

**THE UNIVERSITY OF DANANG
UNIVERSITY OF FOREIGN LANGUAGE STUDIES**

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**AN INVESTIGATION INTO
THE FLOUTING OF CONVERSATIONAL MAXIMS
EMPLOYED BY MALE AND FEMALE GUESTS
IN THE AMERICAN TALK SHOW “THE ELLEN SHOW”**

Major: ENGLISH LINGUISTICS

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Chapter One

INTRODUCTION

1.1. RATIONALE

It is generally known that **entertainment** is regarded as an indispensable part in our daily life. Among entertainment programmes, TV show is one of the most popular sources of relaxation. Besides, TV show in English is of great benefit to English language learners since it provides them with natural English conversations so that they can enrich the target language. Nevertheless, learning a language as a foreign language is not an easy process since it requires more than knowing linguistic features and four skills of listening, speaking, reading and writing. If the learners do not have basic knowledge of Pragmatics, which refers to the relationship between language in use and the context in which it is used, they can hardly understand situations in TV shows.

Among central aspects of Pragmatics, **conversational implicature** is one of the single most important ideas, as pointed out by Levinson [1]. It is assumed that in conversation a speaker may often mean to deliver his message implicitly for specific purposes. Implicature is employed by interlocutors by various means, **flouting Grice's maxims** (including *quality, quantity, relation* and *manner*) is one common way used by speakers to imply something. There have been some researches in line with the flouting of conversational maxims in films or sitcoms so far, which reveal types of maxims flouted or reasons for flouting maxims. However, the issue of flouting maxims in interviews of TV shows where conversation between hosts and guests run naturally, not based on scripts, have not

received much investigation yet. In this study, the researcher chose interviews in The Ellen Show, a popular TV show for people all around the world, especially for English language learners, to analyse the flouting of Grice's maxim with the intention to help English language learners who are keen on watching the show to enhance their language as well as pragmatic competence. An additional factor which is also investigated in the research is the issue of distinguishing situations where male and female guests flout one or more maxims in interviews of The Ellen Show.

As far as I am concerned, I used to feel confused when watching situations where maxims are flouted like those previous instances because my limited knowledge of Pragmatics prevented me from getting actual intention of the speakers. However, since I approached Pragmatics and especially Conversational Implicature, I become greatly interested in the situations where speakers flout conversational maxims for specific purposes. Hence, in the hope of finding out how conversational maxims flouted by male and female guests in a fascinating show, The Ellen Show, the study entitled "**An Investigation into the Flouting of Conversational Maxims Employed by Male and Female Guests in the American Talk Show "The Ellen Show"**" is carried out.

1.2. AIM AND OBJECTIVES

1.2.1. Aim

This study is aimed to:

- Investigate pragmatic features of flouting maxims employed by male and female guests in the American talk show "**The Ellen Show**" in terms of types of maxims, rhetorical strategies and purposes of maxim flouting.

- Analyze the similarities and differences between male and female guests in terms of conversational maxims flouting in “**The Ellen Show**”.

- Provide Vietnamese learners of English with some helpful information about cases of maxim flouting in natural conversations.

1.2.2. Objectives

To achieve the aim of the study, the following objectives are intended to:

- Identify and describe types of conversational maxims flouted, purposes and strategies which are employed by male guests in “**The Ellen Show**”.

- Identify and describe types of conversational maxims flouted, purposes and strategies which are employed by female guests in “**The Ellen Show**”.

- Compare and contrast pragmatic features of maxim flouting employed by male and female guests in “**The Ellen Show**”.

- Suggest some implications for teaching and learning English in Vietnam.

1.3. RESEARCH QUESTIONS

The research aims at answering the following questions:

1. What are pragmatic features of flouting maxims employed by male guests in The Ellen Show in terms of types of maxims, strategies and purposes?

2. What are pragmatic features of flouting maxims employed by female guests in The Ellen Show in terms of types of maxims, strategies and purposes?

3. What are similarities and differences between male and female guests in terms of conversational maxim flouting in The Ellen Show?

1.4. SCOPE OF THE STUDY

This research is limited on pragmatic features of the *Flouting of conversational maxims* employed by male and female guests in The Ellen Show, an American talk show in terms of types of maxims flouted, strategies and implicatures. Contrast analysis is also made to discover the similarities and differences in terms of conversational maxim flouting between male guests and female guests in The Ellen Show.

