

The Role of Flouting Maxim in Anti-Smoking Persuasion: A Case Study of Kurzgesagt - In a Nutshell YouTube Channel

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Abstract. This study aims to reveal the role of flouting the maxim used by the Kurzgesagt - In a Nutshell YouTube channel in educating audiences about smoking and vaping. This paper is research that utilizes linguistic and pragmatic disciplines. The theory used in this research is the flouting maxim theory proposed by Cutting and Fordyce (2021) to analyze the types and strategies used by the Kurzgesagt - In a Nutshell YouTube channel in educating audiences about smoking and vaping. This research uses a descriptive qualitative approach and uses videos entitled Vaping Is Too Good To Be True and Smoking Is Awesome. The result of this study is the role of flouting the maxim used in the kurzgesagt - In a Nutshell YouTube channel videos in educating audiences about smoking and vaping.

Keywords: flouting maxim, kurzgesagt - in a nutshell, smoking, vaping, youtube

RESEARCH BACKGROUND

The trend of smoking cigarettes and vaping has become a global concern due to its impact on health. Vaping became a new trend as an alternative to cigarettes. Vaping, or e-cigarettes, involves the process of inhaling and exhaling nicotine containing vapor through modern devices however, both smoking and vaping still have potential risks to health (Simanjuntak et al., 2023).

In this digital era, there are many videos on YouTube that educate about cigarettes and vape in an interesting and understandable way. Johansson (2017) in a book entitled *Pragmatics of Social Media* argues that, YouTube is recognized as one of the most influential social media platforms in contemporary digital culture, offering immediate access to emerging phenomena in popular culture, professional media, and user-generated content. The delivery strategies in these videos usually involve the use of animation, graphics, variety of delivery techniques including flouting maxims to explain complex concepts in a more understandable way and also to attract attention and keep the audiences engaged in the subject matter. This makes the message in the video easily accessible to a wider audience.

One YouTube channel that featuring education videos about smoking and vaping is Kurzgesagt - In a Nutshell YouTube channel. Kurzgesagt - In a Nutshell is a channel featuring videos that explain complex topics such as space, technology, biology, society, and education about smoking and vaping in an understandable way, the videos are based on strict research and use lively and fun vector illustrations and animations to deliver impactful messages (Kurzgesagt, 2024). In its information delivery, Kurzgesagt often uses flouting maxims such as inserting creative analogies or side stories to make complex topics more interesting and easier to understand. Kurzgesagt applies a creative approach by deliberately flouting maxims, resulting in fresh, interesting, and understandable content, making it one of the most popular educational channels on the internet.

Some of YouTube videos created by kurzgesagt - In a Nutshell to educate audiences about the dangers of smoking and vaping often provide detailed explanations of the effects of nicotine addiction. These videos are interesting to study using the linguistic branch known as pragmatic, which studies how language is used based on the context of a conversation. Specifically, this research focuses on the use of the flouting maxim in kurzgesagt - In a Nutshell video used to educate audiences about the dangers of smoking and vaping.

In relation to the flouting maxim, there are several studies that also discuss YouTube videos as research objects. Damiri et al., (2020) analyzed a BBC Radio 1 YouTube video entitled 'Kids Ask Ryan Reynolds', this study focused on analyzing the types and functions of flouting maxim in the conversation and the result of this study is that from the total of 16 flouting maxim, the maxim of manner is the most flouted in the video because its direct and orderly nature contrasts with Ryan Reynolds' public persona, which is characterized by humor, sarcasm, irony, and a conversational style that is rarely straightforward. Lorenza et al., (2023) studied flouting maxim classroom interaction on YouTube, this research focuses on finding the types of flouting maxim and how often male and female students flouted the maxims in classroom interaction, in the results of this study, the most flouting maxim is the flouting maxim of quantity and the dominant gender that flouted the maxim is male.

This research is different from previous studies because this research focuses on the videos in the kurzgesagt - in a nutshell YouTube channel. This research focuses on the use of flouting maxim in kurzgesagt - in a nutshell video used to educate audiences about the dangers of smoking and vaping. Therefore, this research discusses the role of flouting maxim used in kurzgesagt - in a nutshell videos, what types of flouting maxim and what flouting maxim strategies are used in educating audiences about smoking and vaping.

This research aims to reveal the cooperative principles that occur in kurzgesagt - in a nutshell videos. The principles are classified as maxim based on the theory proposed by Grice called cooperative principles. According to Grice (1991), the maxim consists of four categories, namely maxim of quality, maxim of quantity, maxim of relation, and maxim of manner.

REVIEW OF RELATED LITERATURE

Pragmatics is a sub-discipline of linguistics that studies the influence of context on meaning, helping to understand the hidden messages behind spoken words through intonation, gesture, and word choice. According to Yule (1996), pragmatics is the study of the meaning intended by the speaker or writer and interpreted by the listener or reader, in other words, it emphasizes the intent behind the utterance rather than the literal meaning of words. Pragmatics is a sub-discipline of linguistics that focuses on meaning in specific contexts, including how speakers organize their utterances based on the situation, audience, time, and conditions, it also examines how listeners reach conclusions to understand the speaker's intent, including aspects of communication that are not directly expressed but are considered important, thus, pragmatics includes the analysis of hidden meanings and communication that is more than what is actually said, in other words, pragmatics studies how language forms are used and how people decide what needs to be conveyed directly or left implied (Yule, 1996). Pragmatic is an interesting subject because people can improve their communication skills by choosing the right words according to the context and situation.

