



# Maxim Of Conversation And Implicature Analysis In Podcast Selena Gomez On: How To Stop Insecurity & Truly Love Yourself To The Core

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## Abstrak

The research made by the author of this thesis aims to analyze the use of conversational maxims and implicatures in Selena Gomez's podcast which discusses the topic "How to Stop Insecurity & Truly Love Yourself to the Core". The main objective is to understand how conversational maxims and implicatures are applied in the context of podcasts to convey messages about self-confidence and self-love to listeners. The methods used are conversational analysis based on pragmatics theory, conversational analysis based on Grice's (1975), theory of maxims and qualitative methods based on Creswell's (2007), theory then the data analyzed are transcriptions of Selena Gomez podcasts that have been selected based on their relevance to the research topic. The analysis is done by looking at how each conversational maxim (maxims of quantity, quality, relevance, and manner) and the two existing implicatures (conventional implicature and conversational implicature) are applied in the verbal expressions in the podcast. The result is that the four maxims and two implicatures are all found in Selena Gomez's podcast.

**Keywords:** Maxim of Conversation, Implicature, Podcast, Insecurity, Self-Love

## INTRODUCTION

A podcast is a digital audio or video series available on the internet for streaming or downloading. Podcasts are typically released in episodes and focus on a wide range of topics, including education, entertainment, news, interviews, storytelling, or even niche subjects. They can be listened to on-demand through various platforms such as Spotify, Apple Podcasts, and Google Podcasts. The first podcast was created by Dave Winer, a software developer, and Adam Curry, a former MTV VJ, in 2004.

Types of Podcasts: 1) Interview Podcasts: These feature interviews with guests who are experts in certain fields, celebrities, or individuals with unique stories. The host typically asks questions and facilitates discussions. 2) Solo Podcasts: These podcasts involve a single host speaking directly to the audience. They may cover personal experiences, educational topics, storytelling, or other forms of one-way communication. 3) Conversational (Co-Host) Podcasts: Two or more hosts engage in casual conversations. These podcasts often feel like friends chatting and are typically more informal. 4) Panel Podcasts: These involve a group of people discussing a particular topic. Each panellist may offer different perspectives on the subject, creating a broader discussion. 5) Storytelling/Drama Podcasts: Focused on telling a story, these podcasts may cover fiction or non-fiction stories, serialized or standalone episodes. They are often well-produced with sound effects and narration, like radio dramas. 6) Educational/Instructional Podcasts: These podcasts provide tutorials, lessons, or discussions about educational topics. They often focus on delivering knowledge, making them popular for learners in specific subjects. 7) News and Current Affairs Podcasts: These podcasts provide news coverage, updates, and in-depth analyses of current events. They are often daily or weekly and feature reporters or analysts. 8) Hybrid Podcasts: Some podcasts combine different formats, such as mixing interviews with storytelling or a mix of news and personal commentary.

This text discusses the relevance of Grice's conversational maxims and implicature in understanding effective communication and how they can be analyzed in a podcast episode. Grice's maxims, which include Quantity, Quality, Relation, and Manner, and two implicatures are is conventional implicature and conversational implicature, ensure that conversations are informative, honest, relevant, and clear. The research aims to analyze how Grice's maxims are applied in this episode, examining the conversational strategies used by Gomez's and her co-hosts and exploring the impact on the effectiveness of their communication. In the field of linguistics, Grice's maxims of conversation and implicature play a crucial role in understanding how people communicate effectively. These maxim Quantity, Quality, Relation, and Manner ensure that conversations are informative, truthful, relevant, and clear then Implicature have two there are conventional implicature and conversational implicature. This study focuses on analysing how Grice's maxims and implicature are applied in this specific podcast episode. By examining the conversational strategies used by Gomez and



her co-host, the research aims to understand how following or deviating from these maxims impacts the effectiveness of their communication. There are several reasons for selecting this podcast episode. The topic of insecurity and self-love is universally relevant and resonates with a wide audience. The research dealing with Selena Gomez's in the podcast has been conducted by previous studies investigating turn-taking mechanism (putri,2023). The thesis writer eventually believes that the use of maxim and implicature is rarely investigated by the previous studies. Therefore, the thesis writer chooses the use of maxim as his topic of his topic.

## METHOD

The data were sourced from the YouTube podcast "The Overlap" featuring Selena Gomez and Jay Shetty (November 7, 2022). The podcast was selected due to its relevance to discussions on self-confidence and personal development. The transcript of the podcast was manually transcribed and verified for accuracy.