The study focuses on analyzing the transcriptions of the interviews between the host, Ellen Degeneres, and native English speaking male and female guests in The Ellen Show (Season 15 to Season 17), which is taped from September, 2017 to December, 2019 at Stage 1 on the nearby Warner Bros, California.

1.5. SIGNIFICANCE OF THE STUDY

In accordance with the objectives of the research, this research is expected to make contributions both theoretically and practically. Theoretically, the research findings are anticipated providing additional reference for the next researchers who want to conduct research on Grice's Cooperative Principle and Implicature, especially on gender analysis of flouting conversational maxims. In terms of practical use, the results of this study are expected to be useful for both English language teachers and learners.

1.6. ORGANIZATION OF THE STUDY

Chapter Two

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

Until now, there have been some studies applied Pragmatics approach based on Grice's maxims and Cooperative Principles. Among those, three related studies are selected as the guidance for this research paper.

The previous studies aiming at analyzing non-observance of conversational maxims are quite stimulating and practical in the field of Pragmatics, which provides instances in films or TV shows where interlocutors in conversation flout one or more maxims for the purpose of implicatures. Nevertheless, the distinction between male and female speakers in terms of flouting the maxims has not received much attention yet. For this reason, my research that analyzes flouting conversational maxims employed by male and female guests in The Ellen Show will hopefully find out some interesting results.

2.2. THEORETICAL BACKGROUND

2.2.1. Pragmatics

2.2.2. Conversational Implicature

2.2.3. Cooperative Principle

In his *Logic and Conversation*, Grice [1] first analyzed cooperation as consisting of four conversational maxims: *Quantity, Quality, Relation and Manner*.

Maxim of Quantity: Be as informative as is required.

Maxim of Quality: Be genuine and sincere and give truthful contribution.

Maxim of Relation: Be relevant.

Maxim of Manner: Avoid obscurity and ambiguity.

2.2.4. Flouting conversational maxims

Among instances of non-observance of maxims, it seems that maxim flouting particularly attracts the attention of linguistics such as Grice, Thomas, Grundy, etc. since it is likely to occur more frequently in daily conversations. Hence, in the scope of this article, the issue that is totally focused on is **flouting conversational maxims**.

2.2.4.1. Flouting the Maxim of Quantity

Flouting the maxim of quantity occurs when a participant in conversation intentionally provides insufficient or excessive information within the situation requires.

2.2.4.2 Flouting the Maxim of Quality

Flouting the maxim of quality arises when an interlocutor's contribution is patently untrue, or lacks adequate evidence.

2.2.4.3 Flouting the Maxim of Relation

The maxim of relation is flouted when a participant is giving a response in such a way that makes the conversation unmatched and irrelevant to the topic that is being discussed.

2.2.4.4. Flouting the Maxim of Manner

The maxim of manner is flouted when a speaker intentionally fails to observe the maxim by not being brief, not being orderly, using obscure language, or using ambiguity.

2.2.5. Strategies of Maxim Flouting

Grundy [10] suggested six rhetorical strategies which include figures of speech as means of maxim flouting: *tautology*, *metaphor*, *overstatement*, *understatement*, *rhetorical question*, and *irony*. These

rhetorical devices are classified as strategies of maxim flouting because their definitions and usages themselves show their potential to flout maxims. For further explanation, the definition of six rhetorical devices are provided below to prove their capacity as strategies for maxim flouting.

2.2.5.1. Tautology

2.1.5.2. Metaphor

2.2.5.3. Overstatement

2.2.5.4 Understatement

2.2.5.5. Rhetorical question

2.2.5.6. Irony

2.2.6. Language and Gender

The person who pioneered in the field of *Language and Gender* was Lakoff, whose work confirmed that women's speech had some features that were different from men's speech [15]. Lakoff's approach is referred to as '*deficit*' theory since her analysis was not centered on empirical research and her finding suggested that women's speech had uncertainty and lack of confidence on the part of women. The other commonly known approach is the '*dominance*', which assures that male speech is dominant over the subordinate female speech since men are likely to use what power they have to dominate women, so language is one of the powerful tool which allows men to express their status of supremacy. On the contrary, pioneers of '*different approach*' react against the suggestive dominance theory. Researchers of the theory state that the reason for the different biological forms of language used by men and women is due to their early socialization. So, it is related to psychological differences, socialization differences in social power. The theory of

social power claims that men's greater degree of social power leads to their domination of interaction [16]. Hence, the other powerless part of society must be more polite. On the other hand, the Difference Dual-Culture approach explains that differences in language appeared in childhood where physical social separation is made [17].

