HUMOR STYLE AND THE APPLICATION OF FLOUTING MAXIM USED BY JAMES CORDEN IN HONEST HEADLINE SEGMENT OF THE LATE LATE SHOW

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ABSTRACT

Azizah, O. N. (2020). Humor Style and the Application of Flouting Maxim in the Honest Headline Segment of The Late Late Show. English Department, Faculty of Arts and Humanities UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Keywords: humor style, cooperative principle, flouting maxim.

This thesis aims to analyze the humor style used by James Corden in the honest headline of *The Late Late Show*. It also aims to analyze the application of flouting maxim in the humor James Corden delivered. Therefore, this thesis was conducted to answer two research questions as follows: (1) which style of humor James Corden used and (2) how flouting maxims done by James Corden were used to create humor.

This study used a qualitative approach. Qualitative studies are applied to analyze the humor style and the types of flouting maxim James Corden used. The data were collected by transcribing videos of the honest headline segment in 2018-2019. The data were then identified and classified to find the humor style and flouting maxim James Corden used.

This study reveals that there are three humor styles James Corden used in the honest headline: affiliative humor, aggressive humor, and self-enhancing humor. The most prominent humor style used is affiliative humor because James Corden told a joke that everyone might find funny. He also told a joke about everyday life that could create humor. Aggressive humor is the second most frequently humor style used by James Corden. It happened when Corden talked about Donald Trump or something nonsense. The least humor style used is self-enhancing humor because he rarely connected the topic to himself. This study also reveals that James Corden flouted all the maxims (the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner) and flouted more than one maxim. James Corden intentionally breaks the maxims because he thought that the hearer would understand the implied meaning of what he said.

ABSTRAK

Azizah, O. N. (2020). *Gaya Humor dan Penggunaan Pelanggaran Maksim pada Segmen Honest Headline The Late Late Show*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata Kunci: gaya humor, prinsip kerjasama, pelanggaran maksim.

Penelitian ini bertujuan untuk menganalisis gaya humor yang digunakan oleh James Corden pada segmen honest headline di The Late Late Show. Penelitian ini juga bertujuan untuk menganalisis penggunaan pelanggaran maksim di dalam humor disampaikan oleh James Corden. Oleh karena itu, di penelitian ini, peneliti akan menjawab dua rumusan masalah sebagaimana berikut: (1) gaya humor apa yang digunakan oleh James Corden dan (2) bagaimana pelanggaran maksim yang dilakukan James Corden digunakan unruk menciptakan humor.

Penelitian ini menggunakan pendekatan kualitatif. Penelitian kualitatif digunakan untuk menganalisis gaya humor dan tipe pelanggaran maksim yang digunakan oleh James Corden. Data dikumpulkan dengan menulis transkip dari video segmen honest headline diantara tahun 2018-2019. Data kemudian diidentifikasikan dan diklasifikasikan untuk menemukan gaya humor dan pelanggaran maksim yang digunakan oleh James Corden.

Hasil penelitian menunjukan bahwa terdapat tiga gaya humor yang digunakan oleh James Corden di segmen honest headline, yaitu humor afiliatif (gaya humor yang membuat pembicara mengatakan lelucon yang dapat dianggap lucu oleh semua orang), humor agresif (gaya humor yang berisi lelucon yang mengandung sarkasme atau hinaan terhadap orang lain), dan humor self-enhancing (gaya humor yang berasal dari kekurangan atau kegelisahan pembicara yang menunjukkan penerimaan diri karena pembicara melihat hal tersebut dari sudut pandang yang berbeda atau sudut pandang yang membuat kekurangan atau kegelisahan menjadi hal yang lucu). Gaya humor yang paling menonjol adalah humor afiliatif karena Corden mengatakan lelucon yang dianggap lucu oleh semua orang atau mengatakan lelucon tentang kehidupan sehari-hari yang dapat menciptakan humor. Humor agresif adalah humor kedua yang sering digunakan oleh James Corden. Corden menggunakan humor ini ketika Corden membicarakan tentang Donald Trump atau sesuatu yang tidak masuk akal. Gaya humor yang paling sedikit digunakan adalah humor self-enhancing. Hal ini dikarenakan Corden jarang menghubungkan topik yang sedang dibahas dengan dirinya sendiri. Hasil penelitian juga menunjukkan bahwa James Corden melanggar semua maksim (maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara). Corden juga melanggar lebih dari satu maksim. James Corden dengan sengaja melanggar maksim karena dia berpikir bahwa para pendengar akan mengerti arti tersirat dari apa yang dia katakan.

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CHAPTER I

INTRODUCTION

This chapter clarifies the reason that the researcher was attracted to conduct this study. This chapter presents the background of the study, the research problems, the significance of the study, scope, and limitation, and definition of key terms.

1.1 Background of the Study

Humans can communicate with each other, interact and share their thoughts, ideas, and feeling by using language. Language is an essential tool for communication. Because of language, people can be closer to each other.

Sometimes, people deliver some touch of humor to make the conversation more interesting or make the interlocutor feel relax. It is because humor can reduce tensions people face with (Wijana, 2015).

Martin (2003) mentions four types of humor styles can be used in communication. They are affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. The affiliative humor is the humor to make a good relationship with the addressee. The self-enhancing humor is the humor that is from negativity (insecurity, inadequacy, or something bad that happens) of the speaker, but the speaker still stays positive. The speaker looks at the negativity from a different, more humorous angle. They are able to laugh at themselves or absurdity of a situation. The aggressive humor can be a threat or something perceived as negative because it contains sarcasm or ridicule. The self-defeating

humor can make the speaker be "clown" just to captivate someone. Based on the function, the speaker can talk too much, be irrelevant or tell lies. This kind of situation means that the speaker becomes uncooperative. It is because the speaker does not follow the guide to be cooperative. The way how to make people be cooperative is explained in linguistics, especially in the pragmatic field. It is called the cooperative principle.

H. Paul Grice was the first linguist who introduced the cooperative principle in 1975. He states that in order to get a successful communication, the speaker must be relevant, clear or not ambiguous, informative as it is required, and being truthful. When the speaker becomes relevant, it means that the speakers follow the maxim of relevance. When the speaker speaks clearly or not ambiguously, it means that the speaker follows the maxim of manner. When the speaker becomes informative as is required, it means that the speaker follows the maxim of quantity. When the speaker tells something truthfully, the speaker follows the maxim of quality.

In delivering humor, the speaker does not always obey the maxims. Sometimes, the speaker breaks the maxims. Maxim contains the particular rules that should be followed by the speaker to make a successful conversation. In previous studies, flouting maxim is found to be the most frequently used in creating humor. A situation called as flouting maxim is when the speaker intentionally disobeys maxim principle in the hope that the interlocutor will get the implied meaning that was hidden behind the speaker utterances (Levinson, 1983). It means that the speaker adds another meaning besides the real meaning.

Several studies have been conducted in an attempt to analyze flouting maxim in various fields, such as movies (Aziz, Mustafa & A'la, 2019; Ibrahim, Arifin & Setyowati, 2018; Kurniati & Hanidar, 2018), novels (Noertjahjo, Arifin, & Ariani, 2017), situational comedies (Anggraini, 2014; Amianna & Putranti, 2017; Fawaida, 2019), comics (Andresen, 2013), television series (Dornerus, 2005), talk shows (Zebua, Rukmini & Saleh, 2017) and online media (Soedjarmo, Pangestu & Wartinah, 2016). From various previous studies above, the researcher found that flouting maxim is related to humor. Amianna and Putranti (2017) stated that the humorous situation in the situational comedy they analyzed is created by violating and flouting maxim done by the characters. Fawaida (2018) also pointed out that the verbal humor she analyzed tend to disobey the maxims to create humor. By flouting maxim, the speaker can create humor.

In communication, sometimes, people used humor to create exciting conversations. Humor could also lead the speaker to flout maxim. Numerous researches have been conducted to shed light that humorous situations can be created by flouting maxim (Amianna & Putranti, 2017; Dornerus, 2005; Fawaida, 2018; Puspasari & Ariyanti, 2019; Qadir & Juma', 2018; Soedjarmo et al., 2016). Fawaida (2018) noticed that each humorous statement that is uttered by the character she analyzed deviates one of or all the maxim of Grice. She pointed out that those verbal humor disobey those maxims to create the humor. Puspasari and Ariyanti (2019) also emphasized that humor could be made by flouting maxim. She stated that the flouts of the maxim that have been done by both Indonesian

and American stand-up comedians she analyzed are proven to contribute to joke technique to arouse laughter.