With several steps, namely Close reading of the transcript to familiarize with the structure and thematic patterns, Coding utterances based on the four conversational maxims: quantity, quality, relevance, and manner, identifying violations and adherence to maxims, classifying instances of implicature into conventional and conversational types, Interpreting the communicative effectiveness of the conversation. To ensure reliability, inter-coder agreement was established by cross-checking coded data with another researcher specializing in pragmatics. The qualitative nature of the research allows for contextual interpretation, providing a deeper understanding of how maxims and implicatures shape meaning in conversation.

## RESULT AND DISCUSSTION

Table 1.1 Types of maxims

Types of Maxims	Data found
Quantity	✓
Quality	✓
Relevant	✓
Manner	✓

Table 1.2 Types of Implicatures

Types of Implicatures	Data found
Conventional	✓
Conversational	✓

In This chapter presents the analysis of conversational maxims and implicatures identified in Selena Gomez's podcast titled "How to Stop Insecurity & Truly Love Yourself to the Core." The findings are categorized based on Grice's four maxims there are is Quantity, Quality, Relation, and Manner and two types of implicature, namely conversational and conventional. This section also explores the reasoning behind the use of these maxims.

The writer found that in the data analyzed, four maxims have been successfully identified. The analysis is done in depth so that every aspect of communication relevant to the maxims can be revealed clearly. The maxims found in this analysis include the maxims of quantity, quality, relationship, and manner. Each of these maxims gives a guideline on how information should be communicated by attending to the balance between the quantity of information given and its truth, the relevance of the message being communicated, and how it is conveyed so that it can be appropriately understood by the recipient.

### Data 1

Jay Shetty: "There is no perfect way to heal. The best-selling author and host the number one Health and Wellness podcast On Purpose with Selena Gomez"  
Selena Gomez: "Thank you for having me."

The data above belongs to Maxim of Manner because the word "Thank you" is an expression of gratitude because she invited in podcast, which shows politeness and appreciation to the interlocutor. It is relevant to the social context and shows the speaker's intention to be appreciative. It is relevant to the social context and she shows intention to be appreciative. the word "for" shows the reason or purpose behind the thanks, which is to convey that a specific action is appreciated. "having" Refers to a specific action or opportunity provided by the interlocutor, such as inviting

or accepting the speaker's presence and 'me' indicates that this utterance is personal, referring to the speaker himself as the subject who received the opportunity or treatment.

The data is categorized as Conventional Implicature it happens because the verb "Thank you" has a fixed meaning in various situations as an expression of appreciation. The meaning does not change, regardless of the context in which it is said, the word "for" serves to connect the reason for thanks with a specific action or preposition. In this context it explains the specific purpose of the appreciation and "having me" is verb conventionally used to show appreciation for the invitation, acceptance, or opportunity given to the speaker, implicitly conveying that the speaker feels honored or welcomed.

#### Data 2

Jay Shetty: "Please welcome to the show, Selena Gomez. Selena, it is so wonderful to be with you."

Selena Gomez: "I feel very emotional and very honored."

The data above belongs to Maxim of Relevance because "felt" indicates that she feels something very personal and relevant to their experience, 'very' this adverb reinforces the speaker's feeling and indicates that this feeling is very strong, which implies that the feeling is important and relevant in the context of the conversation, 'emotional' and 'honored' These adjectives point directly to a feeling that is very relevant to a possible situation, where the speaker feels a deep emotional experience and is honored.

The data is categorized as Conversation implicature it happens because "Felt" indicates an emotional experience that is subjective, 'Emotional' implies a deep emotional reaction, 'Honored' indicates an appreciation or sense of honor received from others or a specific situation and this sentence is more of a conversational implicature because emotional and honorable feelings are most likely related to a specific event or experience and a specific context.

#### Data 3

Jay Shetty: "Do you always had a conversation about purpose"

Selena Gomez: "Always had a conversation that's reflective."

The data above belongs to Maxim of Quality because the word "had" refers to a past experience or action that indicates that this reflective conversation is not just a wish, but has already happened. Indicates honesty or fact as it directly refers to the theme of the reflective conversation.

The data is categorized as Conversation implicature it happens because the word "always" implies frequency and consistency, giving clues about habitual patterns, suggesting that reflective conversation has always been an important part of the speaker's communication and "reflective" indicates the value or nature of the conversation, implying that there is a certain standard of quality and describing the nature of the conversation as deep, introspective, or thoughtful.

