

ABSTRACT

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This study aims to investigate the instances where Kendall Jenner violates conversational maxims in one of her interviews based on Grice's (1975) cooperation principle theory which are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. The data revealed from the source of data that are 13 maxim violations occur in Kendall's utterances including 4 out of 8 reasons why Kendall violates those maxims using theory of Christoffersen (2005) related to reasons of someone doing maxim violations. This research adopts a descriptive qualitative approach to examine these phenomena as they occur in everyday conversations.

Keywords: Maxim Violations, Pragmatic, Kendall Jenner