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## Decoding Digital Humor: An Analysis of the CSPC Shitposting's Facebook Page through the Lens of the Gricean Maxims

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### abstract

The relevance of meme culture in today's generation together with the advancement of technology has transformed communication. Humor which represents expression and triggers emotional response appeals to the amusing quality of utterances. In real-life context, speakers often intentionally violate maxims to express their thoughts in unique ways to evoke laughter and arouse certain effects. This paper explores how the comments of Facebook users in a humorous post in the CSPC Shitposting Facebook page creates meaning and analyzes what Gricean maxims were frequently violated. The paper also aims to investigate how memes are perceived on digital platforms, providing a deeper analysis of these utterances. The study was conducted using a qualitative discourse analysis research method to analyze the language used and, identify the flouted maxims. Following the study, the researchers discovered that when people use language to make humor, they typically violate the maxims of quantity and quality garnering a percentage of 31.57%, which undermines the language's impact. This offers a logical response to the question of how humans employ figures of speech, such as hyperbole, to produce hilarious statements. The researchers also found out that Filipinos use a variety of different humor styles among them sarcasm, hyperbole, and teasing, and containing messages in a concealed manner, rather than being straightforward. Filipino online communication style is a mixed language of English and the local language, Taglish, where the use of slangs and abbreviations are evident. This underscores the intricacies of the usage of humor in language where violating Grice's maxim becomes a linguistic tool rather than a communicative flaw.

## 1. Introduction

In today's world, the rapid advancement of technology has transformed communication, leading the younger generation to favor social media. Media has highly revolutionized how individuals communicate with one another; to the extent that most of the interactions that take place happen directly within the same language communities (De Matta et al., 2023). This shift has significantly changed how individuals communicate

virtually, with one notable aspect being humor in the form of memes. Humor refers to the tendency to make people laugh and express something amusing, which triggers one's emotional response (Martin & Ford, 2018). On social media, users engage with each other on specific topics or contexts through these humorous posts. Furthermore, it takes many forms and has become the communication standard for individuals and organizations over the past few decades (Ashraf, 2023). In fact, social media platforms such as TikTok and Facebook have not only reshaped digital entertainment but have also impacted second language acquisition and online engagement, as seen in the study of Fajardo et al. (2023), which demonstrated the effectiveness, and challenges, of using TikTok for English language learning among elementary students. However, digital communication also has its drawbacks. While traditional communication methods remain the gold standard, digital interactions complicate understanding where implicit statements or utterances can lead to unintentional violations of conversational maxims. Paul Grice, the British philosopher who proposed the theory of implicature and cooperative principle argued that conversation is by nature, cooperative. The conversational maxims request the speaker to provide a contribution that contains the right amount of information, that is true, that is relevant to the conversation, and that is clear (Chantraine et al., 1998).

Moreover, in real-life communication, speakers often intentionally violate maxims to express their thoughts in unique ways. This paper explores how humor is utilized in communication, particularly focusing on Facebook comments that contravene conversational maxims. The use of humor in language is said to reduce tension, disarm aggression, alleviate boredom, and stimulate interest, often leading speakers to deliberately flout maxims to evoke laughter (Askildson, 2005). To this end, the researchers are tasked with analyzing the utterances of Facebook users in humorous contexts and identifying which maxims are frequently violated. Additionally, the paper examines how memes are perceived on digital platforms, providing a deeper analysis of these utterances. The study will employ Paul Grice's cooperative principle, which is divided into four conversational maxims: the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner. These will be used to evaluate how humorous statements create meaning while violating these maxims.

Correspondingly, numerous research studies have been conducted to examine humor across different platforms, including classroom environments. One study found a positive correlation between the use of humor and student learning outcomes (Askildson, 2005). Similarly, another study focused on humorous image-macro memes from a cognitive-semiotic perspective, exploring how texts, images, or memes generate new humorous meanings (Helmy, 2023). Also, a study analyzing how characters in the American sitcom 'Friends' create humor by violating the four maxims of Grice's cooperative principle. Several studies have demonstrated that a significant portion of humorous conversations stems from the infringement of one or more of Grice's conversational maxims. This current study, however, delves deeper into how speakers craft humorous utterances and meanings while flouting these maxims in digital communication specifically in Filipino communicative styles. Given the relevance of meme culture in today's generation, it also investigates which maxims are frequently violated to produce humor and how implicit statements convey their messages. To fill this research gap, this study employs

qualitative discourse analysis to examine the language used and identify the maxims that are flouted.

## 1.1 Theoretical Framework

### The Cooperative Principle

The Cooperative Principle, as proposed by Paul Grice (1975), implies that a conversation is based on the shared principle of cooperation between the participants in a conversation. This principle supports the discipline of Pragmatics, which aims to examine the meaning and interpretation beyond the literal word and other utterances. Grice (1975) argued that the major aim of communication is to give and receive information, make an effort to cooperate, to engage interactively, and to express thoughts, opinions or intentions in a conversation.

Grice (1975) rests on the assumption that there is a distinction between saying and meaning. This means that speakers can produce implicit meaning and listeners could perceive the intended meaning from their conversations. His theory distinguishes the four conversational maxims under the general umbrella of "cooperative principle".

The maxims are divided into four categories which speakers could be expected to follow:

1. **Quantity.** The speaker's contribution is as informative as required.
2. **Quality.** The speaker tells the truth or provides adequate evidence for his/her statement.
3. **Relation.** The speaker's response is relevant to the topic of conversation.
4. **Manner.** The speaker speaks straightforwardly and clearly and avoids ambiguity and obscurity.