#### Data 4

Jay Shetty: "when you put out a piece like this and you let us in, it only strengthens the conversation across the world, and that's something that you're doing."

Selena Gomez: "Maybe I shouldn't release it"

The data above belongs to Maxim of Quantity because The word "maybe" signifies that she is unsure, giving an indication of limited certainty that is appropriate to the context of the conversation and The information provided is sufficient for the audience to understand the speaker's doubt without overloading it with explanations By not explicitly mentioning what will be released ("it"), the speaker ensures that the information provided remains relevant with the assumption of a mutually understood context.

The data is categorized as Conventional Implicature it happens because "Maybe" implies uncertainty or alternative possibilities. This implication does not result from the context, but rather from the conventional meaning of the word and the word "Shouldn't": Conveys that the speaker feels there are certain reasons for which the action of "releasing something" may not be appropriate, without explicitly stating the reasons.

#### Data 5

Jay Shetty: "I mean, when I hear you say that I feel like you're one of these"

Selena Gomez: "I think you know being in moments in my life."

The data above belongs to Maxim of Relevance because the word "I think" is mental verb, Indicates the speaker's opinion, indicating that this statement is subjective and relevant to her experience, "you know" Assumes the audience

understands or is related to the moment mentioned, “being” is verba that shows presence or involvement in certain moments and “in moments in my life” Focuses on specific experiences in the speaker's life, relevant to the interpersonal relationship or context of the conversation.

The data is categorized as Conversational Implicature it happens because “You know” Implies that the audience already has knowledge or understanding of the situation in question without the need for further explanation and “Being in moments” Implies that the audience is present or involved in the specific experience, even if the details are not disclosed. This implication can only be understood assuming the context of the relationship between the speaker and the audience.

#### Data 6

Jay Shetty: “what happens when we share our darker Secrets not just for you but for any of  
us when you're with your friends when you're with your families like what  
does that do”

Selena Gomez: "I would say making sure you surround yourself with great  
people"

The data above belongs to Maxim of Quantity because “I would say” Indicates that she is conveying a personal view or suggestion, 'Making sure' Gives direction on an action that is considered important and 'You surround yourself with great people' Focuses on the core of the message, namely the benefits of a good social environment with enough information provided to understand the core message, without beating around the bush.

The data is categorized as Conversational Implicature it happens because “I would say” indicates that the speaker is giving a view that may be subjective or not absolute, ‘Making sure’ implies that this action is considered important or crucial, without explicitly stating why and ‘Great people’ Implicitly refers to people who make a positive impact. The verb “would say” is called as modal verb and action verb, “making sure” as phrasal verb and “surround” as action verb.

#### Data 7

Jay Shetty: “And when I heard that I thought wow like I was thinking Selena what was why  
is it that when we share our duck”

Selena Gomez: “I want to know what triggers me...”

The data above belongs to Maxim of Manner because is stated in a way that is quite clear and easy to understand. Expresses her desire to understand what triggers a certain reaction directly without confusing or convoluted explanations. the words “I want to know” express the desire to get information, in a direct and open way and “What triggers me” This phrase refers to the search for an understanding of a certain reaction trigger, which is easy to understand without excessive explanation.

The data is categorized as Conventional Implicature it happens because the words “What triggers me” conventionally refer to something that leads to a clear emotional or mental reaction, although not explicitly explained in the sentence, “Want” as the modal verb “Know” implies a search or deeper understanding of a particular topic or phenomenon that functions within conversational conventions.

#### Data 8

Jay Shetty: “yeah, I think there's that statement in the documentary that says you  
said your mom would always say”

Selena Gomez: “I was younger I lived in Texas”

The data above belongs to Maxim of Manner because it is delivered in a way that is quite clear and not confusing. She conveys information about their past (when they were younger and where they lived in Texas) without giving additional irrelevant details. “I was younger” conveys information about the speaker's age at a certain time in a clear and understandable way and “I lived in Texas” this information is conveyed directly and does not require further explanation to be understood in the right context.

The data is categorized as Conversational Implicature it happens because the additional meanings that exist depend on the context of the conversation. “I was younger” Implies that the present is different from the past, but does not explain in detail how the speaker changed and ‘I lived in Texas’ Implies that this residential location is relevant to the story or topic of conversation, but does not reveal in detail the reason or context behind choosing Texas as a place to live and ‘Lived’ A regular verb in the past tense.