Long before Fawaida (2018) and Puspasari and Ariyanti (2019), Dornerus (2005) has analyzed violating and flouting maxim in the comedy-drama series. Dornerus noted that for scriptwriters, breaking maxim is necessary for the character to produce and develop a humorous and dramatic situation in verbal interaction. Similar to Dornerus (2005), Qadir and Juma' (2018) stated that it is necessary for the playwright to have characters break the cooperative principle to create and develop a humorous situation. Soedjarmo et al. (2016) added the use of reference on how to make jokes work. Soedjarmo et al. (2016) stated that the speaker and the hearer need to have the same referent to refer to when talking about the same thing.

Besides, Amianna and Putranti (2017) found three ways of how a humorous situational comedy is created. The first way is when some of the violating and flouting maxims contain incongruent ideas between what people expect and what actually occurs in the conversation. The second way is when some of the violating and flouting maxims contain the act of being hostile to someone, especially by mocking or humiliating other's inferiority. The third way is when some of the violating and flouting maxims contain particular released emotions of the characters that elicit together.

Several previous studies mentioned above show that flouting maxim is commonly uttered in breaking maxim. However, none of them analyzed flouting

more than one maxim. The previous studies only analyzed flouting one maxim. In this study, the researcher also analyzed flouting more than one maxim.

The previous studies also show that none of them analyzed the humor style, according to Martin (2003), for analyzing the humor. Amianna and Putranti (2017) used classification of humor by Raskin. Fawaida (2018) used theory of humor by Anthony L. Audrieth. Puspasari and Ariyanti analyzed using type of joke techniques. Qadir and Juma' analyzed using form of humor.

In television, several television shows usually deliver joke to create a humorous situation. Some of the shows are situational comedy, cartoons, drama, and talk show. In this research, the researcher analyzed James Corden in *The Late Late Show*. This researcher focuses on one person who is James Corden, the host. James Corden is a humorous host. Another reason the researcher chose James Corden is James Corden, and *The Late Late Show* is rarely analyzed among other popular talk shows. The segment analyzed was the honest headline. In this segment, James Corden presents actual news headlines and follows them up with what the article was trying to say. Considering that humor usually made the speakers perform flouting maxim, this study aims to analyze humor style James Corden used in *The Late Late Show* and the flouting maxim James Corden used in the humor.

1.2 Research Problems

Based on the background of the study, research problems are formulated as follows:

(1) Which style of humor did James Corden use in *The Late Late Show*?

(2) How flouting maxims done by James Corden in *The Late Late Show* were used to create humor?

1.3 Significances of the Study

This study, in line with the objective, is expected to contribute to the theoretical contribution and practical contribution. Theoretically, this study is expected to contribute to the pragmatics study in identifying the flouting maxim. The researcher expects this study to contribute to the flouting more than one maxim that has not been analyzed by other researchers. This study is also expected to be helpful for readers, the academic community (students and faculty), and other researchers who want to conduct further research on the related field to give additional information about humor style and flouting maxim. Practically, this study is expected to help readers understand the humor style and flouting maxim used in everyday conversation.

1.4 Scope and Limitation

This study focuses on analyzing the humor style used by James Corden in *The Late Show*. It also analyzes the flouting maxim used in the humor. The aspects analyzed are the humor James Corden utters, which shows the humor style, maxim flouting he used. The researcher only analyzes the honest headline segment published in 2018 - 2019 on the official Youtube channel of *The Late Late Show*, namely The Late Late Show with James Corden.

1.5 Definitions of Key Terms

Humor is quality of being funny that makes someone feel amused or laugh.

Maxim is a basic guideline containing rules that should be obeyed by the speaker and the hearer to make a successful conversation.

Flouting maxim is a condition that occurs when the speaker deliberately ignores the maxim and conveys another meaning besides the literal meaning.

CHAPTER II

REVIEW OF RELATED LITERATURE

Some related theories are presented in this chapter. It aims to support the background of the study and explain key terms in the previous chapter.

2.1 Humor

Humor is something that is considered to be funny. According to the Oxford dictionary, humor is the ability to cause or feel amusement. For getting the humor, the hearer has to understand the context of the joke. According to Yates and Hasmath (2017) stated that in order to understand the humor, a joke requires some relevant background knowledge. It means that the hearer has to know the background of knowledge of the joke that is delivered. Setiawan (cited in Rahmanadji, 2007, p. 216) classified three types of humor theories. The first theory is the superiority theory. Someone would laugh if he or she abruptly feels more superior than someone because of mistakes, shortcomings, or unfortunate situation. E.g. we could laugh when a comedian's foot is trampled on or when a comedian shows mistakes or insanity.

The second theory is incongruity theory. Something is funny when there is unexpected situation. The third theory is relief theory. The point of humor is for releasing internal restraints. When someone's restraints could be released, for example through sex jokes, humorous sarcasms or curses, it could provoke laughter. According to Martin (2003), there are four types of humor style. They

are affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor.

2.1.1 Affiliative Humor

According to Martin (2003), there are some characteristics that indicate individuals use affiliative humor. The characteristics are saying funny things, telling jokes, engaging in spontaneous, witty banter to amuse others, facilitating relationships, reducing interpersonal tensions. The other characteristic in order to put someone at ease is engaging in self-deprecating humor, saying funny things about themselves and not taking themselves overly seriously but still maintain self-acceptance (Martin, 2003). This style is to make good relationships with others. Someone who uses affiliative humor is someone who has extraversion, cheerfulness, self-esteem, intimacy, relationship satisfaction, and predominantly positive moods and emotions (Martin, 2003). "which one is closer between the moon and Eiffel tower? Of course, the moon, because you cannot see Eiffel tower from here." is one example of affiliative humor. The speaker says funny things. It because the speaker wants to amuse the interlocutor and not offend anyone.

2.1.2 Self-Enhancing Humor

According to Martin (2003), someone who is in self-enhancing humor tends to make humor from a humorous outlook of life, the incongruity of life, and something negative from their life. The negative can be from their emotions, like depression or anxiety. Even though it has negative emotions, they also have positive emotions. It is related to openness to experience, self-esteem, and

psychological well-being (Martin, 2003). "I am standing in line in a supermarket and when my friends in the same supermarket, they always greet me with 'hey, what are you doing here?'. I am like 'Uhm, sorry, do you think I am here to hunt elephant?'." is one example of self-enhancing humor. That is because the speaker talks about the humorous things in life. The speaker may feel uncomfortable when his/her friends ask the same questions that, of course, has the obvious answer. However, the speaker throws it into a joke that shows the speaker has a positive emotion by keeping being nice.

2.1.3 Aggressive Humor

According to Martin (2003), someone who is in aggressive humor tends to throw sarcasm, teasing, ridicule, derision, put-down, or disparagement humor. This humor can also be an implied threat of ridicule to others if they consider it. Someone tends to say it when they have anger, hostility or aggression (Martin, 2003). Other functions of this humor, according to Michzo and Welter (2006), are to vent feelings of hostility, send a "corrective" message to those who are violating group norms, and enhance them to feel being superior over others. "Your head is so glowing. I think I do not need any lamp if I'm with you." is one of the examples of aggressive humor because the speaker teases the interlocutor.

2.1.4 Self-Defeating Humor

According to Martin (2003), self-defeating humor is humor which the speakers disparage themselves to captivate someone or have their approval on something. Martin (2003) states that they even can be a "butt" for someone to

amuse them. The speaker denigrates themselves to get or maintain someone's acceptance. Someone who is in this humor tends to have low self-esteem and confidence. "I am ugly and I can make baby cries even when I do not try to touch them." is one of example of self-defeating humor. That is because the speaker tells a joke about him/herself, which tears him or herself.

2.2 Pragmatics

Pragmatics is one of the branches in linguistics. According to Yule (1996), pragmatics is concerned in the study of meaning that is communicated by the speaker and interpreted by the listener or the reader. Yule (1996) also stated that pragmatics necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. Pragmatics also explores how a great deal of what is unsaid is recognized as part of what is communicated (Yule, 1996).

2.3 Pragmatic Aspect of Humor

Pragmatics has an important role in creating humor. It is because context and intention are needed to understand the utterance. Soedjarmo et al. (2016) stated that to make jokes in school jokes, the use of reference and maxim in pragmatics are noteworthy. The importance of reference is measured to see whether the speaker and the interlocutor share the same referent or not (Soedjarmo et al., 2016). Soedjarmo et al. (2016) also stated that humor is created when it is purposely unrelated to the object meant, and it also means that the speaker does not follow the cooperative principle. Regarding disobedience of

cooperative principle, Qadir (2018) stated that breaking the maxim is one of the mechanisms which arise humorous sense in a comic situation. Raskin and Attardo (cited in Anggraini, 2014, p. 14) state that humor, on the one hand, involves some degrees of violation of the Cooperative Principle, but, on the other hand, humor is also a cooperative act because it can convey information.