In summary, men and women does not share common language styles. Male speech tends to show their power and dominance in conversation while female speech tends to show intimacy and they are associated with politeness. Furthermore, the difference between men and women in conversation is due to the fact that they have different backgrounds and also fill different roles in society.

2.2.7. Talk show and Description of the Ellen Show

2.2.7.1 Talk show

Talk show involves interactive communication. According to Oxford dictionary, a **talk show** is a television or radio programme in which famous people are asked questions and talk in an informal way about their work and opinions on various topics. In this research, the entertainment talk show *The Ellen Show* is considered as a source to find out and analyze the instances where male and female guests flout the conversation maxims.

2.2.7.2. Description of the Ellen Show

The Ellen Show is an American talk show hosted by Ellen DeGeneres, an American comedian, television host, actress, writer, and producer. Debuting since September 8, 2003, the Ellen Show has reached 17 seasons with more than 1,000 episodes. During its seasons, the show has won numerous prestigious awards such as

Daytime Emmy Awards, People's Choice Awards, Teen Choice Award, etc., which shows that the talk show has retained a high popularity among audiences all over the world. The show consists of a variety of amusing and fascinating segments such as: Monologues, Game Shows, Musical Performances, Ellen's Show Me More Show, Guest Interviews, etc., which involve the participation of guests or audiences.

To fulfil the aim of investigating the flouting of conversational maxims employed by male and female guests, the *Interview* part of the show where interactions between the host and the guests occur naturally was chosen to investigate. The *Interview* segment has debuted since season 10 (2011 & 2012), each of which comprises from 100 to nearly 400 videos on Youtube channel. On the scale of this research, interviews from Season 15 to one-third of Season 17 were picked out for the reason that the English subtitles are only fully available from Season 15 until now.

2.3. SUMMARY

Chapter Three

METHODOLOGY

3.1. RESEARCH DESIGN

The thesis design is based on a combination of quantitative and qualitative approaches.

Thanks to both quantitative and qualitative approaches, the researcher could identify, describe and analyze pragmatic features of flouting maxims employed by male guests in The Ellen Show and then draw conclusions in order to achieve the aims of the thesis.

3.2. RESEARCH METHODS

In this thesis, different methods were employed simultaneously.

First, the descriptive method was the dominant method to describe and characterize the types of maxims flouted, strategies and implicatures in the instances of flouting maxims gained through the utterances made by male and female guest in The Ellen Show.

Second, the contrastive methods were applied to compare and contrast the frequencies of the types of maxim flouting, rhetorical strategies and the implicatures of the flouting of maxims between the male and female guests in The Ellen Show.

3.3. DATA COLLECTION

To conduct the thesis, the researcher reviewed all videos of the *Interview Segment* in **The Ellen show** from Season 15 to one-third of Season 17, which is from September, 2017 to December, 2019. The source is the official channel of the show. It is <https://www.youtube.com/user/TheEllenShow>.

According to **Figure 2.1** of Instances of flouting maxims, interviews where male guests flout one or more Grice's maxims and

interviews where female guests flout one or more Grice's maxims were selected. Altogether, 72 situations of maxim flouting employed by male guests and 72 situations of maxim flouting employed by female guests in The Ellen Show were selected as the sample of the research. Therefore, the number of situations where maxim flouting occurs that builds up the data in this thesis is 72 for each gender.

3.4. DESCRIPTION OF SAMPLES

In order to prepare for the research, the samples were chosen with the following criteria:

- The sample must be chosen based on Figure 2.1 of Instances of flouting maxims.

- The male and female guests in The Ellen Show must be native English speakers, including those who come from countries where English is an official language such as America, Britain, Australian, Canada, etc.

- The situations taken from interviews in The Ellen Show were released in the period of 2017-2019, thus they are not out-of-date.

3.5. DATA ANALYSIS

After being collected, the situations of maxim flouting are thoroughly examined. The procedure for data analysis is carried out as follow.