## Data 9

Jay Shetty: "if you're afraid of something learn more about it and then your fear will go away"

Selena Gomez: "I remember she got me a bunch of books and it was all about thunderstorms"

The data above belongs to Maxim of Quantity because it provides enough and relevant information without being redundant. She conveys details about what was received (the book) and what the book is about (thunderstorms), without adding unnecessary information. "I remember" Indicates that the speaker remembers a specific event clearly, providing relevant information without confusing additions, 'She got me a bunch of books': Conveys facts quite clearly without further details about the type or number of books other than the phrase "bunch." and "It was all about thunderstorms": Gives more information about the content of the book, which goes straight to the point of the story.

The data is categorized as Conversational Implicature it happens because the additional meaning depends on the context of the conversation. The speaker implies that the gift is relevant or meaningful to them, but does not explicitly explain why the books about thunderstorms have special meaning. "Remember" A mental verb indicating the process of remembering or reflecting on past events, 'Got' A verb in the past tense (from 'get') indicating the act of giving or receiving something and 'Was' A past tense verb (verb to be) used to describe the state or characteristics of the books received, namely that they were about thunderstorms.

## Data 10

Jay Shetty: "but I love how you're applying that to depression you're applying"

Selena Gomez: "I guess they are still scary"

The data is categorized as Maxim of Manner because Despite the uncertainty, the word "I guess" shows that she is not completely sure about the statement, but still expresses their views honestly according to what they believe. The use of "I guess" shows that the speaker is not completely sure, but they are giving their views based on what they believe. This shows that the speaker does not intend to give false or misleading information.

The data is categorized as Conversational Implicature it happens because the additional meaning in question depends on the context of the conversation. the word "I guess" Implies uncertainty or speculation on the part of the speaker, indicating that the statement is a guess, not a definite fact and "They are still scary" Implies that there is an object or situation that is considered scary, but the reason or context behind this statement is not explicitly explained in this sentence. the verb "guess" is called as mental verb, "Are" is called verb to be and "Scary" is an adjective.

## Data 11

Jay Shetty: "and tell us about that process of when you first discover something like that"

Selena Gomez: "Well to be honest I've been to four treatment Centre's"

The data above belongs to Maxim of Quantity because requires, she to provide information that they consider to be true. The phrase "to be honest" shows that the speaker is trying to convey honest and true information about their personal experience. The use of the word confirms that the speaker intends to provide accurate and non-misleading information and "I've been to four treatment centers" conveys facts that the speaker should consider true. The speaker expresses their personal experience directly, without adding confusing or irrelevant information.

The data is categorized as Conversational Implicature it happens because while there are additional meanings that can be inferred, they depend on the context of the conversation. "To be honest" Indicates that the speaker wants to ensure that the information they provide is honest and accurate. It implies that the information disclosed is very important or personal and "I've been to four treatment centres" Implies that the speaker has experience with treatment centers, but does not elaborate further on the conditions or reasons why they visited the centers. Further meaning depends on information that may have been given earlier in the conversation. "Been" A present perfect verb that indicates an experience that has happened in the past but is relevant for the present conversation, 'Have' A verb to have in the present perfect used to indicate an experience or possession related to the subject (speaker) and 'To be' A verb to be in the infinitive form (to be) used to put emphasis on an honest state or situation that the speaker wants to convey.

## Data 12

Jay Shetty: "you know our inner critic is so painful to live with"

Selena Gomez: "Yeah, to be honest I don't know any different"



The data above belong to Maxim of Quality because she gives an answer that is honest and based on his/her personal beliefs or experiences. The phrase “to be honest” emphasizes that the speaker wants to convey something that he or she truly feels without unnecessary additions and “I don't know any different” expresses the speaker's limited knowledge directly without hiding information.

The data is categorized as Conversational Implicature it happens because Its meaning depends on the context of the conversation. The speaker implies that they have no experience or knowledge of alternatives to what is being discussed, but they do not explicitly explain what the “different” is and the “Know” verb, which indicates the speaker's understanding or knowledge then “Don't” Serves as a denial of the claim that the speaker has knowledge or experience.