2.4 Cooperative Principle

Communication needs the effectiveness and efficiency of delivering the contribution of information that is easier for the speaker and the addressee. In 1975, the cooperative principle was introduced by a philosopher of language, Grice and Yule (2006) state that "cooperative principle is about making the speaker contribution such as is required, at the stage in which it occurs, by the accepted purpose or direction of the talk exchange in which you engage." Based on the cooperative principle, the speaker and the addressee should be cooperative. In cooperative principle, there are sub principles that the speaker has to obey to respond to each other and make an exchange in a conversation. If the speaker and hearer follow the cooperative principle, they will get a successful conversation.

2.4.1 **Maxim**

Maxim is part of the cooperative principle. Maxim is a general principle underlying the efficient cooperative use of language, which jointly expresses a general cooperative principle. Maxim is a basic guideline that should be obeyed by the speaker and the hearer to make a successful conversation. According to Grice (1975), the maxim is classified into four types. The four types of the maxim

are maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

2.4.1.1 Maxim of Quantity

According to Yule (1975), the maxim of quantity has two rules. First is the speaker should make the contribution as informative as is required (for the current purpose of the exchange). Second is the speaker does not make their contribution more informative than is required.

2.4.1.2 Maxim of Quality

According to Yule (1975), the maxim of quality also has two rules. The speaker should give a contribution to truthfully and sincerely. The speakers should not say what they believe to be false or say anything. They know that it has a lack of evidence.

2.4.1.3 Maxim of Relation

The maxim of relation asks the speaker to be relevant. The speaker should relate clearly to the utterance he or she means. It is required to be relevant to the context and situation in which the utterance occurs (Thomas, 1995).

2.4.1.4 Maxim of Manner

In following the maxim of manner, the speakers are required to be perspicuous. They should specifically avoid obscurity of expression, avoid ambiguity, say briefly (avoid unnecessary prolixity), and say orderly.

2.4.2 Flouting Maxim

A situation called as flouting maxim is when the speaker intentionally disobeys maxim principle because the speaker assumes that the hearer is able to infer the implied meaning of what is said (Amianna & Putranti, 2017). It means that the speaker adds another meaning besides the literal meaning. The conversational implicature added when flouting is not intended to deceive the recipient of the conversation. The purpose is to make the recipient look for other meanings (Thomas, 1995). Flouting a maxim also signals to the hearer that the speaker is not following the cooperative principle (Cruse, 2000).

2.4.2.1 Flouting Maxim of Quantity

The speaker is categorized as flouting the maxim of quantity when the speaker intentionally gives information more or less than is needed. One of the examples of flouting maxim quantity is when Majid and Ali are talking on the phone. Ali says, "where are you, Majid?" and Majid answers, "I'm in my clothes". Majid's answer is indicated as the maxim of quantity. That is because Majid's answer is insufficient for Ali because it does not answer Ali's question even though Majid tells the truth that everyone is always in their clothes and because Ali seems to notice that Majid tries to joke.

2.4.2.2 Flouting Maxim of Quality

The speaker is categorized as a flouting maxim of quality when the speaker intentionally says something untrue or something that has inadequate evidence. For example, "I married a rat" (Cruse, 2000). In this case, the hearer of

the sentence has to look for another meaning since a person obviously did not marry a small animal, but rather married someone with similar traits as those which are ascribed to a rat. The implicature, in this case, is a metaphor for how the person sees his partner in marriage (Cruse, 2000)

In the other case, there is a conversation between teachers and students that is indicated as a flouting maxim. The teacher says to a student who arrives late for more than ten minutes to the class meeting, "Wow! You're such a punctual fellow! Welcome to the class." and the student answers, "Sorry sir! It will not happen again." (Khosravizadeh & Sadehvandi, 2011).

What the teacher says is indicated as a flouting maxim of quality. That is because the teacher was breaking maxim of quality with being untruthful. He becomes sarcastic by praising him, which actually means he is teasing the student. The student seems to notice the purpose of the compliment in what the teacher says, and he apologizes to the teacher.

2.4.2.3 Flouting Maxim of Relation

The speaker is categorized as a flouting maxim of relation if the speaker intentionally gives a response that is irrelevant to the topic of a conversation. The following conversation is indicated as a flouting maxim of relation. Eric says, "So, yesterday I was at this garage sale, I looked down, and there it was, the Darth Vader action figure with the incredibly rare green saber.". Hyde answers, "Why have I not kicked your ass yet?". Eric then responses, "I do not care what you think." (Dornerus, 2005).

What Hyde says is indicated as flouting maxim relation. That is because Hyde's response is not related to Eric's statement, and Eric notices what purpose of Hyde saying it to him by responding that he does not care about what Hyde thinks about him. Hyde's purpose is actually showing how upset Hyde is because Eric becomes childish by telling his interest in action figures.

2.4.2.4 Flouting Maxim of Manner

The speaker is categorized as flouting the maxim of manner if the speaker intentionally uses obscure language, the speaker intentionally does not say briefly, the speaker intentionally does not say orderly, or the speaker intentionally uses ambiguity. The following conversation between a wife and a husband is indicated as a flouting maxim of manner. The wife says, "Darling... What is the story with that new watch on your wrist?". The husband answers, "Oh, this watch you're talking about! I knew it... I told my boss that my wife would be curious when she sees it. Oh, honey you have no idea how much they are satisfied with my performance lately!" (Khosravizadeh & Sadehvandi, 2011).

The husband's answer is indicated as a flouting maxim manner. That is because the husband does not answer briefly. He wants to assure that the watch is a gift from his boss. It also means that she does not need to be jealous.

CHAPTER III

RESEARCH METHODS

This chapter presents a method that is used by the researcher for collecting and analyzing the data. It includes research design, data collection, and data analysis.

3.1 Research Design

This study employed a qualitative approach. Qualitative research is always descriptive in that the data collected are in word form or pictures rather than numbers (Bogdan, 1992). Qualitative research refers to the method that orientates the process for understanding, interpreting, and developing the theory. The descriptive qualitative was used for collecting and analyzing data from James Corden's utterances, which flout maxim. It is also for describing how the flouting maxims by James Corden create the humorous conversation

3.2 Data Collection

This section presents research data, data sources, instruments, and data collection techniques.

3.2.1 Research data

The data of this research are words, phrases, or sentences James Corden delivered in *The Late Late Show*, which are included as humor. The researcher analyzed humor James Corden delivered to find out humor style James Corden used.

3.2.2 Data Source

In this research, the data was taken from utterances by James Corden in *The Late Late Show. The Late Late Show* is an American late-night talk show that is hosted by James Corden on CBS. The subject of this study is James Corden. James Corden is an actor, comedian, writer, and host. He has hosted *The Late Late Show with James Corden* since 2015. The data was taken from Youtube uploaded by The Late Late Show with James Corden. The researcher chose the honest headline segment in *The Late Late Show*. The researcher took 15 videos. Each video duration is about two (2) up to five (5) minutes. The total duration of the videos is 46 minutes, 27 seconds.

3.2.3 Instruments

The instrument of this research was the researcher herself. It is because the researcher was the one who collected the data, analyzed the data, described the data, and drew the conclusion. The researcher needed a laptop to watch and transcript utterances of James Corden in *The Late Late Show*. The researcher also needed data connection to access and download videos of *The Late Late Show* on Youtube.

3.2.4 Data Collection Techniques

The researcher did the following steps to collect the data. First, the researcher searched *The Late Late Show* with James Corden on Youtube. Second, the researcher downloaded videos gotten from *The Late Late Show* with James Corden in 2018-2019. Third, the researcher watched the videos several times.

Fourth, the researcher transcribed what James Corden said in the honest headline segment. Fifth, the researcher underlined the sentences that are included as humor.

3.3 Data Analysis

In the data analysis, the researcher applied the following steps. The first step was identifying data. The researcher identified humor style according to Martin's (2003) humor styles: affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. The researcher underlined words, phrases, clauses or sentences, which are categorized as humor. The researcher also used codes to mark the humor style. They are A.F. for affiliative humor, S.E. for selfenhancing humor and A.G. for Aggressive humor, and S.D. for self-defeating humor. The speaker is indicated to use affiliative humor if the speaker tells about funny thing that everyone may find it funny or the speaker makes joke about everyday life or animal. The speaker is indicated to use self-enhancing humor if the speaker makes joke using the negativity of the speaker but the speaker looks at the negativity from a different, more humorous angle. The speaker is indicated to use aggressive humor if the speaker throws sarcasm, teasing, ridicule, derision, put-down or disparagement humor to someone. The speaker is indicated to use self-defeating humor if the speaker disparages him/herself to get acceptance of someone.