Cutting (2002) argues that, flouting maxim is when speakers assume that listeners understand the words being spoken cannot be taken for granted and listeners can find the hidden meaning behind the speaker's utterance. According to Cutting and Fordyce (2021), types of flouting maxim divided into four types, those are:

1. Flouting maxim of quantity occurs when a speaker flouts a communication principle where the speaker provides information that does not fulfill the needs of the conversation. The speaker who flouts the maxim of quantity tends to provide either too little or too much information.
2. The speaker flouts the maxim of quality and may do it in several ways. The maxim of quality can be flouted through exaggeration.
3. If a speaker deliberately flouts the maxim of relation, they usually rely on the listener's ability to interpret the hidden meaning and relate the utterance to the context or previous statement. Flouting maxim relation happens when speakers deliberately give responses that are irrelevant or inappropriate to the topic of conversation.
4. People who flout the maxim of manner usually speak ambiguously because they want to avoid third parties from understanding the conversation. Flouting maxim manner happens when the speaker deliberately speaks in obscure, ambiguous, or convoluted ways that are difficult for the listener to understand.

According to Cutting and Fordyce (2021), the strategies of flouting maxim consist of nine strategies, those are, giving too much information, giving too little information, hyperbole, metaphor, irony, banter, sarcasm, being irrelevant, and being obscure.

RESEARCH METHOD

Oranga and Matere (2023) stated that, the qualitative approach is effective in capturing information about the behavior, opinions, and social context of a particular population. In this research, the researcher will examine the flouting maxim in kurzgesagt videos using a qualitative approach to process descriptive information presented in the form of written words.

The data sources used in this research are two videos from Kurzgesagt - In a Nutshell YouTube Channel entitled Vaping Is Too Good To Be True released on 19 November 2024 and Smoking is Awesome released on 7 May 2024. Therefore, the research data in this research are in the form of utterances that contain flouting maxim uttered by the narrator in the videos of Kurzgesagt - In a Nutshell YouTube Channel.

In this research, technique of data collection consists of four steps, which are, watching the videos multiple times to understand the context, discovering utterances that contain flouting maxim uttered by the narrator in the video, taking note, and giving codes to the utterances that contain flouting maxim uttered by the narrator in the video in Kurzgesagt - In a Nutshell YouTube Channel.

According to Zio et al., (2016), data validation is a process of making decisions that end with the acceptance or rejection of data as acceptable. In this research, the data that has been collected will be verified by a validator to confirm whether the data correctly contains the flouting maxim or incorrect, and then also to validate whether the types and strategies of the flouting maxim are correct or incorrect.

The researcher applied Spradley's (1980) method as a data analysis technique that proposed four steps in analyzing the research, which are: domain analysis, taxonomical analysis, componential analysis, and cultural theme analysis.

RESULTS AND DISCUSSION

Maxim of Quantity

Maxim of quantity is when the speaker should provide enough information, not too little or too much. Too little information can make the hearer misunderstand or even confused, too much information can also make the hearer lose focus and get confused. Therefore, speakers should provide enough information so that the message conveyed can be understood properly. Here is an example of maxim of quantity being flouted in kurzsagst video.

"It is kind of unfair to expect young people to resist vaping by providing information about how bad it is or might be."

In this utterance, the narrator is flouting the maxim of quantity by providing too little information than is needed by not providing further explanation about why this approach is considered unfair and how to effectively prevent young people from using vapes. In this case the narrator wants to criticize a strategy that only scares young people and makes them feel pressured and judged so that they become stressed and use vape more often.

Maxim of Quality

In maxim of quality speakers are expected to convey information that is true and in accordance with the facts. This needs to be done to avoid misunderstandings that occur between speakers and hearers. Here is an example of flouting the maxim of quality found in kurzsagst video.

"The problem with smoking is that it's kind of amazing"

In this utterance, the narrator flouted the maxim of quality by saying something that is untrue or inaccurate with the facts. By saying something untrue, the narrator intends to criticize cigarettes in a provocative and eye-catching way, so that the audience is forced to reflect the true meaning of the statement. In this utterance, the narrator uses irony as a strategy by highlighting the contrast between the word "amazing" which has a positive connotation and the word "problem" which has a negative connotation. The narrator uses the strategy of irony to create a contradictory impression and attract the audiences' attention, while preparing them to listen to more detailed explanations about smoking.

Maxim of Relation

To fulfill the maxim of relation, speakers must convey information that is in accordance with the topic of discussion and does not depart from the context of the current conversation. This is important so that the hearer remains focused on the current discussion and can understand the message well without feeling confused. The following is the example of flouting the maxim of relation.

"Your lips are one of the most sensitive parts of your body and putting something between them is deeply satisfying."