These maxims identify a particular set of patterns in interaction and speakers are expected to make their utterances informative, truthful, clear, and relevant. Violating the maxims often interplays when a cooperative principle and its maxim of conversation are preferably violated in terms of its corresponding interference, specifically during a conversation (Manhalawey, 2010).

### Violating the Maxims

In order to lead the current research towards examining amusing Facebook posts in terms of Grice's Cooperative Principle (1975), it is important to explain how maxim violations are possible to occur within the online discourse context, especially where the content is entertaining and satirical and is posted on social media sites such as Facebook. In this research, Grice's theory is utilized to examine how communication, commonly informal, humorous, and context-dependent, is flouting the norms of cooperation in conversation.

Facebook users, particularly youth pages or meme pages, often make utterances which either violate, break, or conflict with the conversational maxims of Quantity,

Quality, Relation, and Manner. These occurrences do not always result in communicative failure but, in most instances, are rhetorical, meant for humor, or satirical. More particularly, this research will examine the following:

1. **Violating the Cooperative Principle** – Posts that deliberately mislead or ignore the purpose of conversation. These include comments that are dishonest, overly sarcastic, or obviously exaggerated in ways that undermine truthfulness or relevance (e.g., spreading fake news for comedic effect).
2. **Signaling a Violation** – Messages that suggest that they are violating a conversational rule, usually by exaggeration, quotation marks, emojis, or other textual signals. This appeals to irony and shared cultural knowledge that the audience is assumed to be familiar with.
3. **Maxim Clash** – Posts where satisfaction of one maxim hinders satisfaction of another. For instance, providing full information (Quantity) may clash with being concise and clear (Manner), particularly in meme captions or packed funny references.
4. **Flouting a Maxim** – Most prevalent type found in comedy content, where the speaker deliberately violates a maxim not to deceive, but to suggest another meaning. For instance:
  - **Quality:** Stating something false or ridiculous to be sarcastic or ironic.
  - **Quantity:** Providing too much information (over-explaining) or too little (making something mysterious or intriguing for humor).
  - **Relation:** Posting an off-topic or ridiculously unrelated remark to draw attention to the ridiculousness of the initial posting.
  - **Manner:** Speaking in vague, unclear, or scrambled terms for humorous confusion.

To further examine the particular Facebook page, the researchers thoroughly used Grice's Theory of Implicature as the applied theoretical framework of the study. Grice's Cooperative principle and Conversational Maxims provides a framework for analyzing online interactions, specifically in decoding and understanding messages, as well as to address how the flouting of maxims contributes to the formation of humor. Aporbo (2024), has proved the applicability of Grice's framework to analyze online communication, particularly in the Facebook app, revealing that most online users, adheres to flout the Maxims to create implicatures. Similarly, Pontillas (2023) explored how language in synchronous online classrooms constructs power dynamics through discourse strategies, illustrating that Gricean principles, even when flouted, contribute to nuanced meaning-making in digital interactions.

In line with that, this study suggests to analyze how the users and commentators in the CSPC Shitposting Facebook page violates Grice's conversational maxims, can show deeper understanding about the construction and interpretation of humor in digital space. Moreover, this framework supports the aim of exploring the distinct

characteristics of digital communication together with Filipino communicative style, particularly the students of CSPC upon decoding humor in virtual communication.

### **Criticisms**

While Grice viewed his ideas as tentative and exploratory, followers have taken the theory to be well-established. As per critiques by Asher & Lascarides (2013), they observe that pure cooperation is generally an unrealistic idealization or naive assumption. Conversations are often among adversaries, whose goals beyond communication are opposed. To the extent that they diverge, the speaker's goals may withhold information, providing misinformation, going off on a tangent, or being obscure. Even when presumed that a speaker is not being cooperative, the speaker may use all the figures and modes of speech.

Many conversations have goals other than the exchange of information. One is amusement, which speakers often pursue by making jokes (Lepore & Stone, 2015). Because the goal is not to provide information, the maxims of Quality, Quantity, and Relation do not apply. If for any of these reasons the Cooperative Principle is not applicably reasoning based on providing neither implicit or explicit information in conversations.

Grice's theory is incomplete because literal meanings are not really context-free. They depend on inarticulate background (Searle 1980 cited in Savas 1994) that cannot be made fully explicit. Without this background, even a literal utterance of a sentence is unable to determine unequivocally "precisely" one speech act. Grice's theory is insufficient in determining whether a given utterance is literal or not. Even if it's perfectly complete, unambiguous, and unproblematic, sentences can be used indirectly or non-literally requires the existence of some procedure to determine whether any of its uses is literal or not. Since only literal utterances correspond to the specification of precisely one speech act, unless such a procedure is available the reduction of use to meaning cannot be achieved. So long as participants of discourse have rule-governed reasons for flouting Gricean Maxims. Undisputable, this theory will remain insufficient to discourse especially in navigating constructive conversations in digital contexts into the online world.

### **1.2 Literature Review**

This paper focuses on analyzing Facebook users' humorous expressions about the platform's violation of Grice's four conversational maxims. The purpose of this study is to examine how people use these statements and how they violate maxims to get their point across. The associated literature studies listed below address how humor deviates from Grice's conversational maxims and looks at how it affects language use.

### **Local Studies**

Drawing on the findings of Ayunon (2018), who studied the pedagogical implications of Gricean Maxims anchored on Facebook conversational posts, a context similar to what is being studied in this paper, speakers frequently adhere to flouting Gricean maxims, whereas from the four maxims— the maxims of Quality, Quantity, Manner, and Relation, the most violated is the maxim of Quantity (providing too much or too less information). The speaker flouts maxims mainly to add humor, to blend satirical aspects to the process of communication as well as to showcase that the messages people try to imply merely depend on the hearer's interpretation considering the context and the meaning that lies behind them.