After identifying humor style, the researcher then identified flouting maxim in the humor. In identifying the data, the researcher used codes to mark the flouting maxim. They are FQn for flouting the maxim of quantity, FQl for flouting the maxim of quality, F.R. for flouting the maxim of relation, F.M. for

flouting the maxim of manner and FMO for flouting more than one maxim. The speaker is indicated as flouting maxim of quantity if the speaker intentionally said something more or less informative than is required. The speaker is indicated as flouting maxim of quality if the speaker intentionally tells lie or something that the speaker has lack of evidence. The speaker is indicated as flouting maxim of relation if the speaker intentionally says something unrelated to the topic. The speaker is indicated as flouting maxim of manner if the speaker intentionally uses obscure language, the speaker intentionally does not say briefly or orderly or the speaker intentionally uses ambiguity. The following excerpt is an example of identifying the data.

James: Here is one from ABC News. That reads, 'man uses a pair of tongs to rob a Whataburger.' That is the headline, but the honest headline is 'whataburglar'. (A.F., FM)

The second step in analyzing the data was classifying. In classifying the data, the researcher classified the data into some categories that are based on the humor style and types of the maxim that are flouted. The researcher also attached minutes on the video and date of the video publication.

The third step in analyzing the data was drawing a conclusion. The researcher drew a conclusion from the result of the data. The conclusion is the simplified answers to the result.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter focuses on findings and discussion of the research findings.

This chapter explains the humor style James Corden used in *The Late Late Show*.

It also reveals the violating and flouting maxim he used in delivering the humor.

4.1 Findings

This section is conducted to present the results of the data analysis. This section focuses on two points. The first point is the humor style used by James Corden in the honest headline of *The Late Late Show* that is based on the humor style by Martin (2003). The second point is the flouting maxim James Corden used for delivering the humor.

4.1.1 Humor Style

Martin (2003) stated that humor style has four types. They are affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. In the honest headline segment, James Corden only used three different types of humor.

Table 4.1 Humor style used by James Corden in the honest headline

Types of Humor Style	Data	Percentage (%)
Affiliative Humor	60	60.61
Aggressive Humor	37	37.37
Self-Enhancing Humor	2	2.02
Self-Defeating Humor	0	0
Total	99	100

The most used humor style is affiliative humor that is found to occur 60 times. The second is aggressive humor that is found to occur 37 times. The most rarely used is the self-enhancing humor that is found to occur 2 (two) times.

4.1.1.1 Affiliative Humor

Affiliative humor is used when the speaker tells jokes about things that everyone might find funny. The speaker also brings people together to find humor in everyday life. When someone makes a joke about animals, the joke is also identified as affiliative humor. Affiliative humor is found to be used 60 times by James Corden in the honest headline segment.

Data 1 (01/30/18)

00:01:44 This next one is from ABC.

00:01:45 It says 'it is now illegal in Iceland for men to get paid more than women'.

00:01:51 That was the headline.

00:01:51 The honest headline should have been 'more like niceland'.

In the honest headline above, Corden states 'niceland' to refer to the abbreviation of nice and Iceland. It is identified as affiliative humor because he told jokes that everyone found it funny. It tells everyone that Iceland being nice because of making men and women equal in their pay. It did not either hurt or disrespect anyone. The joke is unexpected because James Corden used the abbreviation that is not common.

Data 2 (13/09/18)

00:00:36 Here is one from CBS and it reads 'Facebook, Instagram want users to know how much time they're online'.

That is the headline, but the honest headline is, 'spoiler alert: it's all the time'.

People nowadays mostly have social media, especially Facebook and Instagram. People like to share their everyday life or opinion on social media. Surfing on social media is what people usually do to kill their leisure time. People even set aside some time to surf social media on their work or study time. That is why Corden said that people are online all the time. Corden made a joke about everyday life. It is identified as affiliative humor.

Data 3 (05/08/18)

00:00:05 This first headline comes from Inside edition.

00:00:07 It reads, 'elephants wear Fitbits to help zoo researchers study their

movements'.

00:00:11 That is the headline, but the honest headline should be read

'elephants disappointed by their Christmas gift'.

In the honest headline above, Corden said that the elephants were disappointed by their Christmas gift. He made a joke about the elephants. He meant that the elephants disappointed because they did not want to be tracked. The honest headline is unexpected for the audiences and it made the humor. The joke about the animal is identified as affiliative humor.

Data 4 (05/08/18)

00:01:15 Here is one more from Inside Edition, it reads 'Shaquille O'Neal ties \$500 to helium balloons, releases cash into sky to celebrate birthday.'

That is the headline, but the honest headline should have read 'helium wasted on balloons instead of hilarious Shaq's voice'.

Corden then said that Shaquille O'Neal is right up there among people he would love to hear on helium. When the helium is sucked, it can change the normal voice into a squeaky, high-pitched voice. It is identified as affiliative humor because everyone thought that the squeaky, high-pitched voice from sucking helium is something funny to hear.

Data 5 (01/30/19)

00:00:53 Here is a headline from Yahoo.

00:00:54 It reads, 'men with beards are more attractive than those who are

clean-shaven, says science'.

00:01:03 That is the headline, but the honest headline should have read

"duh", says James Corden'.

Corden said the slang 'duh' that means what was said was obvious.

Corden said duh to express it is obvious that men with beards are more attractive than those who are clean-shaven. Corden also added, 'says James Corden' to show that he was bearded and he was attractive. It is identified as affiliative humor because Corden made a joke using the slang. It is also because it did not hurt or ridicule neither the bearded men nor the clean-shaven men. The honest headline became humorous because James Corden released uncommon thought of bearded men using sarcasm.

Data 6 (04/04/19)

00:01:09 Here is one from CBS.

00:01:17 It says 'plane forced to turn around after mum forgets baby at

airport'.

00:01:26 That is the headline.

00:01:27 The honest headline should have read 'first enjoyable plane ride in

months cut short for new mother'.

In the honest headline above, Corden told jokes about the baby and the plane ride. Everyone may ever experience our plane ride is disturbed because of the cry of the baby. It sometimes made us uncomfortable. We could not help but accept the situation. It is identified as affiliative humor because Corden told jokes about everyday life. It happens like almost every plane ride that the cry baby disturbs plane ride. The joke became humorous because the joke was unexpected

for the audiences. James Corden said what people feels everytime meeting baby in a plane ride that they could not say.

Data 7 (09/19/19)

00:00:43	Here is one from FOX News and it reads 'woman accused of
	urinating on potatoes at Walmart turns herself in'.
00:00:53	That is the headline.
00:00:54	The honest headline should have read 'I say potato. She says pee-
	tato'.

In the honest headline above, Corden made a funny joke. The honest headline became funny because Corden said the unexpected word 'pee-tato'. Corden changes the word potato to 'pee-tato' to show that the woman was urinating on potatoes. It is identified as affiliative humor. It is because Corden told a joke about something that everyone might find it funny.

Data 8 (09/19/19)

Dutte O (O)/I	21 ± 2)
00:01:35	This next headline comes from CNN.
00:01:39	It reads 'Cher-themed suite opens at New York City Sofitel hotel'.
00:01:43	That is the headline.
00:01:45	The honest headline should have read 'if I could turn down
services'.	

Cher is a singer and actress. 'If I could turn back time' is one of her songs. In the honest headline above, Corden changed 'if I could turn back time' to 'If could turn down service'. It is identified as affiliative humor because Corden made a joke that everyone might find it funny. Corden did not only say 'if I could turn down service', but he sang it. The honest headline above became funny because James Corden said unexpected statement by singing one of Cher's song.

Data 9 (08/09/18)

00:00:35	Here is one from CBS and it reads 'all you can eat restaurant closes
	after customers eat too much'.
00:00:46	That was the headline, the honest headline should have read,
	'America to restaurants, don't test us'.

In the original headline, the restaurant that got bankrupt was in China, not America. Corden mentioned America to show that Americans have a better appetite than China. Corden implied that all-you-can-eat restaurants should not open in America or the restaurant would get bankrupt faster than the one in China. He made a joke that everyone might find it funny. It is identified as affiliative humor.

Data 10 (08/09/18)

00:00:04 Okay, this first headline comes from NBC news and it reads, 'taco bell voted best Mexican restaurant in America for 2018'. 00:00:16

That was the headline.

00:00:17 The honest headline should read 'Mexico suddenly in favor of border wall'.

In the honest headline above, Corden made a joke that everyone might find it funny. The audiences thought it was funny because it was unexpected. People usually mistook taco bell as Mexican food. Taco Bell is actually American-style taco. Taco Bell became famous because there was a Mexican inspired food restaurant called Taco Bell. Since taco is Mexican food, people mistook taco bell as Mexican food too. The joke was to bring people together to find humor from something usually mistaken by most of the people. It is identified as affiliative humor.

