
A STUDY OF PARTICULARIZED CONVERSATIONAL IMPLICATURES IN POSTER

Tri Wijayanti¹, Hikmah Pravitasari²

¹STKIP La Tansa Mashiro

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Abstract

This study explored the conversational implicatures in poster posted on the Facebook walls and websites. The data were analyzed using the social context and conversational implicature theories by Gricean typology of speaker meaning (Mey, 2009, p.365). In this investigation, various conversational implicatures were discovered. They include intentional disregard for the maxims, particularized conversational implicature, generalized conversational implicature, and standard implicature with the highest emergence. This study comes to the conclusion that the social circumstances of the participants, such as age, power or social standing, and social distance, have a significant impact on the usage of conversational implicature represented in the poster.

INTRODUCTION

Using a language is not only using words to encode one's meanings. If it is only putting one does thoughts into words, therefore, understand an utterance would be merely a matter of decoding the words uttered by the speaker. However, in practices of language use, there are so many various phenomena that such a simplistic view cannot take into account to formulate the phenomena. One of the phenomena is about the inexplicit meanings conveyed through utterances in conversation. An utterance has its' capacity to convey meaning which can not only be caught by decoding the utterance from its words, even should be related to its context. Fortunately, the phenomena can be quite fairly well understood by operating the Grice's theory on conversational implicature. This notion of conversational implicature is one of the single most important ideas in pragmatics (Levinson, 1983).

The term implicature is proposed by the linguistic philosopher Paul Grice (1967) to explain meanings which are implied, rather than explicitly stated (Thomas, 1995). This will be more complicated and more difficult to be understood if, as it often happens in practices, understanding the implicature depends on the context of utterance. In Grice's approach, there are two part of speaker meaning, they are what is implicated and what is said. The term what is said is the part of speaker meaning that is determined by truth conditional semantics, it is discuss about the truth meaning of what does the speaker says. While the term of what is implicated is, the part of meaning of what does the speaker says that cannot be grabbed by truth conditions or semantic field, therefore it belongs to pragmatics field.

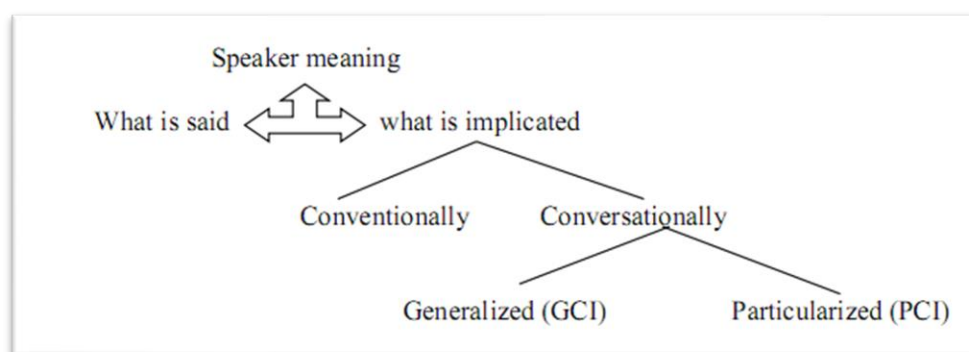


Figure 1. Gricean typology of speaker meaning (Mey, 2009, p.365)

Implicature is a relationship that applies between two sentences, where the truth of one implies the truth of the other because of the meanings of the words involved (Goddard, 1998). An entailment is something that logically follows from what is asserted in the utterance (Yule, 1996). Implicature can be considered as an additional conveyed meaning (Yule, 1996, p.35). It is attained when a speaker intends to communicate more than just what the words mean. It is the speaker who communicates something via implicatures and the listener recognizes those communicated meanings via inference.

Cruse (2006, p.170) states "Implicatures can vary in strength according to the degree of the speaker's commitment to them how easily the speaker deny intending them, and how easily the hearer can avoid drawing them". The different power of implicature is based on the level of speaker's understanding to what was he/she said, then the hearer makes an interpretation based on her/his understanding by considering the background of the hearer. Grice divided implicature in two categories; they are conventional implicature and conversational implicature. Mey (2009, p.365) states, "Conventional implicature is not truth-functional, and it is not context-dependent". This kind of implicature does not depend on special context interpretation. Moreover, Yule (1996, p.45) states, "Conventional implicatures are not