Upon the local study of Roxas (2020), Revisiting public Facebook comments intricate the various conversational implicature anchored with Gricean Maxims. The study explored how these maxims were violated in selected Facebook public comments. Results revealed that the maxims of Quality and Quantity were the most violated maxims among the selected public Facebook comments. It can be observed that giving insufficient information as a way of violating the maxims is the most prevalent among the selected public comments. Users of Facebook opt to give mere opinions as a form of self-expression without minding the veracity of information, or sometimes even the validity of arguments—which somehow contributes to the proliferation of "fake news."

Thus, the primary goal of any conversational event is to exchange information. To ensure effective communication and clear understanding among individuals, it is then presumed that a person's contribution to a conversation whether traditional or digital communication, is clear, concise, and appropriate. This is supported by the study of Dogcol and Villanueva (2024) that in disseminating information or sharing opinions with the public, it is necessary to guarantee that all of the crucial information that the public should know is included in the posts and they are written to avoid ambiguity as well as to avoid violation of cooperative principle.

Consistent with the study of Aporbo (2024) which discussed the Gricean Maxims on Facebook Conversations in the framework of Gen-Z users, netizens generally flout and violate the four conversational maxims but the respondents generated meaning by attributing their background to the producer of discourse or even to their interpretation of the matter posted through Facebook status. It is stated and in line with the study that the relationship between users as interpreters and interpreters is surely significant in making meaning despite both parties having violated or flouted conversational maxims.

In a related study exploring linguistic meaning in local cultural expressions, Fajardo et al. (2023) conducted a comparative stylistic analysis of Elbert Baeta's Rinconada poem and its English translation, showing how phonological and semantic devices, such as alliteration, symbolism, and metaphor, reveal the complexity of Filipino linguistic expression. This highlights the relevance of stylistic and contextual cues in interpreting utterances, which is similarly evident in digital humor and shitposting culture that mixes English and Filipino languages.

## International Studies

Wang and Chen (2020) examined the use of humor in WeChat conversations through the lens of Gricean Maxims. Their findings revealed that participants often flouted the maxim of Quality by using sarcasm and exaggeration, creating humor that relies on shared cultural understanding. This aligns with Ayunon's (2018) findings, where humor and satirical aspects emerge from the intentional violation of conversational norms.

Fitria and Romah (2022) investigated the formation of verbal humor through linguistic elements and assessed the perceptions of verbal humor across many cultures, with a focus on popular British and Islamic cultures. In their conducted research, they used Marzolph's (2011) idea and Grice's cooperative maxim theory to examine the verbal humor building in the Black Books comedy series. Since 60% of the verbal humor utterances in the series do not contain insulting remarks, slander, name-calling, or other acts that are prohibited in Islam, such as lying or abusive behavior, it was determined that the majority of the verbal utterances are suitable for the Islamic perspective on humor. The result of the study pointed out that verbal humor utterances in the series flout and violate all four Gricean maxims which are the maxim of quality (54.3%), quantity (14.3%), relevance (11.4%), and manner (20%). Additionally, it gave additional information about how verbal comedy is constructed and how various cultural viewpoints on verbal humor differ.

To add to the literature of Indonesian academic discourse, Alawiyyah et al., (2022) investigated the use of humor in academic lectures by looking at how humor is created and used in Indonesian academic lectures. They examined five English literature majors' lectures at Universitas Pendidikan Indonesia. The lectures were transcribed using Jeffersonian transcription, and they discovered that comedy is created by applying Gricean maxims. In their investigation, they discovered that to generate amusement, the lecturers frequently rely on dishonesty to produce hilarious terms that violate the quality standard in their collected data. Additionally, it was examined using Nesi's (2012) functions of humor in academic settings and discovered that lecturers mostly employed humor to establish a rapport with their students.

Budiana et al., (2023) discovered from their study on the Analysis of Humor of Students Chitchat page on Facebook within the cooperative principles framework that flouting four types of maxims frequently occurs when— for the maxim of Quality, when the speaker implies something that lacks evidence. Whereas based on their given example, the implicatures are made as the speaker implies messages that are untrue and irrational. The Maxim of Quantity is often violated by 'geeky' individuals who put too much information as to what they see as socially acceptable, leading to surprising the reader or hearer and producing humor. While for the Maxim of Relation, which occurs when the response is far from what is being talked about, irrelevant, their findings show that one student flouted the said maxim because he didn't understand what the speaker was saying. Lastly, for the Maxim of Manner, based on their given example, a student randomly showed off his disorderly knowledge. Their analysis showed that flouting

maxims contributes to and creates the occurrence of a comical effect on the students in online interactions.

Through the lens of Gricean maxims, the relevant studies examined humor's instructional implications, linguistic features in comedy series from various cultures, WeChat conversations, and academic lectures. To create valuable interactions and guarantee more successful communication with both parties, it also addressed the significance of the cooperative principle in conversation. The investigations also found that the quality and quantity maxim, which states that utterances that give too much or too little information and do not convey facts or the truth backed by evidence, was the most frequently broken or disregarded conversational maxim in various contexts.

Furthermore, the majority of the previously published research focused on the influence of humor on language use and its implications for conversational maxims. In this paper, however, the researchers examine the comments made by specific young people on a social media platform, evaluating the utterances based on their understanding of the context. Taking this into account, they will thoroughly examine how they construct such utterances to use language as a form of humor that implicates their utterance and analyze it using Grice's maxims, which is primarily the appropriate framework to use in decoding humor.