- Analyzing the context of utterances to identify the types of flouting maxims employed by male and female participants based on the Grice's Cooperative Principle and rhetorical strategies according to Grundy.

- Representing the data in code. Coding was used as a sign of categorization of the data in the thesis. The coding systems were

described in the following table.

Table 3.3. Data Coding

Types of Data	Coding
Gender	ma: male fe: female
Data number	01
Types of maxim flouting	quan: quantity qual: quality re: relation man: manner
Rhetorical strategies	tau: tautology me: metaphor over: overstatement under: understatement rhe: rhetorical question ir: irony no: no Grundy's rhetorical strategies are found out

E.g. ma/01/qual/ir, fe/02/quan/rhe

- Finding out, describing and analyzing implicatures of utterances of male and female guests where maxim flouting occurs.

The results of each category including types of maxim, strategies and implicatures of maxim flouting situations were displayed in the tables in percentage. From that the frequency of each category was determined, compared and contrasted between two groups of male and female, the results then were discussed and evaluated.

3.6 . PROCEDURE

3.7. RELIABILITY AND VALIDITY

Chapter Four

FINDINGS AND DISCUSSION

4.1. PRAGMATIC FEATURES OF MAXIM FLOUTING EMPLOYED BY MALE GUESTS IN “THE ELLEN SHOW”

4.1.1. Types of Maxim Flouting Employed by Male Guests

After examining 72 instances of male guests, the researcher has come to the conclusion that all four types of maxim flouting, namely *Quantity*, *Quality*, *Relation* and *Manner*, are employed by male guests in the interview. Besides, instances where two or three maxims are flouted at the same time in one’s contribution are identified as well (*i.e. Mixed maxim flouting*).

4.1.1.1. Quantity Maxim Flouting

4.1.1.2. Quality Maxim Flouting

4.1.1.3. Manner Maxim Flouting

4.1.1.4. Relation Maxim Flouting

4.1.1.5. Mixed Maxim Flouting

Table 4.1 below is the summary of the types of maxim flouting of its presenting from 72 instances where male guests employ maxim flouting in “The Ellen Show”.

Table 4.1. Types of Maxim Flouting Employed by Male Guests in “The Ellen Show”

No	Types of Maxim Flouting	Frequency	%
1	Quantity	20	27.8
2	Quality	30	41.7
3	Relation	5	6.9
4	Manner	8	11.1
5	Mixed Maxims	9	12.5
Total		72	100

4.1.2. Rhetorical Strategies for Maxim Flouting Employed by Male Guests

All six types of rhetorical strategies proposed by Grundy consisting of *Tautology*, *Metaphor*, *Overstatement*, *Understatement*, *Rhetorical Question* and *Irony*) are discovered in the situations where maxim flouting is employed by male guests in the interview. However, there are a number of instances of maxim flouting where male guests employ no rhetorical strategies.

4.1.2.1. Tautology

4.1.2.2. Metaphor

4.1.2.3. Overstatement

4.1.2.4. Understatement

4.1.2.5. Rhetorical Question

4.1.2.6. Irony

Table 4.2. Rhetorical strategies of Maxim Flouting Employed by Male Guests in “The Ellen Show”

No	Rhetorical strategies of Maxim Flouting	Frequency	%
1	Overstatement	31	43.1
2	Understatement	4	5.6
3	Tautology	5	6.9
4	Metaphor	3	4.2
5	Rhetorical question	3	4.2
6	Irony	10	13.9
7	No rhetorical strategies	16	22.2
Total		72	100

4.1.3. Purposes of Maxim Flouting Employed by Male Guests

In the show, male guests employ maxim flouting for 13 following purposes: *joking*, *teasing the hearer*, *expressing one’s*

feeling, refusing a request, giving a clear explanation, saving face, showing modesty, emphasizing a fact, hiding the truth, maintaining self-esteem, avoiding hurting the hearer, convincing someone and arousing curiosity.

Table 4.3 below is the summary of purposes of maxim flouting of its presenting from 72 instances where male guests employ maxim flouting in “**The Ellen Show**”.

