ellen Degeneres flouted the maxim of quality. On the other hand, a maxim of manner is the lowest rank. It can be seen that saying something in an ambiguous way is ineffective to create humor for the audience as it will make them confused, questioning, or wondering what is it about, thus the audience will misinterpret the humor. As a result, by using the flouting maxim, humor can be created in many ways.

There are two techniques of humor found in the movie, that is the language aspect and the logic aspect. The most prominent language aspect used by the comic is the exaggeration technique. It is considered to be one of the common techniques of humor that people use in producing humor on a daily basis. For the logic aspect, there are only four techniques found in the movie. They are catalog, coincidence, mistakes, and repetition. Those four techniques are being used by the comedian as talking about something that happened accidentally, or telling a story about one's stupid and silly errors is amusing for people who hear it, especially when they are not the one doing it.

For the functions, the writer found all the forms of the function of humor applied in the movie. Social management has the highest rank as humor is used by the comic to facilitate interaction and strengthen the relationship between both the comic and the audience. Meanwhile, the last rank is decommitment as the comic is not using humor as a tool to hurt people but to find out about an issue that weighs her shoulder. In other words, the comic does not use humor as a cruel tool but as a facility to deliver discomfort and fidgetiness or to criticize and tease things.

As a suggestion for future researchers and students, the use of flouting maxims in communication does not always lead to bad communication. In fact, it could be one of the techniques to perform stand-up comedy, to make a joke in a conversation, or it could be one of the interesting methods for teaching.

REFERENCES

- Anggraini, S.D. (2014). A Pragmatic Analysis of Humor in Modern Family Season 4 [Thesis, Yogyakarta State University]. Department of English Education. <http://eprints.uny.ac.id/id/eprint/19423>.
- Ariyanti, L. & Puspasari, M.A. (2019). Flouting Maxims in Creating Humor: A Comparison Study Between Indonesian and American. *Prosodi*, 13(2), 75-88. <https://doi.org/10.21107/prosodi.v13i2.6204>.
- Attardo, S. (1994). *Linguistic Theories of Humor*. Berlin, New York: De Gruyter Mouton. <https://doi.org/10.1515/978311021902>.
- Berger, A. A. (1993). *An Anatomy of Humor* (1st ed). Routledge. <https://doi.org/10.4324/9781315082394>.
- Berger, A.A. (1997). *The Art of Comedy Writing* (1st ed.). Routledge. <https://doi.org/10.4324/9781351305723>.
- Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Students* (1st ed.). Routledge. <https://doi.org/10.4324/9780203994597>.
- Grice, F. o. S. J. C. O. a. F. P. o. P. P., Grice, P. (1989). *Studies in the Way of Words*. United Kingdom: Harvard University Press.
- Hatim, B., & Mason, I. (1990). *Discourse and the Translator* (1st ed.). Routledge. <https://doi.org/10.4324/9781315846583>.
- Herawati, N. (2015). A Pragmatic Analysis of Humor Expressed by Aladeen in The Dictator Movie [Thesis, Yogyakarta State University]. Department of English Education. <http://eprints.uny.ac.id/id/eprint/27835>.
- Jeffries, S. (2019, January 19). Is standup comedy doomed? The future of funny post-Kevin Hart, Louis CK, and Nanette. <https://www.theguardian.com/culture/2019/jan/19/is-standup-comedy-doomed-future-of-funny-kevin-hart-louis-ck-nanette>.
- Jobert, M. (2008). Book Review: *Pragmatic Stylistics* by Elizabeth Black, 2006. Edinburgh: Edinburgh University Press, pp. 166. ISBN 0 7486 2041 9 (pbk). *Language and Literature*, 17(2), 175–178. <https://doi.org/10.1177/09639470080170020503>
- McGraw, P., Warner, J. (2014). *The Humor Code: A Global Search for What Makes Things Funny*. United States: Simon & Schuster.
- Meyer, C. (2009). *Introducing English Linguistics* (Cambridge Introductions to Language and Linguistics). Cambridge: Cambridge University Press. doi:10.1017/CBO9780511757822.

- Molari, S. (2021, December 7). The seriousness of being funny. <https://pjp-eu.coe.int/en/web/coyote-magazine/seriousness-of-being-funny>.
- Odebunmi, A. (2015). Book review: Betty J Birner, Introduction to Pragmatics. *Discourse Studies*, 17(3), 362–363. <https://doi.org/10.1177/1461445614562062a>.
- Reece, B. (2014). Putting the Ha! In Aha!: Humor as a Tool for Effective Communication [Dissertation, University of Pennsylvania]. ScholarlyCommons. http://repository.upenn.edu/mapp_capstone/58.
- Suttie, J. (2014, May 28). Why Do We Laugh?. https://greatergood.berkeley.edu/article/item/why_do_we_laugh.