### **1.3 Research Question**

To accomplish and uncover the underlying implications of the use of humor in language and their implications to comprehend the primary foundational emphasis of this study, the researchers developed this question to help them discover the answer.

1. What types of violations of Gricean Maxims are present in the humorous comments posted by the followers of the CSPC Shitposting Facebook page?

## **2. Methodology**

This section presents the method and procedures used in the study to treat and process the collected data from the specific material selected by the researcher.

### **2.1 Research Design**

This research utilized a qualitative discourse analysis research design to analyze the language used and, identify the flouted maxims. According to Hassan (2024), discourse analysis is a type of qualitative research method that is utilized for analyzing language in context to grasp the meaning and social construct. This design delves into the role of language in shaping and reflecting social reality, making it a tool for studying linguistics. This method is also applied to social media posts which is relevant to the current studies which are about social context and analyzing the violated Gricean maxims by the interlocutor. Furthermore, according to Fubara (2020), studying discourse analyzes the use of spoken or written language in a social context, and discourse analysis focuses on the structure of naturally spoken language as found in discourse such as interviews, commentaries, and speeches. In regards to this study, this research will be using



commentaries on Facebook posts and using it as primary data for the analysis of flouted maxims.

## **2.2 Data Collection Method**

The data were gathered through a purposive random sampling method through Facebook comments on CSPC shitposting. The comments were randomly selected by the researchers while adhering to the criteria which rely on the relevance and significance of each comment as the primary research data. This research utilized the purposive random sampling method, a selective and non-statistical sampling technique for selecting participants based on the knowledge and relevance concerning the research topic. This method is commonly used in qualitative research for gathering specific information on the sample to adhere to the research objective (Hassan, 2024).

The researchers used screenshots to collect the raw data as corpora for the analysis a total of 50 comments were gathered. In the field of linguistics, a corpora or corpus is a collection of data particularly language utilized for studies, it is contained in a computer database (Nordquist, 2024). With this, the study anchored on these said corpora that were used as the data for analysis. The commentaries on Facebook posts on the CSPC Shitposting page serve as corpora that will be interpreted through Gricean maxims to categorize the flouted maxims. Moreover, the data gathered were publicly available, since, the nature of the data are Facebook comments, and it is not feasible to obtain explicit informed consent, therefore, ethical considerations adhering to, privacy and policy were addressed by the researchers, in compliance for using the information gathered will be used strictly on research purpose only.

## **2.3 Ethical Consideration**

Ethical Considerations of the study relies mostly on the information given by the participants in gathering the data. Since, informed consent are not feasible, the researcher, addressed the ethical consideration by adhering to the principles of privacy and policy, in compliance to use the gathered data solely on research purpose ensuring that the information will not be used to harm any reputation. The trustworthiness and ethical considerations are given high regard in the conduct of this study in which the researchers carefully look into its credibility and privacy. The researchers will ensure that the identity along with the personal information of the participants will be confidential to avoid conflicts. Moreover, the researchers will also make certain steps not to adhere to any bias and manipulation in the findings. The comments given by the participants will be underlined in the table that will be carried out in the data analysis to have better results and discussions about the findings. This being said, the results and findings of the study shall be valid for reference in other pragmatic studies.

## **2.4 Data Analysis and Coding Process**

The data collected from the sample has a total of 50 comments on the CSPC shitposting page. The corpora which are the collected comments from the informants were analyzed using qualitative discourse analysis approach to identify social media

context and how language was used in interaction on Facebook comments. This study was anchored on the theoretical framework of Gricean Maxims such as Maxim of Quality, Maxim of Quantity, Maxim of Relevance and Maxim of Manner these maxims of conversation are not absolute rules, rather it serves as guidelines whether the communication adhere or violate a specific maxim which results to implicature that creates layers of meanings. For instance, the researchers analyze the Facebook comments through applying the lens of Gricean Maxims to identify whether there are flouted maxims (quality, quantity, relevance and manner) in the comments, otherwise it adheres to the maxims. Furthermore, the study utilized a basic statistical treatment such as frequency and percentage for presenting the data, while also adhering to a qualitative approach as a research design.

In the study of Ayunon (2018), they utilized the Gricean maxims as a framework for analyzing FB conversation through the lens of flouting the Gricean Maxims and they emphasized the different types of maxims such as quality, quantity, relevance, and manner. This study is relevant to the current research which also utilized the theory as a framework for analyzing the flouted Gricean Maxims on FB comments. As cited by Galti et al., (2022), the pragmatic theory of Grice (1987) underlying the concept of maxims raised assumptions between intended meaning and utterances, enabling the interpretation of meaning beyond the literal words—implied upon various implications before conversations. The indicated theory was then applied to identify the variables implied for how public commentary posts can be flouted in terms of interpreting the rules anchored with the different conversational maxims, in its specific variations of violations. The raw data were then examined to see whether the utterances violated Gricean Maxims. Moreover, this study will also be using the criteria by Grice (1987 as cited in Ayunon 2018).

The coding process carried through manual analysis wherein the researchers read and comprehend each comment to identify the flouted maxims otherwise adheres to the Gricean maxims and were carefully categorized accordingly. This method was applied to ensure the reliability and credibility of the data while eliminating possible biases, the researchers used the set of criteria on how communication adheres and violate the

maxims to assess the reliability and credibility of the results. The table below is the set of criteria on how to flout the maxims that was used in the study of Ayunon (2018) to which this study was anchored. The findings of the analysis were interpreted through the PAIL method (present, analyze, Interpret and link) which is a systematic method that serves significance in qualitative research. This method helps the organization and clarity of the findings as well as transparency to comply with the needs of reliability and credibility of the results that provide depth and understanding of the readers. The findings were presented in relation to the research objectives and were supported by relevant studies.