Table 4.3. Purposes of Maxim Flouting Employed by Male Guests in “The Ellen Show”

No	Purposes of Maxim Flouting	Frequency	%
1	Joking	18	25
2	Teasing the hearer	3	4.2
3	Expressing one’s feeling	6	8.3
4	Eefusing a request	4	5.6
5	Giving a clear explanation	9	12.5
6	Saving face	7	9.7
7	Showing modesty	3	4.2
8	Emphasizing a fact	13	18.1
9	Hiding the truth	2	2.8
10	Maintaining self-esteem	2	2.8
11	Avoiding hurting the hearer	1	1.4
12	Convincing someone	1	1.4
13	Arousing curiosity	3	4.2
Total		72	100

4.2. PRAGMATIC FEATURES OF MAXIM FLOUTING EMPLOYED BY FEMALE GUESTS IN “THE ELLEN SHOW”

4.2.1. Types of Maxim Flouting Employed by Female Guests

The investigation into 72 instances of female guests reveals that all four types of maxim flouting including *quantity*, *quality*, *relation* and *manner* are employed by female guests in the interview. Furthermore, *mixed maxim flouting* where two or three maxims are

flouted at the same time in one's contribution are discovered.

4.2.1.1. Quantity Maxim Flouting

4.2.1.2. Quality Maxim Flouting

4.2.1.3. Manner Maxim Flouting

4.2.1.4. Relation Maxim Flouting

4.2.1.5. Mixed Maxim Flouting

Table 4.4 below is the summary of the types of maxim flouting of its presenting from 72 instances where female guests employ maxim flouting in “**The Ellen Show**”.

Table 4.4. Types of Maxim Flouting Employed by Female Guests in “The Ellen Show”

No	Types of Maxim Flouting	Frequency	%
1	Quantity	30	41.7
2	Quality	20	27.8
3	Relation	6	8.3
4	Manner	8	11.1
5	Mixed Maxims	8	11.1
Total		72	100

4.2.2. Rhetorical strategies for Maxim Flouting Employed by Female Guests

It can be concluded from the investigation that all six types of rhetorical strategies called *Tautology*, *Metaphor*, *Overstatement*, *Understatement*, *Rhetorical Question* and *Irony* are found out in instances where female guests flout maxims. In addition, *mixed rhetorical strategies* where two strategies are applied in one case of flouting maxim are discovered in flouting maxim situations of female guests.

4.2.2.1. Tautology

4.2.2.2. Metaphor

4.2.2.3. Overstatement

4.2.2.4. Understatement

4.2.2.5. Rhetorical Question

4.2.2.6. Irony

4.2.2.7. Mixed Rhetorical Strategies

Table 4.5 below is the summary of the rhetorical strategies of its presenting from 72 instances where female guests employ maxim flouting in “The Ellen Show”.

Table 4.5. Rhetorical strategies of Maxim Flouting Employed by FemaleGuests in “The Ellen Show”

No	Rhetorical strategies of Maxim Flouting	Frequency	%
1	Overstatement	15	20.8
2	Understatement	3	4.2
3	Tautology	4	5.6
4	Metaphor	4	5.6
5	Rhetorical question	8	11.1
6	Irony	4	5.6
7	Mixed rhetorical strategies	2	2.8
8	No rhetorical strategies	32	44.4
Total		72	100

4.2.3. Purposes of Maxim Flouting Employed by Female Guests

The investigation into 72 instances of female guests reveals that maxim flouting is employed for 14 following purposes: *joking, teasing the hearer, expressing one’s feeling, refusing a request, giving a clear explanation, saving face, showing modesty, showing politeness, emphasizing a fact, hiding the truth, maintaining relationship, satisfying the hearer, avoiding hurting the hearer, and arousing curiosity.*

Table 4.6 below is the summary of purposes of maxim flouting of its presenting from 72 instances where female guests employ maxim flouting in “**The Ellen Show**”.

Table 4.6. Purposes of Maxim Flouting Employed by Female Guests in “The Ellen Show”

No	Purposes of Maxim Flouting	Frequency	%
1	Joking	10	13.9
2	Teasing the hearer	1	1.4
3	Expressing one’s feeling	6	8.3
4	Refusing a request	3	4.2
5	Giving a clear explanation	14	19.4
6	Saving face	6	8.3
7	Showing modesty	2	2.8
8	Showing politeness	3	4.2
9	Emphasizing a fact	15	20.8
10	Hiding the truth	4	5.6
11	Maintaining relationship	3	4.2
12	Satisfying the hearer	1	1.4
13	Avoiding hurting the hearer	1	1.4
14	Arousing curiosity	3	4.2
Total		72	100

4.3. SIMILARITIES AND DIFFERENCES BETWEEN MALE AND FEMALE GUESTS IN TERMS OF CONVERSATIONAL MAXIM FLOUTING IN “THE ELLEN SHOW”

4.3.1. Types of Maxim Flouting

The investigation reveals that all four types of conversational maxim, namely *quantity*, *quality*, *relation* and *manner*, are flouted by both male and female guests in the show. Besides, instances where two or three maxims are flouted at the same time in one’s contribution are identified as well in both genders (*i.e. mixed maxim*

flouting).