4.1.1.2 Aggressive Humor

Humor is indicated as aggressive humor when the speaker denigrates, disparages, excessively teases, or ridicules others (Zillman, 1983 as cited in Martin, 2003). It relates to the use of sarcasm, teasing, ridicule, derision, "putdown", or disparaging humor. Aggressive humor is found to be used 37 times by James Corden in the honest headline segment.

Data 11 (03/19/19)

00:01:45	Here is another headline.
00:01:46	That was in the Times.
00:01:46	It said foreign leaders showered the Trump family with over
	\$140,000 worth of gifts.
00:01:53	That was the headline.
00:01:54	The honest headline should have said 'once again foreigners
	shower Trump'.

In the utterance above, Corden uttered sarcasm. He did it to emphasize that foreigners are the only people who shower Trump, while his citizens, Americans, would not do it. It is identified as aggressive humor as he used sarcasm. The audience found it funny because they knew what he meant. The honest headline became humorous because everyone thought it was a mistake to shower Trump.

Data 12 (01/30/18)

Data 12 (01/5	0/10)
00:02:01	And this next one is from ABC.
00:02:02	It says 'swallowing pills felled with good poop effective in fighting
	potentially deadly disease'.
00:00:11	That is the headline
00:00:12	The honest headline should have read 'whoever wrote that is full of
	[bleep]'.

Corden uttered swear because the original headline talks about something strange for him. He thought that how people can eat pills felled poop. He thought that the writer of the news was irrational. The curses that released his thinking of the writer made the humor. It is indicated as aggressive humor because he disparaged the writer of the news.

Data 13 (06/14/18)

00:01:59 Here is a headline from The Huffington Post that reads, 'Amazon admits Alexa device eavesdropped on Portland family'.

00:02:06 That is the headline, but the honest headline should have read 'yeah, it was just this one family'.

In the honest headline above, he mocked Alexa by saying as if Alexa only eavesdropped on the Portland family. It was widely known that Alexa could eavesdrop customers. It means that every customer of Alexa has eavesdropped. It is identified as aggressive humor because he teased Alexa by mocking Alexa.

Data 14 (04/04/19)

00:00:25	Here is the headline from FOX News and it reads 'the town elects
	three years old goat to serve as honorary mayor'.
00:00:35	That is the headline
00:00:36	The honest should have read 'Bernie Sanders reveals his running
	mate'.

The honest headline was funny because everyone thought Bernie Sanders made mistake in the last presidential nomination. Bernie Sanders lost the 2016 democratic presidential nomination. He was known for his obsession with presidential election. In the honest headline above, Corden ridiculed Bernie Sanders by saying that the goat was his running mate. It is identified as aggressive humor.

Data 15 (07/26/19)

00:01:42	Here is a headline from New York Times and it, New York Times,
	and it says 'clown giving kids candy from car meant well, police
	tell a relieved town'.
00:01:53	That was the headline.
00 01 77	m 1 1 11 1 111 1 1/1 1 1 1 1 1 1 1 1 1 1

00:01:55 The honest headline should have read 'killer clown is also a good liar'.

In the honest headline above, Corden ridiculed the police. Corden's honest headline implied that the clown was giving kids candy obviously lied. It is identified as aggressive humor because Corden ridiculed the police that just trusts

what the clown said. James Corden released his thinking about how police could easily believe on what the clown said.

Data 16 (05/23/18)

O0:02:29 And finally, here is one from The Washington Post, and it reads, - 'Trump's white house sounds like a trust-free zone'.

00:02:35 That is the headline, but the honest headline is, '<u>Trump's marriage</u> sounds like a trust-free zone'.

The honest headline became funny because Corden said unexpected statement relating Trump's white house that sounds like a trust-free zone to Trump's marriage. In the honest headline above, Corden made a joke about Trump's marriage. Corden said that Trump's marriage sounds like a trust-free zone. Corden did it to ridicule Trump. Corden implied that not only Trump's White House that sounds like a trust-free zone but also Trump's marriage. It is identified as aggressive humor.

4.1.1.3 Self-Enhancing Humor

Self-enhancing humor is humor when the speaker makes a joke about their negativity (anxiety, insecurity, inadequacy, or something bad that happens). The speaker delivered the joke in a good-natured way because the speaker keeps the self-acceptance and stays positive. The speaker looks at things from a different, more humorous angle. Self-enhancing humor is found to be used 2 times by James Corden in the honest headline segment.

Data 17 (12/06/18)

00:02:31 Here is one from the New York Post, that says 'Scientists invent self-lubricating super-condom that lasts 1,000 thrusts'.

That is the headline, the honest headline should have read 'James Corden tests super- condom, wastes 998 thrusts'.

In the utterance above, Corden would waste 998 thrusts that means he would only do two thrusts. It became funny because it probably means that he was not good at sex. James Corden said something unexpected about himself and it made the humor. It is identified as self-enhancing humor because he made a joke about her weakness in a good-natured way. He did not say something that could put himself down, such as "I am suck in sex or something else, but still, he delivered his weakness in a joke.

Data 18 (03/19/19)

O0:02:04 And finally, here is a headline from The New York Post that reads parents say 'Peppa Pig is causing their kids to speak with British accents'.

00:02:14 That is the headline.

The honest headline should have read, 'James Corden doesn't like that parents are calling him Peppa Pig'.

The honest headline became funny because James Corden said unexpected statement relating Peppa pig to himself. Peppa Pig is the main character in the animation from U.K. *Peppa Pig*. Peppa pig is a female pig that lives like a human. She has feet and hands. She also wears cloth. In the honest headline above, it seems that people called him Peppa Pig because he has a fatty body like Peppa Pig, and he is also British. He made a joke about his body, but he did not put himself down because he said that he did not as that people called him such a name. It is identified as self-enhancing humor.

4.1.2 Flouting Maxim

The speaker is identified as flouting maxim when the speaker intentionally disobeys maxim principle because the speaker assumes that the hearer is able to infer the implied meaning of what is said (Amianna & Putranti, 2017).

Table 4.2 Flouting maxim done by James Corden in the honest headline

segment

Types of humor style	Types of flouting maxim				
Types of fidilior style	FQn	FQl	FR	FM	FMO
Affiliative humor	5	28	7	30	9
Aggressive humor	3	16	6	22	9
Self-enhancing humor		2		1	1
Total	8	46	13	53	19

Corden flouted all the maxims. Corden also flouted more than one maxim. Corden flouted maxim of quantity 8 (eight) times, maxim of quality 46 times, maxim of relation 13 times, and maxim of manner 53 times. Corden flouted more than one maxim 19 times

4.1.2.1 Flouting Maxim of Quantity

The speaker is identified as flouting the maxim of quantity when the speaker intentionally says something that is more or less than is required. Flouting maxim of quantity is found to be used 8 (eight) times by James Corden in the honest headline.

Data 19 (05/23/18)

00:01:31 Here is another from CBS and it reads, 'Nasty germs may be lurking in your hotel swimming pool'.

That is the headline, but the honest headline is, 'and your hotel shower, and your hotel bed sheets, and your hotel doorknob'.

In the honest headline above, Corden intentionally said more than is required. It is identified as a flouting maxim of quantity. He said, "and your hotel shower, and your hotel bed sheets, and your hotel doorknob" to imply that nasty germs could be in every corner of your hotel, not only in the hotel swimming pool.

Data 20 (03/16/18)

00:00:41 Here is one from The Telegraph.

00:00:48	It says, 'Black Panther fans keep bothering the people of
	Wauconda, Illinois'.
00:00:52	That was the headline.
00:00:53	The honest headline should have read, 'city with 0.4% African
	American population literally has no idea what's going on'.

In the honest headline above, Corden stated city with 0.4% African American population that refers to Wauconda. He stated the detail about Wauconda instead of just saying Wauconda. It is identified as a flouting maxim of quantity. It is because Corden said something more than is required. He intentionally said it to point out that Wauconda in Illinois is different from Wakanda in Black Panther. Wakanda is occupied by black people, but Wauconda is occupied by only 0.4% of African Americans.

Data 21 (12/06/18)

00:02:17 Here is one from the New York Times and it reads, 'Trump finally makes a friend'.

00:02:28 That is the headline, but the honest headline should have read 'fake news'.

In the honest headline above, Corden said that the news from the original headline is fake. He did not say why the news is fake. He intentionally said something less than is required. It is identified as a flouting maxim of quantity. He implied that Trump would never make a friend.

Data 22 (03/19/19)

00:01:45 Here is another headline that was in the times it said foreign leaders showered the Trump family with over \$140,000 worth of gifts.