Maxim	Violating the Maxims
QUANTITY	<ul style="list-style-type: none"> <li>• If the speaker does the circumlocution or not to the point</li> <li>• If the speaker is uninformative</li> <li>• If the speaker talks too short</li> <li>• If the speaker talks too much</li> <li>• If the speaker repeats certain words</li> </ul>
QUALITY	<ul style="list-style-type: none"> <li>• If the speaker lies or says something that is believed to be false</li> <li>• If the speaker does irony or makes ironic and sarcastic statements</li> <li>• If the speaker denies something</li> <li>• If the speaker distorts information</li> </ul>
RELEVANCE	<ul style="list-style-type: none"> <li>• If the speaker makes the conversation unmatched with the topic</li> <li>• If the speaker changes conversation topic abruptly</li> <li>• If the speaker avoids talking about something</li> <li>• If the speaker hides something or hides a fact</li> <li>• If the speaker does the wrong causality</li> </ul>
MANNER	<ul style="list-style-type: none"> <li>• If the speaker uses ambiguous language</li> <li>• If the speaker exaggerates things</li> <li>• if the speaker uses slang in front of people who do not understand it</li> <li>• If the speaker's voice is not loud enough</li> </ul>

### 3. Results and Discussions

This section showcases the findings collected by the researchers from their examination of comments made by Facebook users on a humorous post. It offers a comprehensive analysis of these comments, exploring the strategies utilized by the speakers to generate humor while intentionally violating conversational maxims.

#### 3.1 Results

In analyzing the linguistic behavior of the CSPC Shitposting community, the researchers incorporated Paul Grice's proposed four conversational maxims: (a) Maxim of Quantity, (b) Maxim of Quality, (c) Maxim of Relevance, and (d) Maxim of Manner. This aimed at identifying their instances of violating the maxims which reveal their underlying conversational strategies as their digital humor.

The findings indicate that the analysis of 50 Facebook comments revealed frequent violations of Grice's conversational maxims. While there were 57 total violations, this reflects the fact that some comments violated multiple maxims simultaneously. The data shows that Quality and Quantity were most often violated.

Table 1 below displays the frequency at which Facebook users' comments on a humorous post violate the Conversational Maxims, as collected and analyzed by the researchers.

Table 1. Tally of the Conversational Maxims violated by Facebook Users

Cooperative Principle	Frequency	Percentage
Quantity	18	31.57%
Quality	18	31.57%
Manner	12	21.05%
Relevance	9	15.79%

### Maxim of Quantity

Maxim of Quantity is often flouted maxim, along with the Maxim of Quality, violating eighteen times (18) with a frequency of 31.57%. The following example of comments on the post that illustrate the violation of Maxim of Quantity are listed below.

*“wala talagang Red Flag Sa IT red string lang.” – Comment 4*

*“green flag ag psych,” – Comment 16*

*“Electrical Engineering talaga marami,” – Comment 23*

Maxim of Quantity requires speaker to express a fitting quantity of information that neither lacks nor exceeds the present purposes of the communication process. Hence, the maxim of quantity is violated when the speaker provides too much information not in accordance with the context of the conversation. This occurs when the speaker includes unnecessary details in their utterances and remarks. In the specific Facebook post in the CSPC community page, most of the comments violated this maxim as evident by providing insufficient and excessive detail to inject humor. And also demonstrating a lack of awareness of what information is needed for the context of the conversation. This implies that violating or flouting of maxim quantity can lead through different ways. For instance, providing insufficient information creates a gap of understanding the context, leading to the receivers to make an assumption and seek for further clarification.

On the other hand, excessive detail or information can stem to unfavorable discussion. Giving of abundance of information can vague the main point and go off to the topic. This can overwhelm the audience and make it challenging to figure out. Nevertheless, effective communication requires providing an exact and necessary amount of information—enough to be informative but not so much as to be overwhelming or irrelevant intended message and the audience's needs. Maxim of Quantity emphasizes the significance of being informative and sufficient, ensuring that the contribution is fully enough to have a clear and efficient conversation.

In line with the study of **Ayunon (2018)** the study attempted to revisit the observance or violation of the Gricean maxims in FB conversation posts, which found that the Maxim of Quantity was the most frequently violated maxim. Thus, the speakers flouted the maxims in order to achieve certain purposes. In situations where commenters

provided more information than necessary, this often serve specific purposes: adding humor or making it sarcastic response into the conversation.

### **Maxim of Quality**

The Maxim of Quality emerged as the second most frequently violated maxim in the dataset, with a total of 18 occurrences (31.57%). This maxim emphasizes that a speaker should not say what they believe to be false or for which they lack adequate evidence. In the context of online interactions within the CSPC Shitposting page, several users deliberately violated this maxim, often as a form of digital humor, sarcasm, or ironic exaggeration.

*“Asahan nyo na, na sa ELECTRICAL ENGINEERING nyo talaga makukuha ang maray na kalidad na inaanap yong pagmamahal” – Comment 2*

*“Education regfflaggg” – Comment 18*

*“green flag po tlg kaming IT haha ems yellow pala yun” – Comment 30*

In Comment 2, the user implies that Electrical Engineering students provide the highest quality of love—an exaggerated and clearly unfounded claim. The violation of the Maxim of Quality here is intentional and satirical, using romanticized generalization to humorously elevate a course’s reputation. Similarly, Comment 18 states “Education regfflaggg,” tagging education majors as red flags without evidence or explanation. The repetition and exaggeration in spelling (“regfflaggg”) hint at a mocking tone, possibly playing into stereotypes or online in-jokes. In Comment 30, “green flag po tlg kaming IT haha ems yellow pala yun,” the speaker contradicts themselves humorously—first claiming IT is a green flag (suggesting a positive trait), then abruptly saying it’s yellow (perhaps referring to their college color or implying ambiguity). This humorous reversal highlights how users playfully subvert expectations and truth for comic effect.