based on the cooperative principle or the maxim". Therefore, conventional implicatures do not appear in conversation, and depend on language context. While the second category of implicature is conversational implicature, and it is depend on conversation. It is the opposites of conventional implicature. The most accepted type of implicature is the conversational implicature. According to Grice (in Mey, 2009, p.365), conversational implicature comes into two ways; they are generalized conversational implicature (GCI), and particularized implicature (PCI). Generalized implicature (GCI) is dependent on the use of language context, and the form of the language. Yule (1996, p.40) states, "There is no special background knowledge of the context of utterance is required in order to make the necessary inferences in GCI". This argument shows that the interpreted meaning of generalized conversational implicature is not ased on background of knowledge from the speaker utterance, however it depend on language content.

Furthermore, Yule (1996, p.44) states, "Conversational implicature have considered have been situated within conversation, with the inferences being made by people who hear the utterances and attempt to maintain the assumption of cooperative interaction". Conversational implicature deals with conversation and have to be cooperative each other, where the inference is made by hearer and tries to make assumption about what is said by speaker. From the explanation about conversational implicature above, I conclude that conversational implicature has strong relationship with maxim of cooperative principles, because conversational implicature works if maxims are broke. Grice (in Geurts, 2010, p.10) says "Cooperative principle is make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which it occurs, by the accepted purpose or direction of the talk exchange in which you are engage". Cooperative principle deals with the contribution in conversation that from speaker and hearer, make the contribution clear to build a good communication. In other words, cooperative principle is the principle that the member in conversation work together to manage will be efficient.

Based on the explanation above about implicature, the writers try to analyze phenomena of implicature statements in the poster. The appropriate questions are showed here as follows; (1) What kind of statements used in poster? (2) What the meaning of particularized conversational implicature used in poster?

LITERATURE REVIEW

Scholars have different perspectives on conversational implicatures. Willliyan (2018) investigated social contexts and conversational implicatures in conversations among family members. This study aims to reveal the social contexts that influence how the participants talk and produce conversational implicatures in the conversations, particularly among family members. Four participants are involved with this study. They are a father, mother, son and daughter from one family. The data are taken from the conversations that occur only before school and father's work using recording and note taking. This study shows that the conversation among those four participants is rich of conversational implicatures. There are several types of conversational implicatures found in this study. Those are standard implicature with the highest emergence, particularized conversational implicature, generalized conversational implicature, and a deliberate flouting of the maxims. This study concludes that the use of conversational implicature is strongly influenced by the social contexts of the participants, such as age, power or social status and social distance.

Betti & Khalaf (2021) explored a pragma-stylistic study of implicature in Shakespeare's Hamlet and Twelfth Night. This study aims at analyzing and discussing Shakespeare's Hamlet and Twelfth Night in terms of generalized and particularized conversational and conventional

implicature. The model used in the analysis is coined from a variety of pragmatic theories, implicature, Grice's maxims, irony, indirect speech acts, context, and hedges. It is hypothesized that the number of implicature cases in *Twelfth Night* is bigger than that in *Hamlet*, generation of implicatures by the characters in the two plays is highly determined by social factors, *Hamlet* and *Cesario* use implicature more than other characters, the most used implicature is the particularized one, the purpose of using implicatures differs in the plays, implicature is generated from flouting Grice's maxims and most implicatures are made by violating the relation maxim. The study concludes that the implications in *Hamlet* are more than those in *Twelfth Night*, that Shakespeare uses two implicatures generalized and particularized, and that Implicature in *Hamlet* and *Twelfth Night* is generated mostly by violating the maxims of quality. As for the least flouted maxim in the two plays is the maxim of quantity.

Nassar (2021) examined the reasons behind mis/understanding English conversational implicatures by university learners in Yemen. This study aims at investigating the factors beyond misunderstanding or understanding of English conversational implicatures among Yemeni EFL university learners. It follows an empirical analytical-descriptive method consisting of a test and an interview. Randomly, 50% of the study population was selected as the study sample. They were 62 Yemeni EFL university learners. A multiple-choice discourse completion test (MCDCT) and a semi structure interview were used for collecting the study data. The test contained eleven types of conversational implicature. The collected data was analyzed quantitatively and qualitatively. The results reveal that different factors caused misinterpretation of conversational implicatures among Yemeni EFL learners. However, the differences in socio-cultural knowledge and indirectness are instrumental in the misunderstanding of conversational contexts in the study. While the familiarity of some conversational implicatures and formulaic pattern of others pose no challenge for the study subjects to interpret some of the test conversational implicatures. The study test conversational implicatures that are formulaic or familiar to the subjects are easy to grasp. Therefore, this study provides some recommendations that are expected to enable EFL university learners to develop their pragmatic competence regarding English conversational implicature and suggests a reconsideration of the existing methodologies on teaching English as a foreign language. Hence, this would ease the concern of EFL students about English conversational implicature, build up their confidence and enhance language learning.