00:01:53 That was the headline.

00:01:54 The honest headline should have said 'once again foreigners shower Trump'.

In the honest headline above, Corden unnecessarily said 'once again'.

Corden said more than was required because he would like to point out that what

he would say was important. Corden also only said foreigners instead of foreign leaders to point out that people who shower Trump were only foreigners instead of Americans themselves. It is identified as a flouting maxim of quantity.

4.1.2.2 Flouting Maxim of Quality

The speaker is identified as a flouting maxim of quality when the speaker intentionally says something untrue or something that has inadequate evidence. Flouting maxim of quality is found to be used 46 times by James Corden in the honest headline segment.

Data 23 (05/23/18)

00:00:05 This first headline comes from CBS and it reads, 'Dallas High School basket<mark>ball</mark> sta<mark>r w</mark>as a<mark>ctu</mark>ally 25-year-old man'.

00:00:20 That is the headline, but the honest headline is, 'Failing 12th grade seven times was totally worth it'.

In the honest headline above, Corden said that the basketball star failed 12th grade seven times. In fact, he lacks evidence, whether it is true. There may be another reason why the basketball star was 25-year-old but still a high school student. He intentionally said something he has a lack of evidence. It is identified as a flouting maxim of quality.

Data 24 (05/08/18)

00:00:57 Here is one from ABC News and it reads, 'Michigan man eats cereal from a pothole on the road'. 00:01:06

That is the headline, but the honest headline should have read,

'Michigan man wins Depression Olympics'.

In the honest headline above, Corden said that the Michigan man that eats cereal from a pothole on the road wins Depression Olympics. In fact, the Depression Olympics does not exist. It means that the man does not win it.

Corden intentionally told a lie. It is identified as a flouting maxim of quality. He implied that the Michigan man lost his mind and has the worst life.

Data 25 (06/14/18)

00:02:15 And here is one from FOX News.

00:02:18 The headline says "My dog shot me": man says his dog shot him while they were playing.

00:02:25 That is the headline, but the honest headline should have read, 'dog to owner: "no, you play dead"

In the honest headline above, Corden clearly told a lie. He said that the dog said to the owner that the owner played dead. Play dead is a dog trick that is usually trained by the dog's owner. The owner makes a shooting gesture and says "bang!". The dog then pretends to die by lying on the floor. The honest headline is considered to be a lie because the dog could not speak. Thus the dog could not say "no, you play dead". It is identified as a flouting maxim of quality because he intentionally told a lie. He implied that the dog accidentally shot the owner because the dog focused on playing.

Data 26 (01/30/19)

00:00:05 This first headline comes from FOX News and it reads 'sour patch kids candy to be released as cereal'.

00:00:12 That is the headline, but the honest headline should have read 'teeth to be released from gums'.

In the honest headline above, Corden said something that did not necessarily happen. He implied that it might make kids lose their teeth. It is because kids could eat it in large amounts if it released as cereal. It is identified that flouting the maxim of quality because Corden said something untrue.

Data 27 (04/04/19)

00:01:51 Here is another story from CBS and it says 'shoppers say they saw a ghost at supermarket'.

00:02:03 That is the headline.

00:02:04 The honest headline should have read 'pale stock boy wishes people would stop calling him a ghost'.

In the honest headline above, Corden said whom the shoppers saw is the pale stock boy and not ghost. It is not necessarily true because Corden has a lack of evidence of it. Corden implied that the shoppers might mistake someone as a ghost. It is identified as a flouting maxim of quality.

Data 28 (05/01/19)

,	
00:01:05	Here is a headline from SKY news.
00:01:09	It reads 'calling Lionel Messi "God" is sacrilege, Pope Francis
	warns football fans'.
00:01:17	That was the headline.
00:01:18	The honest headline should have read 'God pissed at Pope for
	making Messi mad at him'.

In the honest headline above, Corden told a lie because he said that God pissed at Pope for making Messi mad at him. Everyone could not know that God pissed at something. Corden clearly told a lie because God could not easily get pissed because someone made someone else mad. He implied that Pope Francis should let the football fans did what they wanted. It is identified as a flouting maxim of quality.

Data 29 (09/19/19)

00:02:40	This headline comes from the independence and it reads women
	better with money than men study claims'.
00:02:48	That is the headline.
00:02:49	The honest headline should have said men: '50 bucks says they
	aren't'.

In the honest headline above, Corden clearly told a lie. It is because Corden said that 50 bucks say they are not, but 50 bucks is an inanimate object that means it could not speak. It is identified as a flouting maxim of quality.

Corden implied that women could not manage less money. Women would become confused to use the 50 bucks in, but men would not.

Data 30 (06/14/18)

00:00:35 Here is a headline from ABC that reads: 'man climbs into Dunkin' Donuts window, immediately leaves'.

00:00:43 That is the headline, but the honest headline should have read 'cat burglar remembers he's not doing carbs right now'.

In the honest headline above, Corden told a lie by saying that the cat burglar remembers he is not doing carbs right now. It is clearly a lie because Corden did not know why the cat burglar leaves without taking anything. Corden just made speculation of it, and he made the one that created humor. Corden deliberately told a lie because not doing carbs could not be the reason for the cat burglar leaves without taking anything. It is identified as a flouting maxim of quality.

4.1.2.3 Flouting Maxim of Relation

The speaker is indicated as a flouting maxim of relation when the speaker intentionally gives a response that is irrelevant to the topic of a conversation.

Flouting maxim of relation is found to be used 13 times by James Corden in the honest headline segment.

Data 31 (08/09/18)

00:01:15	Here is one from The Wall Street Journal, it reads 'Donald Trump
	invites Vladimir Putin for U.S. visit this fall'.
00:01:29	That was the headline.
00:01:30	The honest headline should have read, 'Season nine of Undercover
	Boss debuts this fall'.

The honest headline above is unrelated to the original headline. Corden said about season nine of Undercover Boss, but the original headline talked about

Vladimir Putin for U.S. visit. Undercover Boss is an American television series that presents the boss of a corporation going undercover as an entry-level employee in his or her own company. He intentionally said something unrelated to the topic. It is identified as a flouting maxim of relation. He implied that the U.S. visit would be like Undercover Boss that Vladimir Putin played a role as an entry-level employee that is actually a boss going undercover.

Data 32 (08/09/18)

Okay, this first headline comes from NBC news and it reads, 'Taco bell voted best Mexican restaurant in America for 2018'.

That was the headline.

The honest headline should read, 'Mexico suddenly in favor of border wall'.

In the honest headline above, Corden said that Mexico suddenly in favor of border wall. It is unrelated to the original headline that says about taco bell voted best Mexican restaurant in America for 2018. He intentionally said something unrelated to the topic. It is identified as a flouting maxim of relation. Corden implied that Mexican do not agree with it because the taco bell is not Mexican food, even though taco is Mexican food.

Data 33 (04/04/19)

00:01:36 Here is one from FOX News and it reads poisonous toads infest suburban Florida neighborhood.
 00:01:45 That is the headline, the honest headline should have read 'Mar-a-lago opens in summer'.

In the honest headline above, Corden said something unrelated to the topic. The original headline talked about poisonous toads that infested suburban Florida neighborhood, but the honest headline talked about Mar-a-lago opening date. Mar-a-lago is a resort and club owned by Trump. mar-a-lago is the destination Trump spends his winter getaway. Mar-a-lago always closes in

summer. He implied that Mar-a-lago opens in summer to avoid contact with the poisonous toads.

Data 34 (08/09/19)

,	,
00:01:38	And finally this one from USA today, that reads 'six nurses, one
	hospital, are pregnant at the same time'.
00:01:47	That was the headline.
00:01:48	The honest headline should have read 'nice going, Steve'.
00:01:51	That was honest headlines.

In the honest headline above, Corden said something unrelated to the topic. The original headline talked about the same time pregnancy of six nurses in one hospital, but the honest headline talked about compliments to Steve. Steve was clearly not related to the topic. Corden implied that a man that made the nurses pregnant.

Data 35 (05/08/18)

00:01:53 Here is one from the independent that reads 'Prince Harry and Meghan Markle break the mold by only inviting wedding guests who know them personally'.

That is the headline, but the honest headline is 'huge status bump in store for the cast of USA's *Suits*'.

In the honest headline above, Corden said something unrelated to the topic. The original headline focused on Prince Harry and Meghan Markle's wedding and the guests of the wedding, but the honest headline focused on the huge status bump in stores and the cast of *Suits*. The honest headline above is actually not entirely unrelated because Suits is a movie Meghan Markle starred on when she was an actress. Corden implied that casts of Suits would be Megan Markle's guests. Corden implicitly said it because celebrities liked to share what they did in social media and they would certainly share that they were invited on

Prince Harry and Meghan Markle by posting photos they were in store for fitting suits or gowns.