Across these examples, the violation of the Maxim of Quality is not accidental; rather, it is a strategic discursive move designed to entertain, provoke reactions, or express in-group solidarity. In digital humor, especially in meme culture and shitposting spaces, exaggeration, irony, and sarcasm are core strategies, and violating Grice’s maxim becomes a linguistic tool rather than a communicative flaw. The frequent violation of the Maxim of Quality suggests that truth is not always a priority in humorous or informal digital spaces. In communities like CSPC Shitposting, authenticity is often secondary to entertainment. This does not necessarily reflect misinformation but rather signals a shared understanding that exaggeration is part of the genre.

Users operate with contextual awareness, knowing that their audience can decode the irony or humor embedded in these exaggerations. This kind of communication contributes to community bonding, subcultural identity, and shared digital humor norms. However, the blurred lines between truth and humor also highlight the potential risk for misinterpretation, especially by outsiders or newcomers unfamiliar with the

community's norms. In such cases, violations of the maxim could hinder understanding or perpetuate stereotypes.

As highlighted by **Dynel (2013)**, irony and untruths in digital discourse are not just violations of Gricean maxims but deliberate communicative strategies in online humor. These deviations often function as social markers, distinguishing insiders from outsiders and reinforcing group identity. Additionally, **Tagg et al. (2017)** emphasize that the pragmatics of online talk often rely on contextual humor, where what is said may not reflect what is meant—further supporting the idea that digital communities, particularly those centered around humor, reconfigure Grice's principles for social and entertainment purposes. Thus, while these comments violate the Maxim of Quality on the surface, they serve a functional and creative purpose within the digital subculture, reinforcing the importance of contextual literacy in interpreting online communication.

### **Maxim of Manner**

Maxim of Manner appears to be the second to least violated maxims in the CSPC shitposting page, frequently employed twelve (12) times with a 21.05% (percentage). Many of the example comments demonstrate poor structure or clarity such as;

*"Yesss thankkkks G!!!! Another achievement's na namannnn huhu topppo 16 tayo mga goyyyyy!!!!" – Comment 6*

*"Minsan na ngalang mapasali sa TOP ganto pa HAHWHAHA " – Comment 24*

*"Lyke Rich Opaon top 1 mn jud ka bay hahahaha" – Comment 37*

Maxim of manner states that the speaker should communicate themselves clearly, briefly, and in a structured way, being free from ambiguous or obscure expressions in terms of common words and communicating information in a rational order. Nevertheless, while it focuses on the how of communication, the maxim of manner can be violated when the speakers become vague in the delivery of the message. This occurs when the speaker overemphasizes the statements and stating something without being brief and orderly. In the particular Facebook post within the CSPC shitposting page, some comments violated this maxim as can be seen in its lacks of clarity, overly ambiguous, and disorganized sentences and remarks. Furthermore, the use of humor to make comedic statements also adds impact on how these comments violated the maxim of manner.

This implies that violation of the maxim of manner in a Facebook post may cause misunderstandings and misinterpretation. For instance, in the CSPC shitposting page, the comments are littered with technical language, humorous sentences and lacking organization of ideas, causing difficulty in understanding the critical facts. Such violations not only weaken the impact of the communication but may also lead to questions and misconceptions. Moreover, this simply indicates that effective communication, particularly within academic and workplace environments, generally depends on order and clarity. The disorganized nature of some messages hints that measures should be

taken in order to achieve clarity, appropriate syntax, and logical argumentation in order to improve mutual comprehension whether it can be in traditional or digital communication.

Consistent with the findings of **Dogcol & Villanueva (2024)**, it posits that speaker must make their statements understandable to the targeted audience. In the case of digital news reports such as those found on the FB pages of news outlets, the maxim of manner further suggests that the posts must be brief, easy to read and use ordinary language for a better and coherent flow of conversation in digital communication.

### **Maxim of Relevance**

The maxim of relevance occurs least frequently from the list, obtaining only 9 encounters or 15.79% in percentage. Most of the comments in this category violated the maxim through leaning on statements which are irrelevant from the post such as:

*“Haha hindi Naman mahirap yung pre-cal tsaka yung gen-math haha” - Comment 05*

*“Get a job lil ninja” - Comment 13*

*“good night Charlotte Mallari” - Comment 29*

The maxim of relevance states that speakers should make the exchange of conversations flowing and matched with the topic, does not hide a fact, and does the right causality. Thus, there is violation if random and irrelevant statements are not prevented and there is an abrupt changing of topic leading to loss of continuity. Based on the provided examples above, some of the Facebook users violated this maxim through leaving comments which cannot be connected with the main post, pertaining to a different topic. For instance, Comment 05 stating “Haha hindi Naman mahirap yung pre-cal tsaka yung gen-math haha”, although pertaining to a course does not lead to the continuity of the conversation and an abrupt change on the focus of the topic. Meanwhile, both Comment 13 that says “Get a job lil ninja” and Comment 29 on “good night Charlotte Mallari”, shows irrelevance to the post with the content revolving around a list of the “Top 20 red flag course” because they do not establish any relation to the preceding discourse.