Nurhaliza & Sahri (2021) focused on implicature in Saikiran's Stand Up Comedy Script *Dark Skin* and *Getting Married*, and the analysis is done to all types of implicature found in the script. The make up of this research strongly refers to the use of descriptive qualitative method to process the data, which are originally taken from the script. The analysis reveals two types of implicature: conventional implicatures and conversational implicatures. Conventional implicature is associated with the general meaning and also related to specific words (but, and, even); meanwhile, conversational implicature verifies two types: generalized conversational implicature and particularized conversational implicature. There are 13 data referring to conventional implicatures and 4 data to conversational implicatures (2 data generalized conversational implicatures and 2 data particularized conversational implicatures). The results of this research indicate that Saikiran uses those implicatures when he wants the audience to understand about his life condition in funny ways, and the audience will possibly find it difficult to understand if they do not know his utterances in the contexts.

Cezar (2021) studied conversational implicatures in the American Sitcom *Seinfeld*. This article illustrates conversational implicatures through *Seinfeld* episodes and discusses how identifying implicatures could develop metapragmatic awareness. The method was a descriptive research of the qualitative type. Ten segments from the American sitcom *Seinfeld* were analyzed based on their conversational implicature occurrence. The implicatures present in the segments are discernible and may help develop pragmatic competence if explicitly taught

to learners. Further studies could focus on quantitative research in EFL classrooms on the potential benefits of using sitcoms to develop metalinguistic awareness.

The most recent research on conversational implicatures has not been extensively published. The present study explored particularized conversational implicatures in poster.

RESEARCH METHOD

This research applied descriptive study by using the qualitative method. The data taken from three kind of image posters from the facebook and website. The researchers employed a document analysis technique to collect the research data. The data were analyzed using the social context and conversational implicature theories by Gricean typology of speaker meaning (Mey, 2009, p.365) and explained deeply in paragraphs. In analyzing the data, the writers conduct some steps namely; data reduction, data display and conclusion drawing and verification (Miles, Huberman, and Saldana, 2018, p.74).

FINDING AND DISCUSSION

For obtaining the data, the writer copy the data from rottenecards.com and some poster which posted in the facebook walls as follows.