4.1.2.4 Flouting Maxim of Manner

The speaker is identified as flouting maxim of manner if the speaker intentionally uses obscure language, the speaker intentionally does not say briefly, the speaker intentionally does not say orderly, or the speaker intentionally uses ambiguity. Flouting maxim of manner is found to be used 53 times by James Corden in the honest headline segment.

Data 36 (03/16/18)

00:02:42	This next headline comes from ABC News.
00:02:45	It says, 'Melania Trump to present courage awards to women'.
00:02:50	Women (pronouncing in American accent).
00:02:51	I said that weird, didn't i?
00:02:53	'Melania Trump to present courage awards to women'.
00:02:56	The honest headline should have read, 'first lady to attend irony-
	based gala'.

In the honest headline above, Corden said irony-based gala that referred to the occasion Melania Trump to present courage awards to women. The 'irony-based gala' is ambiguous. He intentionally said something ambiguous to describe the occasion. It is identified as a flouting maxim of manner. He implied that the occasion is ironic because there were women in the U.S. that struggled because of gender discrimination. The gender discrimination brought women in fear to speak up. They had no courage because they were shut up.

Data 37 (10/19/18)

00:01:03	Here is one from BBC news.
00:01:09	This says 'Canada man e-mails 247 women called Nicole to find
	girl he met.'
00:01:22	That is the headline, but the honest headline should have read,
	'Run, Nicole. Run!'.

In the honest headline above, Corden asked Nicole, a man e-mails 247 women, to run. It is obscure that he asked Nicole to run. It is identified as a flouting maxim of manner. He implied that Nicole should be ashamed because of his action. E-mailing 247 women to find a girl was a strange action that might become public consumption. Nicole needed to run to hide from the public that at that time talked about him.

Data 38 (09/13/18)

00:02:24 Here is one from ABC News that reads, 'man uses a pair of tongs to rob a Whataburger.'

That is the headline, but the honest headline is, 'whataburglar'.

In the honest headline above, Corden said 'whataburglar' to describe the original headline. Whataburglar is ambiguous. He made the word that is an abbreviation of Whataburger and burglar. It means that there was a burglar in Whataburger. It is identified as a flouting maxim of manner because Corden said something ambiguous and unusual.

Data 39 (07/26/19)

00:00:04 This first headline comes from Cosmopolitan, and it reads, 'You can stay in a giant potato in Idaho for \$200 a night'.

00:00:13 That was the headline.

00:00:14 The honest headline should have read, 'Idaho is exactly what you think'.

In the honest headline above, Corden said something ambiguous. By saying Idaho is exactly what you think, audiences made several interpretations. It could be misinterpreted because everyone thought about Idaho differently. He intentionally said something ambiguous, but in the hope, the hearer could get implied meaning of what he said. It is identified as a flouting maxim of manner.

Data 40 (03/19/19)

00:00:20 Here is one from CBS.

00:00:29 The headline says 'there is now only one Blockbuster left on the planet'.

00:00:34 That was the headline.

00:00:35 The honest headline should have read, 'you haven't won yet, Netflix'.

Blockbuster is an American-based provider of home movie and video game rental services through video rental shop, DVD-by-mail, streaming, video on demand, and cinema theater. Blockbuster was famous. In 2004, Blockbuster has 9,094 stores. Netflix is also an American media-services provider, but Nexflix only offers online streaming. In the honest headline above, Corden said something ambiguous. He said that Netflix had not won yet. Corden implied that Blockbuster still existed, and Netflix had to beat Blockbuster to win or become the world's video services provider.

Data 41 (03/19/19)

00:01:30 Here is one from CNN that said a man bought \$540 in cookies so these girl scouts can escape the cold.00:01:38 That was the headline.

The honest headline should have read '<u>sure</u>, <u>buddy</u>, <u>that's what</u> they all say'.

In winter, there is a program called girl scout cookie. In the program, the girl sells cookies. The program is for improving their skill in goal setting, decision making, money management, communication, and business ethics. In the honest headline above, Corden said something ambiguous 'that'. Corden implied that the girls might use a business trick to attract the customer. They made the customer feel bad if they did not buy the cookies and it made the customer ended up buying it.

Data 42 (05/01/19)

00:00:23	Here is a headline from BBC news.
00:00:25	It reads 'French mayor issues ban on 'excessive dog barking'
00:00:30	That was the headline.
00:00:31	The honest headline should have read 'bark at me like one of your
	French dogs'.

Bark at me like one of your French dogs was inspired by a famous line from Rose in *Titanic* "draw me like one of your French girl". In the honest headline above, Corden said something ambiguous that is "bark at me like one of your French dog". He implied that the dog should not bark excessively. It is identified as a flouting maxim of manner.

Data 43 (05/01/19)

Data 45 (05/0	1/19)
00:00:35	Here is a headline from The Huffington Post.
00:00:40	It reads "distracted driver' turns out to have 250-pound pig on
lap".	
00:00:47	That was the headline, the honest headline should have read "man
	has massive hog".

In the honest headline above, Corden said something ambiguous that is 'hog'. Hog means two things. The first meaning is a pig that weighs more than 120 pounds. The second meaning is a large penis. It made the audiences laugh because the hog could mean two different things, but the hog Corden meant was the 250-pounds pig. He also said the only man to make it more ambiguous. It is identified as a flouting maxim of manner.

4.1.2.5 Flouting More than One Maxim

The speaker, sometimes, flouts more than one maxim. He flouted 2 until 3 maxims in a time. Flouting more than one maxim is found to be used 19 times by James Corden in the honest headline.

Data 44 (05/23/18)

O0:02:29 And finally, here is one from The Washington Post, and it reads, 'Trump's White House sounds like a trust-free zone.'

00:02:35 That is the headline, but the honest headline is, '<u>Trump's marriage</u> sounds like a trust-free zone'.

In the honest headline above, Corden said something unrelated to the original headline. He talked about Trump's marriage, but the original headline talked about Trump's White House. It is identified as a flouting maxim of relation. He also flouted maxim of quality. It is because he said something he lacks evidence. He said that Trump's marriage sounds like a trust-free zone but he lacks evidence about it.

Data 45 (07/26/19)

00:00:20 Here is a headline from Huffington Post and it reads 'child finds \$40,000 worth of meth in box of Legos'.

00:00:29 That was the headline.

00:00:30 The honest headline should have read 'tooth fairy visits child's house nine times in one week'.

In the honest headline above, what Corden said was unrelated to the topic. The original headline told about a child that found meth that was \$40,000 worth, but the honest headline told about tooth fairy's visit. Corden also told a lie by saying that tooth fairy visits children house nine times in one week because tooth fairy does not exist. He implied that the child would buy anything sweet (considering that what children like is anything sweet), such as candy and chocolate from the money and it would make the child lose the teeth because the child could get much candy and chocolate with \$40,000. It is identified as a flouting maxim of relation and maxim of quality.

Data 46 (06/14/18)

00:01:59 Here is a headline from The Huffington Post that reads 'Amazon admits Alexa device eavesdropped on Portland family'.

That is the headline, but the honest headline should have read 'Yeah, it was just this one family'.

In the honest headline above, Corden said something ambiguous that is "it was just this one family". It is identified as a flouting maxim of manner. The literal meaning is it was just this one family that was eavesdropped by Alexa, but it was widely known that Alexa could eavesdrop the customers. Corden actually implied that Alexa did not only eavesdrop the Portland family but all the customers. Corden also said something untrue that is identified as a flouting maxim of quality because the Portland family was not the one that Alexa eavesdropped on.

Data 47 (04/04/19)

00:02:17 Here is one from The Independent that says, 'Man accidentally circumcised in hospital mix-up'.

00:02:26 That is the headline.

00:02:26 The honest headline should have said, 'Bris just in'.

Bris is the Jewish ceremony of circumcision, usually performed on the eighth day of life. In the honest headline above, Corden flouted maxim of relation because he said something unrelated to the topic. The original headline talked about the accidental circumcision, but the honest headline talked about the Bris that just in. Corden also flouted maxim of quality. Corden told a lie that the Bris just in. There was no evidence that the man did Bris. It is identified that Corden flouted more than one maxim.

Data 48 (08/09/18)

00:00:30

00:00:22 Here is one from CNN, that reads 'Paul Ryan says a family of wood chucks ate his car'.00:00:29 That was the headline

The honest headline should have read 'God exists'.