This implies that the maxim of relevance is less likely to be violated in the comment section of the particular post because people tend to establish cooperative principle in communication. However, in instances of violation such as introducing an unrelated topic or an abrupt shift, it indicates that social media users tend to deviate from the topic to either inject humor, personal opinions, unrelated sentiments, or information that they only understand to be actually related, which in turn disrupts the flow of conversation. This suggests that while media provides space for open interactions, it may also pose challenges in maintaining a relevant discourse.

In connection to this, Tirthalia and Murai (2021) highlights the significance of relevance to sustain a productive online dialogue and to stimulate deeper engagement

with the ideas of interest. Moreover, it suggests that the effectiveness of online communication depends on the participants' ability to stay relevant and aligned with the topic, therefore upholding the maxim of relevance.

### 3.2 Discussions

The findings align with Wang (2023) who studied the violation of cooperative principles of the characters in the American sitcom "Friends," where the total number of data they gathered from the series is 277 punch lines which are categorized into five. The most frequent violated maxim is the violation of maxim of quality with a frequency of (35%), followed by the maxim of relation (18%), maxim of quantity (6%), maxim of manner (5%), and the "other" category (40%). The author noted that the "other" category in the study specifically refers to a type of joke where the humor is not based on flouting any maxims. Instead, these jokes are conveyed through over-the-top body movements or facial expressions, rather than conversation.

The Maxim of Quality, typically flouted in studies, suggests that individuals who incorporate humor into their language may not prioritize the truthfulness of their speech, resulting in amusing utterances. In a study conducted by Vergis (2017), the interaction between the Maxim of Quality and face concerns was examined, utilizing the vignette technique as an experimental approach. The results of the study showed that flouts of the Maxim of Quality led to participants' inferences about an account. However, the perception of the speaker's meaning was also influenced by the variables of face. It was proposed that when a communication partner's statements were accompanied by indirect communication, the hearer's perceptions would shift to inferences and implicatures, implying indirectness. This issue has significant relevance to respondents' reactions to humorous posts on Facebook, as the speaker's intended message may be conveyed through the audience's emotional connections with them. It can be concluded that speakers frequently flout the maxims to imply their ideas indirectly, provided they have in-depth knowledge of the subject matter, which can lead to a range of interpretations.

Additionally, findings presented by Lang and Lee (2010) in their work show that humor is often an indirect and ambiguous method of communication, frequently accompanied by body language and facial expressions that express the common tacit knowledge not only among the interlocutors but also between them. It suggests that laughter is not only fresh but also restricted to a healthy form, amid the clarification by the audience as to its basis (Romero and Pescosolido, 2018).

Understanding the kind of humor present in digital communication is important in examining the kind of communicative styles the speaker's use in using humorous statements.

#### 1. Maxim of Quality: (Do not provide false or misleading information)

Many utterances violate the Maxim of Quality, particularly to those exaggerated claims about courses or individuals such as (*"Electrical Engineering nyo talaga makukuha*



*ang maray na kalidad” and “Green flag talaga kaming mga taga CCS”).* These exaggerations often misrepresent the truth, which could lead to misunderstandings or the spread of misinformation. This also reflects a potential communication breakdown where individuals emphasize perceptions rather than facts.

**Implication:** In the case of Facebook comments on specific post on social media pages—particularly CSPC shitposting page, Filipino communicative style and humor significantly affect the violation of the maxim of quality, which states that contributions to conversation must be truthful and supported by adequate evidences. Filipinos tend to use various types of humor, including sarcasm, exaggeration, and teasing, which deliberately diverge from literal truthfulness particularly in online communication. This practice aligns with the cultural norms of indirectness and sociable traits in Filipino communication, in which keeping social harmony and inducing enjoyment tend to override strict factual accuracy. Consequently, some comments may convey information that is deliberately deceptive or overstated for humor or rhetorical purposes, thus violating the expectation of truthful informativeness as posited by Grice (1975).

## **2. Maxim of Quantity:** (Provide just the right amount of information)

Several statements, such as *“Good night Charlotte Mallari”* or *“Safe SOCIAL WORK,”* violate the Maxim of Quantity by either offering inadequate information or irrelevant details that do not contribute meaningfully to the conversation’s context.

**Implication:** Violating the maxim of quantity in a Facebook post from a specific Facebook page can have underlying indications, particularly when viewed under the lens of Filipino’s method of communication and sense of humor. The maxim of quantity, being one of Grice’s conversational maxims, stipulates that the speaker must provide a sufficient quantity of information—neither too little nor too much—to be clear and effective in communication. Nonetheless, in Filipino communication, messages are often encased in indirectness, mostly short yet possess double meaning, and strategic employ of humor that includes intentional violations of this maxim. Such violations can lead to online dialogues and the conveyance of hidden meaning, yet necessitate mutual cultural background to successfully communicate. Therefore, this dynamic illustrates the tension between universal norms of conversation including the adherence to maxim of quantity and culturally specific practices in online communication such as the use of humor to foster interaction.

## **3. Maxim of Relevance:** (Be relevant)

Numerous conversational examples lack relevance to the primary discussion or seem irrelevant (*“Get a job lil ninja,” “Bottom po ako hehe”*). These utterances can distract from the central topic, making it difficult for others to follow or participate meaningfully.

**Implication:** In both casual and formal discourse, staying on the topic is crucial for maintaining the flow of communication. However, with reference to the comments from the CSPC Shitposting FB page, while utterances such *“get a job lil ninja”* or *“Bottom po ako hehe”* seems irrelevant and disrupts the main focus of the discussion, they can function such a form of humorous or playful diversion within the specific online community. Filipinos often communicate or employ indirectness in communication to lighten the mood, or randomly injects humor in a conversation, even if they drift away from the topic. The findings also show how complex the nature of online communication is. Whereas, topic shifts and dropping irrelevant comments are expected and often observed.