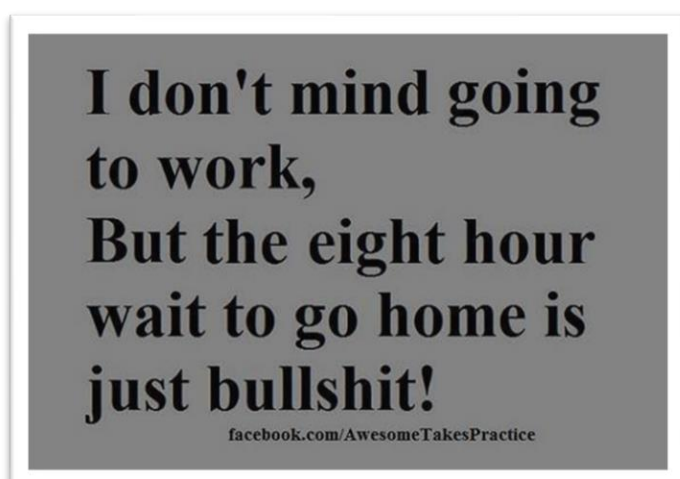


Figure 2. Facebook poster



Figure 2. Rottenecards.com

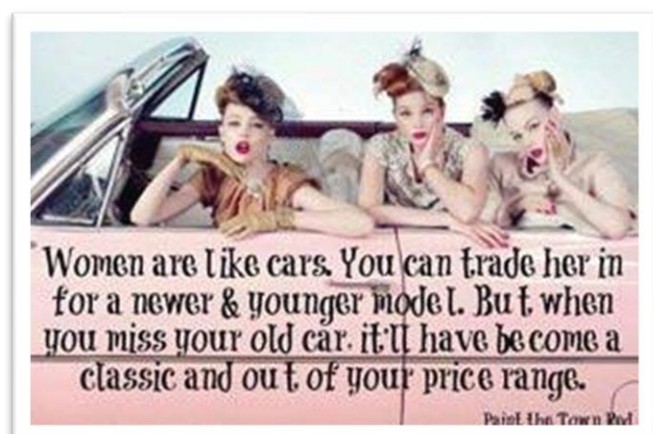


Figure 4. Rottenecards.com

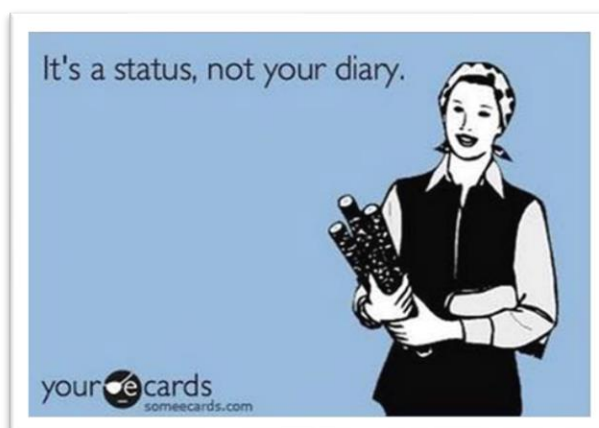


Figure 3. Facebook poster

In this part, the writers provided the analysis to answer the problem statements. Kind of statements used in poster and the meaning of implicature statements used in poster. There are four statements found in rottenecards.com and some poster which posted in the facebook. After analyzing the meaning all of the statements above, the writers found the meaning and types of implicature used by the people in making statements in the poster. The data is analyzed by using the theory of Grice in George Yule's implicature (1996, 40 – 44). Those are include:

1. Data one (Figure 2)

I don't mind going to work, but the eight hour wait to go home is just bullshit!

The implicature of this statement is he or she is a worker. They have to do their jobs everyday and they complaining about the working time that spent 8 hours a day.

2. Data two (Figure 3)

I just googled what do woman really want. And my computer crashed.

The implicature of this statement is a man tries to understand the women's feeling, but he could not anything or just confusing when he found the fact of the women's feeling. It is mean that you need longer time to understand someone's feeling especially a woman; you may be more patient about it.

3. Data three (Figure 4)

Women are like cars. You can trade her in for a newer and younger model. But when you miss your old car. It will have become a classic and out of your price range.

The implicature of this statement is as a man we have to respect to a woman. Here the context of "Women are like cars" is that a woman is very important, something like very luxurious to a man. As a man we can choose our women for the first time as a wife. Then we have to keep and save her till the end. Sometimes whenever we want to buy a new car we could not find the comfortable one as a woman who really accompanies us until the end. And from this statement we can learn how we have to be more respect to our Mom, sisters, daughters, or our beloved wife. On the other hand, this has a certain degree of women objectification to it which needs to be addressed as well. Jokes or implicature of social media postings need to be deconstructed once it portrays women in an unjust manner. Hence besides, the interpretation that women need to be respected, it is also important to problematize the joke at the first place.

4. Data four (Figure 5)

It's a status, not your diary.

The implicature of this statement is to remind the facebookers on their making status. The context of this statement is one of policy in facebook. We know that the most popular social media which used by so many peoples in the world is facebook. Everytime and anywhere people make their own status based on their condition, feeling, and something happen in their life to show it to others. Because of making status in facebook is very easy, sometimes the facebookers just write everything that they want without anticipate every impact which will occur after that. Like as a woman write her diary. We also know that diary is the symbol of someone's personality. It is very private, so if you make your status like as you make your diary it will more dangerous if any a bad man reads your status. You have to be more careful to make your own status in social media.

CONCLUSION

After analyzing the implicature from the findings, the writers gets some conclusion. The implicature that found by the writer is particularized conversational implicature. The ten posters contains implicature meaning. Each poster has different meaning based on the context. As the theory of implicature proposed by the linguistic philosopher Paul Grice (1967) to explain

meanings which are implied, rather than explicitly stated (Thomas, 1995). This will be more complicated and more difficult to be understood if, as it often happens in practices, understanding the implicature depends on the context of utterance. Therefore when we found some posters in social media, we have to give attention more about the meaning behind the statement in the poster and more understanding about it to catch the meaning.

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