Paul Ryan was a speaker of U.S. House of representatives. He was disliked by many people. It was because of his lies in GOP Tax, the cutting of healthcare, and his background in life. In the honest headline above, Corden said something unrelated to the topic. The original headline talked about Paul Ryan's car eaten by a family of woodchucks, but the honest headline talked about God's existence. Corden flouted maxim of relation by being not related to the topic. Corden also flouted maxim of manner because the statement 'God exist' was ambiguous. Corden implied that Paul Ryan got his karma because of his own lies. It is identified as flouting as more than one maxim.

Data 49 (09/19/19)

This next headline comes from the BBC and it reads, 'human cheese created using bacteria from celebrity'.

00:02:32 That is the headline.

00:02:33 The honest headline should have read, 'Brie Larson'.

In the honest headline above, Corden said Brie Larson that is unrelated to the topic. It is identified as a flouting maxim of relation. He also flouted maxim of manner and quantity. It is because he said less than is required. It is also obscure because he did not give any explanation. He intentionally did it to imply that Brie Larson had lot of 'bacteria'. In 2018, she was infamous because of her arrogance.

4.2 Discussions

This section focuses on the discussions of the findings from the data obtained. In this study, the researcher focuses on humor style and flouting maxim used by James Corden in the *honest headline* segment. Affiliative humor is the most prominent humor style used by James Corden in the *honest headline*

segment. He told jokes that everyone might find it funny, told jokes about everyday life, and told jokes about animals.

In aggressive humor that is the second most frequently used, Corden used this humor style when he talked about Trump or something that he thought it is nonsense. While the other hosts avoid swearing on their talk shows, Corden swore several times, even though it was edited by the TV crews. He did it to show how insane the person or the topic was that he was talking about. He also used aggressive humor to tease the person he was talking about. The least humor style is self-enhancing humor. Corden rarely used this style because, as host of a talk show, he attempted to be professional by not connecting the topic to himself. Self-defeating humor is not found to be used by James Corden in the honest headline segment as well.

Regarding the research of Soedjarmo et al. (2016) that analyzed the use of reference to make the joke work, the researcher also points out that the reference took an important role in the humor James Corden delivered. The audiences could understand the humor because James Corden and the audiences had the same referent to what the jokes refer to. They had the same object as a referent that made the audiences be able to respond to the humor James Corden delivered.

In the *honest headline* segment, the flouting maxim of manner is the maxim that James Corden most frequently flouted. He said something obscure or ambiguous. Even though it is ambiguous, the audience still got the implied meaning he delivered that create it into humor. The second flouting maxim Corden most frequently used is flouting the maxim of quality. He told a lie or

something several times that he lacks evidence to make humor. This is in line with Soedjarmo et al. (2016) that regarding the flouting maxim of quality, the researcher found out the way James Corden not telling the truth could create humor since the audiences did not expect the utterance was spoken.

The least flouting maxim Corden used is a flouting maxim of quantity and relation. He attempted to say something relevant and say something as informative as required. Agreeing with Soedjarmo et al. (2016), the researcher found that the humor James Corden delivered was made when James Corden's statement was not related to the definite object of the original headline.

Nevertheless, the audience could still understand the implicit meaning of James Corden's utterance. The implicit meaning includes presuppositions and implicature. Presuppositions depend on shared knowledge between the writer and the reader (Hassan, 2011). This shared knowledge was known by both James Corden and the audiences. Hassan (2011) stated that the concept of implicature is built on deliberately flouting one or more cooperative maxims. In the honest headline, James Corden implied meanings that were beyond what he said.

For the relation between humor and flouting maxim, the researcher points out that the humor James Corden delivered in the honest headline segment was created by flouting the maxim. In flouting the maxim of quantity, the researcher found that when James Corden said something more or less than is required, it made the *honest headlines* humorous. When James Corden told lies, for example telling that animal could also speak, said something obscure in attempt to flouting

maxim of manner, flouted maxim of relation in that of the unrelated topic that James Corden delivered, these made the *honest headline* humorous.

Similar to the previous studies, the researcher points out that humor James Corden delivered was created by flouting the maxims. The researcher also points out, corresponding to Amianna and Putranti (2017), that James Corden also used the three types of how humorous situational comedy are created.

In Islamic perspective, joking is Sunnah. It is because Prophet Muhammad (peace be upon him) also joked. As in the hadith below:

Abu Huraira reported that the people said, "Messenger of Allah, you joke with us?". He replied, "but I only speak the truth". (book 14, hadith 265)

The hadith above narrates that Prophet Muhammad (peace be upon him) also joked, but Prophet Muhammad (peace be upon him) only tell the truth when doing so. In Islam, joking is permissible, but we are forbidden to tell a lie and mock someone. Prophet Muhammad (peace be upon him) said that woe to him who tells a lie in joking, as in the hadith At-Tirmidhi 2315:

Bahz bin Hakim narrated from his father, form his grandfather that Prophet Muhammad (peace be upon him) said: "Woe to the one who talks about something to make the people laugh, in which he lies. Woe to him! Woe to him!" (Vol. 4, book 10, hadith 2315)

In joking, it is also forbidden to mock someone as in the Q.S. Al Hujurat (49) verse 11:

"O you who have believed, let not a people ridicule another people; perhaps they may be better than them; nor let women ridicule (other) women; perhaps they may be better than them. And do not insult one another and do not call each other by (offensive) nicknames. Wretched is the name of disobedience after (one's) faith. And whoever does not repent – then it is those who are wrongdoers."

Thus, humor and flouting maxim is related. The humor James Corden delivered was created by flouting maxim. In this study, the researcher found out 3(three) types of humor style used by James Corden. They are affiliative, aggressive, and self-enhancing humor. The researcher did not find self-defeating humor. Therefore, the researcher did not analyze it.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter focuses on conclusion and suggestion. The researcher provides conclusion of this study. The researcher also gives some suggestions to the next researcher.

5.1 Conclusions

This study focuses on finding out the humor style used by James Corden in the honest headline segment. This study also focuses on the flouting maxim he used. This study chose the honest headline segment because the segment contains jokes that create humor. The data obtained are from words, phrases and sentences used by James Corden in the honest headline segment.

Affiliative humor is the most prominent humor style used by James

Corden in the honest headline segment. In creating the affiliative humor, he told
jokes that everyone might find it funny. He also made jokes about everyday life.

He made sure anyone does not feel offended because of his joke.

Aggressive humor is the second most frequently used by James Corden. In creating aggressive humor, he used sarcasm, tease, and derision. He mostly made jokes about Trump to tease him. He also made jokes about something that he found strange to show contempt. Self-enhancing humor is the humor style that is rarely used by James Corden. It is because he rarely connected the headlines to himself.

Regarding Soedjarmo et al. (2016), the researcher found that the reference took an important role in the humor James Corden delivered. Both James Corden and the audiences have the same reference to refer to. It was the reason why the jokes worked.

In the honest headlines, the researcher found that James Corden flouted maxim of quantity, quality, manner, and relation. Corden also flouted more than one maxim several times. Flouting maxim of manner is mostly used. It is because he often said something obscure or ambiguous. The second most frequently used is flouting maxim of quality. Corden told lies and something he lacks evidence. Corden deliberately told lies that could make humor because the audiences did not expect Corden would say such a statement. Flouting maxim of quantity and relation are rarely used by James Corden in the honest headline. It means that he attempted to, as much as he could, say something related and say something as informative as required. Even though Corden flouted the maxim, the audiences could still understand the implicit meaning he wanted to deliver because the shared knowledge was had by both James Corden and the audiences.

In the Islamic perspective, joking is permissible, but there are things that are permitted in joking. First, telling a lie in joking is not permitted. It means that we are not permitted to flout the maxim of quality in joking, Second, mocking or ridiculing someone is also not permitted. It means that aggressive humor is not permitted for us, Muslims.

Because little to no research has specifically analyzed humor style and flouting more than one maxim, it is significant to consider the findings of this

present study. However, this study also has limitations. Lack of honest headline segment made this study take 2 years as time limitation. Therefore, this study only has 99 data. The researcher also did not analyze self-defeating humor because the researcher did not find any self-defeating humor from the data.

5.2 Suggestions

The researcher suggests the next researcher compare two objects to find out the difference in the humor style used. The next researchers could also choose another object, such as speech, stand-up comedy, television series, etc.

Furthermore, humor style and flouting maxim are interesting topics to analyze.

The researcher suggests the next researchers to also analyze another non-observance theory besides flouting maxim. There are violating maxim, infringing, and opting out.

The researcher also suggests the next researcher to choose object that has all the humor styles. The next researcher is suggested to analyze self-defeating humor that is not in this study. The researcher suggests the next researcher to find if in the other types of objects, affiliative humor could be the most prominent humor style. The next researcher could also find another type of humor styles that could be most prominent besides affiliative humor.

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