The previous utterance discusses smoking as a fun and effective social activity to build friendships, meanwhile this utterance discusses lip sensitivity and the experience of “putting something between the lips.” However, the relevance to the previous topic is blurred so in this utterance the narrator is flouting the maxim of relation by saying something that is irrelevant to the previous discussion. The flouting maxim of relation in this utterance is done intentionally to make the audience think of an indirect connection between smoking and physical pleasure.

Maxim of Manner

in maxim of manner speakers are expected to convey information that is true and in accordance with the facts. This needs to be done to avoid misunderstandings that occur between speakers and hearers. The following is a form of maxim of manner being flouted in kurzgesagt video.

“Smoking creates a temporary problem and offers an instant solution”

This utterance is flouting the maxim of manner by saying something that is unclear or ambiguous. This can confuse the audiences and make them wonder how something that creates a problem can also create a solution. The narrator tries to provide an implicit criticism of smoking. This utterance also indirectly criticizes the illusionary mechanism created by smoking, which provides temporary comfort while adding long-term risks.

Table 1 Recapitulation of Types

No	Types	Total
1.	Flouting maxim of quantity	5
2.	Flouting maxim of quality	19
3.	Flouting maxim of relation	4
4.	Flouting maxim of manner	10

From the table above it can be seen that all types of flouting maxim appear in the kurzgesagt videos. The highest type is flouting the maxim of quality with a total of 19 data, which means that the narrator often gives statements that are incorrect or cannot be validated. In addition, the narrator also flouting the maxim of manner with a total of 10 data, which means that the narrator often provides ambiguous information. 5 data contain flouting the maxim of quantity, which means that the narrator provides too little or too much information than is required. The least data is flouting the maxim of relation which only contains 4 data, which means that the narrator conveys information that is not related to the main discussion.

Table 2 Recapitulation of Strategies

No	Strategies	Total
1.	Giving too much information	3
2.	Giving too little information	2

3.	Using a hyperbole	6
4.	Using a metaphor	1
5.	Using an irony	12
6.	Using a banter	-
7.	Using a sarcasm	-
8.	Being irrelevant	4
9.	Being obscure	10

From the table above, it can be seen that not all strategies appear, only banter and sarcasm do not appear in the video. The most used strategy in the video is irony with a total of 12 data, which means that the narrator often provides information that is actually negative but wrapped in something that sounds positive. The second most used strategy is being obscure with a total of 10 data, this means that the narrator often provides statements or information that is unclear or ambiguous. The third most used strategy in the video is hyperbole with a total of 6 data, which means that the narrator often provides information in an exaggerated way. In addition, the strategy of being irrelevant also appears in the video with a total of 4 data, which means that the narrator often discusses something that is not relevant to the previous discussion. Giving too much information also appears in the video as a strategy with a total of 3 data points, which means that the narrator sometimes gives more information than is needed. The least used strategy in the video is metaphor with a total of only 1 data, which means that the narrator provides information by comparing two different things. The second least used strategy is too little information with a total of only 2 data, which means that the narrator provides too little information than is required.

The result of this research is that all types of flouting maxim appear in the video. The narrator is flouting the maxim of quantity because he wants to explain a complex problem about nicotine addiction. This is different from the results of research conducted by Lorenza et al., (2023) which states that the flouting maxim of quantity happens because the speaker wants to build trust and cheer the hearer. On the other side, flouting the maxim of quality becomes the highest type of flouting maxim that appears in the video because the narrator wants to criticize the smoking and vaping trend that has become widespread, creating a dramatic effect, and to strengthen the overall message. This is in contrast with the research conducted by Sasi (2022) because the results of the research show that flouting the maxim of quality and flouting the maxim of quantity is conducted by James Corden and guest star to create an atmosphere of humor so that the conversation feels comfortable. In this research, flouting the maxim of relation also appears because the narrator wants to create humor, strengthen the statement, and create a more casual emotional connection with the audience. This is also different from the result of the research conducted by Lorenza et al., (2023) where the result of the research shows that flouting the maxim of relation happens because the speakers want to tease or

to mock the listeners. The last is flouting the maxim of manner that also appears in the video because the narrator wants to give indirect criticism, avoid provocative or judgmental impressions, because the audience may be people who smoke or vape, create doubt about the safety of vapes, and raise awareness of the dangers of vaping and smoking. This is in contrast to research conducted by Lorenza et al., (2023) which states that flouting the maxim of manner happens because the speakers want to make some jokes and want to get attention during the conversation. On the other side, the result of the research conducted by Damiri et al., (2020) also stated that flouting the maxim of manner happens when the speaker says unnecessary utterances, such as repeating the question rather than briefly and orderly answering the question.

CONCLUSION

In educating the audience about the dangers of smoking and vaping in the videos, the narrator is often flouting the maxim and all types of flouting maxim found in the video. The narrator purpose of flouting the maxim in the video is to attract the audiences so they can watch the video comfortably and understand the overall message he wants to give through the video. For the strategies, almost all strategies appear in the video except banter and sarcasm. This is because the narrator does not want to hurt the feelings of the audiences who may be people who are smoking, and the narrator also does not want to reduce the emotional impact or make the audience feel judged or victimized.

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