#### Data 13

Jay Shetty: “how did you learn to become compassion and Karma with yourself  
because at first, we can really feel like we're trying to break  
something off”

Selena Gomez: "I watched the documentary back for the first time"

The data above belongs to Maxim of Quantity because she gives enough information to understand, without adding excessive details. The speaker conveys facts about his personal experience of watching the documentary for the first time. “I watched” Provides the core information that the speaker has watched the documentary and 'first time' Provides additional relevant details, that is, the experience was the first time the speaker watched the documentary after it was finished.

The data is categorized as Conversational Implicature it happens because the meaning depends on the context of the conversation. The speaker does not elaborate on what the documentary is about, what it contains, or why watching the documentary is important, so the audience has to infer from the situation or broader context. the word “The documentary” does not explicitly mention the title or topic of the documentary, so the audience has to rely on context to understand and “Back for the first time” This phrase implies that there is previous experience with the documentary, even though the speaker has never watched the final product until now. The verb "Watched" is called as action verb, which shows the act of watching as the main activity of the speaker. and "Back" called as Phrasal verbs or adverbials, which imply that the speaker is looking back at something that was done previously.

#### Data 14

Jay Shetty: it is some of these small things isn't it

Selena Gomez: “Yeah I'm like guys let's watch a scary movie”

The data above belongs to Maxim of Relevance because she gives a statement that is relevant to the context of the invitation to watch a movie. The statement shows the speaker's attitude or desire to watch a horror movie with others. the words “Guys, let's watch a scary movie” are relevant to the topic of conversation about horror movies, providing an explicit invitation to others to watch.

The data is categorized as Conversational Implicature it happens because the audience needs to understand the social and conversational context to grasp the full meaning. The speaker implies enthusiasm or preference for horror movies without explaining the reason behind the invitation “Guys, let's watch a scary movie” This invitation implies that the speaker would like to watch a horror movie in a group setting, although the specific reason is not directly explained and “I'm like” indicates that this is something the speaker often says in similar situations, without further explaining the emotional context or reason behind the invitation, and The verb “Let's” is a contraction of “let us”, a modal verb used to propose or invite others to do something and “Watch” is an action verb, showing the action of watching a movie as the activity proposed by the speaker.

#### Data 15

Jay Shetty: “you did what did you end up watching”

Selena Gomez: “But it was Halloween, so I got my way for a few weeks”

The data above belongs to Maxim of Relevance because she gives a logical reason why he got his wish for a few weeks, which is that it coincided with Halloween. This statement is contextually relevant, perhaps related to a tradition or activity that is common during Halloween, “But it was Halloween”: Provides relevant contextual information about the situation that influenced the event and says “So I got my way for a few weeks” Provides a reason or explanation regarding the consequences of the situation that occurred during Halloween.

The data is categorized as Conversational Implicature it happens because the audience needs to understand the context of Halloween and its accompanying traditions to fully grasp the speaker's intent. Not all details are explicitly explained, so the audience has to interpret the relationship between Halloween and “getting my way”. “But it was Halloween” Implies that Halloween has a special influence on the situation, without directly explaining what the connection is and ‘I got my way for a few weeks’ Implies that the speaker managed to get something he wanted during

a certain period, but does not explicitly explain what is meant by 'my way.' then the main verbs 'was' and 'got' indicate the time situation and the result of the action.

#### Data 16

Jay Shetty: "so what's it like having to deal with all of this that all of us are dealing"

Selena Gomez: "Yeah, to be honest I don't know any different"

The data above belongs to Maxim of Quality because she explicitly states honesty by using the phrase "to be honest." This shows that the information given is what the speaker believes to be the truth and "I don't know" This statement shows the speaker's ignorance of the alternatives, emphasizing transparency and honesty.

This statement is considered conversational implicature, as its meaning is not fully explicit and requires the context of the conversation. The audience must understand the background of the conversation to fully grasp the speaker's intent. The word "I don't know any different": Implies that the speaker's experience or understanding is limited to one particular perspective, without explicitly mentioning the context and to be honest" Signals that the speaker is giving an honest response to something that may have been questioned in the conversation. "Know" Action verb 'Don't' Negative modal verb 'Be' Linking verb, this verb emphasizes the speaker's ignorance and stresses the honest nature of the response.

#### Data 17

Jay Shetty: "actually I'm so glad you addressed that because I've always found out with you that you always lead with love even in those areas"

Selena Gomez: "I do my best to try"

The data above belongs to Maxim of Quantity because she provides enough information to suit the needs of the conversation. The speaker does not provide too little or too much information, only stating his/her efforts in general terms without excessive details "I do my best" Provides information that the speaker is trying hard, but does not elaborate further and "To try" Adds context that the effort focuses on a specific action, without explaining what is being tried.