#### **4. Maxim of Manner:** (Be clear and orderly)

Many of the examples demonstrate poor structure or clarity, such as (*“Yesss thankkkks G!!!! Another achievement’s na namannnn huhu Topppo 16 tayo mga goyyyyy!!!!”* and *“Bagana agko pinapaboran, iiba mo man ngani ah ME. Ipakita mo kung sino sila HAHAHA”*), The lack of clarity can lead to confusion or misinterpretation.

**Implication:** The Maxim of Manner is repeatedly violated by the Facebook user on the CSPC Shitposting page, with examples like *“Yesss thankkkks G!!!! Another achievement’s na namannnn huhu Topppo 16 tayo mga goyyyyy!!!!”* and *“Bagana agko pinapaboran, iiba mo man ngani ah ME. Ipakita mo kung sino sila HAHAHA”*, which shows lack of clarity and structure. However, these unorganized and confusing comments contribute to the CSPC online community’s humor, satirical aspect and identity, showcasing how chaotic, at the same time humorous their community is. Filipino online communication mostly uses Taglish, slangs, abbreviations like LOL, LMAO, OMG, etc. are sometimes perceived as unclear and unusual to outsiders, but on the other hand, promotes and gives a sense of closeness, comfort and shared understanding among CSPC students. The humor arises from the violation of the Maxim of Manner, as the message relies on the audience’s familiarity and knowledge about linguistic shortcuts, and informal communication which sometimes contains an inside joke that only those who know can decipher.

In line with the study of **Rillo & Buslon (2019)** highlighting that in utilizing humor and irony in conversational witticisms, and in order to be humorous, the maxim and submaxims of quality, quantity, relevance; and manner must be violated. Clearly, Filipinos nowadays utilize such strategies in their witty remarks. It may be unfortunate to consider that even kids are into this type of humor when they communicate with people of their age, or even with people older than them. This could have been brought about by the popularity of various types of media that the contemporary Filipinos have access to, such as television and internet. At the linguistic level, Gricean maxims would be violated in deploying irony as a tactic in attaining amusing conversations without undercutting the ironic implications of conversational witticisms. Also, irony in humor

was considered a pragmatic facet regarded as disobedience to Grice's co-operative principle, but the implicatures render the CWs to look highly amusing and popular among Filipinos.

#### 4. Conclusion

The violations of Grice's Maxims in the CSPC's Shitposting conversations underscore the intricacies of contemporary communication, particularly in casual online settings. People can enhance interactions, especially in more formal or research-based settings, by being aware of and taking appropriate action against such violations. Following the study, the researchers discovered that when people use language to make humor, they typically violate the maxims of quantity and quality garnering a percentage of 31.57%, which undermines the language's impact. This offers a logical response to the question of how humans employ figures of speech, such as hyperbole, to produce hilarious statements. Furthermore, due to varying interpretations or deliberate violations of maxims to subtly convey a message, statements that were deemed irrelevant were made throughout the analysis of digital communication interactions. The use of humor in language to arouse laughter or amuse the audience is a new form of transformed communication in this generation, where various posts, such as memes, are made to cater to the users of online platforms.

Given the violations made by the Facebook users on the statements they made in the post, the researchers found out that giving of abundance of information can vague the main point and go off to the topic. This can overwhelm the audience and make it challenging to figure out. Additionally, violations in the conversational maxims not only weaken the impact of the communication, but may also lead to questions and misconceptions. This simply indicates that effective communication, particularly within academic and workplace environments, generally depends on order and clarity. In digital humor, especially in meme culture and online spaces, exaggeration, irony, and sarcasm are core strategies, and violating Grice's maxim becomes a linguistic tool rather than a communicative flaw. Furthermore, in instances of violation such as introducing an unrelated topic or an abrupt shift, it indicates that social media users tend to deviate from the topic to either inject humor, personal opinions, unrelated sentiments, or information that they only understand to be actually related, which in turn disrupts the flow of conversation. It can be concluded that speakers frequently flout the maxims to imply their ideas indirectly, provided they have in-depth knowledge of the subject matter, which can lead to a range of interpretations.

Clearly, it conveys that Filipinos use a variety of different humor styles among them sarcasm, hyperbole, and teasing, where the humor diverges from the truth, which is well-thought out in online communication. Besides, in the communication style of the Filipino, containing messages in a concealed manner, rather than being straightforward, is a prominent characteristic, often achieved through the use of indirect language, which is short but has double meaning, and the strategic deployment of humor, including the intention of violating this maxim. These violations are the very things that can be translated into online dialogues and the conveying of hidden meaning, yet they need to

be understood as the basis for successful communication between individuals. Because of Filipinos' frequent use of indirectness in communication to relieve the seriousness of a situation or to use humor wherever necessary, besides talking directly about the topic in a speech given among friends. Furthermore, the Filipino online communication style is a mixed language of English and the local language, Taglish, where the use of slangs and abbreviations like LOL, LMAO, and OMG, etc. is sometimes seen as unclear and strange by non-Filipinos, but they, on the contrary, are perceived as promoting and creating a feeling of closeness, comfort, and shared understanding among CSPC students.

In summary, a more deliberate approach to following these maxims would improve communication's overall effectiveness, clarity, and relevance. In summary, one of the key components of global civilization and modernity is language, a complex aspect of communication. This is why it is beneficial to facilitate and comprehend the various underlying roles of language in human existence by looking at the various consequences of language use.

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