Figure 4.1 below is the summary of the types of maxim flouting of its presenting from 72 instances where male guests employ maxim flouting and 72 instances where female guests employ maxim flouting in “*The Ellen Show*”.

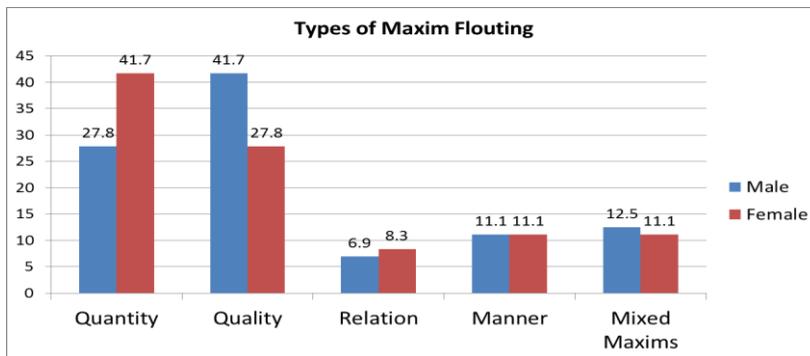


Figure 4.1. Types of Maxim Flouting Employed by Male and Female Guests in “*The Ellen Show*”(in percentage)

4.3.2. Rhetorical strategies

All six types of rhetorical strategies proposed by Grundy (*i.e. tautology, metaphor, overstatement, understatement, rhetorical question and irony*) are discovered in the situations where maxim flouting is employed by male and female guests in the interview. The analysis also shows that there are a number of instances where no rhetorical strategies are used, especially the instances of female.

In addition, *mixed rhetorical strategies* where two strategies are applied in one case of flouting maxim are discovered, but mixed rhetorical strategies are employed by women only.

Figure 4.2 below is the summary of the rhetorical strategies drawn out from 72 instances where male guests employ maxim flouting and 72 instances where female guests employ maxim

flouting in *“The Ellen Show”*.

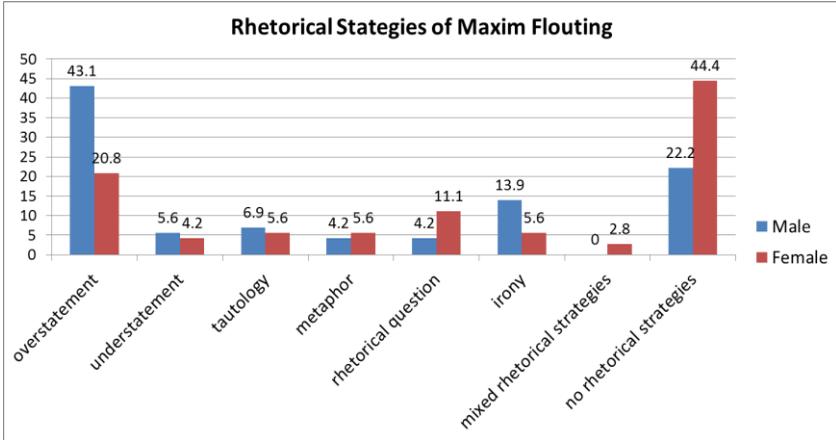


Figure 4.2. Rhetorical Strategies for Maxim Flouting Employed by Male and Female Guests in *“The Ellen Show”* (in percentage)

4.3.3. Purposes of Maxim Flouting

In the show, male and female guests employ maxim flouting for 16 following purposes: *joking, teasing the hearer, expressing one’s feeling, refusing a request, giving a clear explanation, saving face, showing modesty, showing politeness, emphasizing a fact, hiding the truth, maintaining self-esteem, maintaining relationship, satisfying the hearer, avoiding hurting the hearer, convincing someone and arousing curiosity.*

Figure 4.3 below is the summary of purposes of maxim flouting drawn out from 72 instances where male guests employ maxim flouting and 72 instances where female guests employ maxim flouting in *“The Ellen Show”*.

