

ABSTRACT

This study aims to analyze the observance and non-observance of Grice's (1975) conversational maxims in former United States President Joe Biden's first interview after leaving office with BBC News, entitled Joe Biden: Former US President Gives First Interview Since Leaving the White House, which was broadcast on May 7, 2025. This study is motivated by the use of pragmatic strategies in political discourse to construct meaning, shape public image, and convey ideological positions. It addresses two research questions: (1) what types of observance and non-observance of conversational maxims occur in Biden's interview, and (2) how do the observance and non-observance of Grice's conversational maxims contribute to the construction of political meaning. This study employed a descriptive qualitative method. The data consisted of sixteen utterances, which were analyzed based on Cutting's (2002) theory of observance and non-observance of conversational maxims, and were subsequently interpreted through the perspectives of political discourse proposed by Van Dijk (1997), Chilton (2004), and Fairclough (1989). The findings reveal a relatively balanced distribution between observance (33 instances) and non-observance (31 instances) across the sixteen data. Both the Maxim of Quantity and the Maxim of Manner are predominantly flouted, while the Maxim of Quality and the Maxim of Relation are predominantly observed. These findings indicate that Biden consistently employs pragmatic strategies to steer the discussion, establish credibility, project a positive self-image, and convey implicit criticism of his political opponents through indirectly communicated meanings.

Keywords: pragmatics, cooperative principle, conversational maxims, observance, non-observance, political discourse, Joe Biden.