The data is categorized as Conversational Implicature it happens because the meaning is not completely explicit. The audience needs to understand the context of the conversation to know what the speaker is trying and why he is trying so hard with the verbs "Do" an action verb, indicating the speaker's active action in making an effort and "Try" also an action verb, indicating an effort to achieve something and then "My best" although not a verb, is a marker of the intensity of the effort the speaker is making.

#### Data 18

Jay Shetty: "when did you find the strength to start taking control of that narrative"

Selena Gomez: "I started beginning to gain that confidence when I went through a breakup."

The data above belongs to Maxim of Manner there is a rather inefficient repetition in the sentence construction, namely "started beginning" which can be perceived as vague or ambiguous. This adds to the confusion and makes the sentence more difficult to understand in a simple context. This can be seen as her confusion in conveying the process that started (at first) and the words "To gain that confidence": This provides information about the purpose of the action which is to gain that confidence.

This indicator leans more towards Conversational Implicature, as the meaning is not entirely explicit and requires contextual understanding. We need to understand the situation of the conversation or the speaker's background is breakup experience to fully understand what is meant by gaining confidence and from the word "Started" as an action verb that indicates the beginning of a process and "Beginning" as an action verb that implies that there is a first step or starting point in the journey to acquire something.

#### Data 19

Jay Shetty: "how hard it can be to deal with just does it minimize the work you're trying to do"

Selena Gomez: "of course, that's I mean thank you I don't know if I intentionally do it"

The data above belongs to Maxim of Quantity because she provides enough information to answer, but in a slightly inefficient way. The speaker seems to give enough responses, but sometimes uses truncated sentences or speaks in indirect phrases. Nonetheless, no information is left out of the words "Of course" Expresses a fairly general acknowledgment or agreement, providing the necessary affirmation without the need for more details and "I don't know

if I intentionally” Provides more information by adding uncertainty, which clarifies the situation without giving more than necessary.

The data is categorized as Conversational Implicature it happens because the meaning is highly dependent on the context of the conversation and how the audience interprets the uncertainty conveyed by the speaker, the word “That’s” indicates an acknowledgment of something previously mentioned, which implies a context that is not explicitly described in this statement and “I don’t know if I intentionally do it” Opens up the possibility that the speaker is unsure about their intentions or actions, which provides further but indirect information and the verbs “do,” “know,” “mean,” and “do it” indicate the action being discussed and the slightly vague intentions of the speaker, which requires further clarification in the conversation.

#### Data 20

Jay Shetty: “what happens tell me what happens when you’re asked”

Selena Gomez: "Actually, just feel it like insulted sometimes"

The data above belongs to Maxim of Manner because the way it is delivered is rather vague and indirect. This sentence is inefficient because of the use of words like “just feel it like” which can be perceived as confusing or vague, making the message more ambiguous than it should be and “Insulted sometimes” conveys strong feelings, but does not explain in more detail when and how these feelings occur, making it less efficient in expression.

The data is categorized as Conversational Implicature it happens because its meaning depends on the context of the conversation. Without further context, the audience may not be able to fully understand the feelings intended by the speaker. The feeling “insulted” conveys requires further interpretation based on the situation of the conversation and “Feel it like” implies a feeling that is not fully explained or clear, indicating that the speaker expects the listener to understand the context of the feeling, which requires further information, and the verbs “feel,” “like,” “insulted,” and “sometimes” all indicate a feeling or emotional experience that depending on the specific situation, requires further interpretation in conversation.

## CONCLUSION

This podcast discusses the significance of Grice's maxims in facilitating effective communication in conversations. The four types of maxims highlighted are the maxim of quantity, quality, relevance, and manner. The maxim of quantity emphasizes providing enough information, while the maxim of quality stresses the importance of conveying truthful and relevant information. The maxim of relevance focuses on choosing relevant topics within the conversation context, and the maxim of manner encourages clear, concise, and unambiguous communication. The study also identifies two types of implicature - conventional implicature and conversational implicature. Conversational implicature occurs when speakers indirectly convey messages using context and additional information, while conventional implicature arises from using expressions with fixed meanings. Proper utilization of these maxims and implicatures can enhance communication effectiveness, specifically in terms of self-confidence and self-acceptance. This research provides valuable insights for applying Grice's cooperative principles in the context of podcasts to foster meaningful and impactful communication.

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