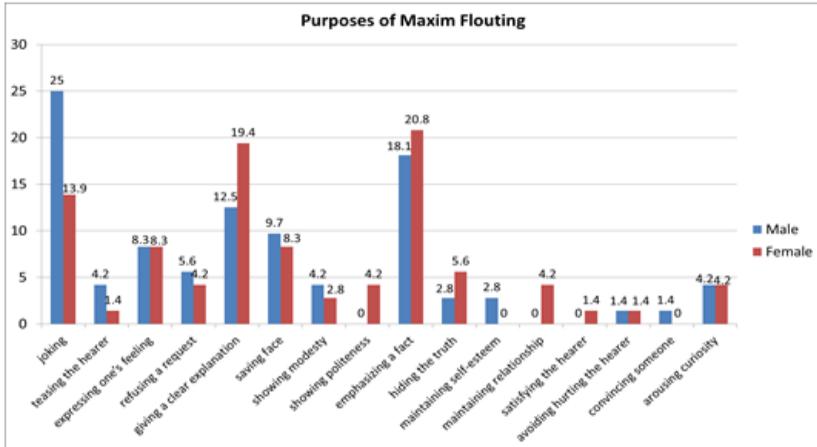


Figure 4.3. Purposes of Maxim Flouting Employed by Male and Female Guests in “The Ellen Show” (in percentage)

4.4. SUMMARY

Chapter Five

CONCLUSIONS AND IMPLICATIONS

5.1 . CONCLUSIONS

The thesis “An Investigation into the Flouting of Conversational Maxims Employed by Male and Female Guests in the American Talk Show “The Ellen Show” has been carried out with the aim of investigating pragmatic features of flouting maxims employed by male and female guests in the American talk show “The Ellen Show” in terms of types of maxims, rhetorical strategies and purposes of maxim flouting, and analyzing the similarities and differences between male and female guests in terms of conversational maxims flouting in the show. In order to reach this goal, the researcher has concentrated on identifying and describing the types of conversational maxims flouted, purposes and strategies which are employed by male guests and female guests in “The Ellen Show”, and then comparing and contrasting pragmatic features of maxim flouting employed by male and female guests.

In conclusion, although both genders shared some similarities in the pragmatic features of maxim flouting since they appeared the same context (i.e. getting involved in the same segment of the show “The Interview” and talking with the same host, Ellen Degeneres), each gender reflects its own tendency of language style in communication. Males tend to give inadequate evidence or exaggerated contribution while female frequently provide excessive information and seems to infrequently apply rhetorical strategies in maxim flouting situations. Furthermore, the differences in purposes of maxim flouting between two genders proves that the tendency of

females' contribution is to show their politeness and intimacy while that of males' contribution is to show their power.

5.2. IMPLICATIONS

The researcher has made a great effort in order to analyse pragmatic features of maxim flouting and find out similarities and differences between male and female guests in terms of conversational maxim flouting in “**The Ellen Show**”. Hopefully, the results of the research will contribute some useful knowledge to pragmatic features of maxim flouting in daily conversation as well as teaching and learning English to Vietnamese learners.

To researchers

To teachers

To learners

5.3. LIMITATIONS OF THE STUDY

Although the research has been carefully carried out, it is inevitable that there are still some limitations due to shortage of time, reference materials and limited knowledge of the researcher. First, although the *Interview* segment of “**The Ellen Show**” has come into existence since Season 10, only Season 15, 16 and one third of Season 17 were chosen as data source for the research because the English subtitles has been fully provided since Season 15. Therefore, the quantity of the samples in the thesis was limited to 72 for each gender. Second, because of time limit and the approach adopted, the researcher could only focus on the surface of the issue of gender in conversational maxim flouting and the findings in similarities and differences between two genders in terms of maxim flouting have not reach an in-depth level as expected.

5.4. SUGGESTIONS FOR FURTHER RESEARCHERS

For the sake of making further investigation into the area, the researcher would like to put forward some suggestions for further researches:

1. An investigation into the flouting of conversational maxim in English advertisements.
2. A study of the employment of conversational maxim flouting in English debates.