

AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN *THE ELLEN SHOW*



A THESIS

*Submitted to the Faculty of Cultural Sciences Hasanuddin University
As Partial Requirements to Obtain Bachelor's Degree
in English Literature Study Program*

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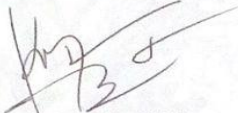
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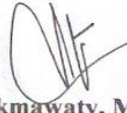
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THESIS

AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN *THE ELLEN SHOW*

BY

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It has been examined before the Board of Thesis Examination on August 25th 2023
and is declare to have fulfilled the requirements.

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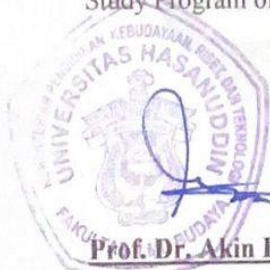
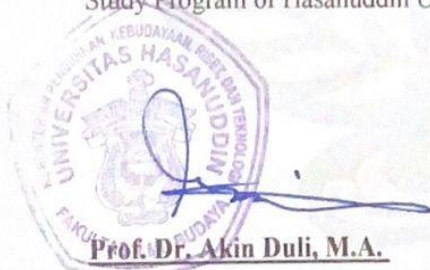


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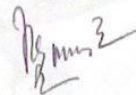
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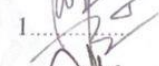


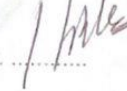


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AGREEMENT

On August 25th 2023, the Board of Thesis Examination has kindly approved a thesis by Siti Namirah Jamaluddin (F041191135) entitled *An Analysis of Conversational Implicature in The Ellen Show* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 28 August 2023

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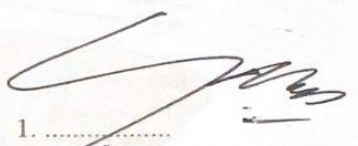
DECLARATION

The thesis by Siti Namirah Jamaluddin (F041191135) entitled *An Analysis of Conversational Implicature in The Ellen Show* has been revised as advised during the examination on 25th 2023 and is approved by the Board of Undergraduate

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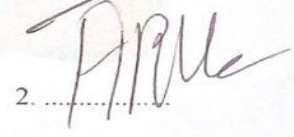
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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotations and references.

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The undersigned,

A handwritten signature in black ink is written over a rectangular stamp. The stamp contains the text 'SITI NAMIRAH JAMALUDDIN' and 'F041191135' along with a small logo.

Siti Namirah Jamaluddin

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Siti Namirah Jamaluddin

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ABSTRAK

SITI NAMIRAH JAMALUDDIN. *Analisis implikatur percakapan pada The Ellen Show (dibimbing oleh Karmila Mokoginta dan Sukmawaty)*

Penelitian ini hadir untuk membahas tentang penggunaan implikatur atau makna tersirat dalam tuturan bintang tamu dalam talk show *The Ellen Show*. Penelitian ini bertujuan untuk mengidentifikasi jenis jenis implikatur percakapan yang terdapat dalam talk show *The Ellen Show* dan menganalisa makna dari setiap implikatur yang ditemukan. Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian diambil dari transkrip percakapan antara host dan enam bintang tamu terpilih yang telah ditayangkan kembali di kanal youtube *The Ellen Show*. Selanjutnya, penulis mengkategorikan data ke dalam dua jenis implikatur, dan menganalisa makna dari implikatur yang ditemukan. Hasil penelitian menunjukkan bahwa terdapat dua jenis implikatur yang digunakan dalam percakapan antara host dan bintang tamu dalam talk show *The Ellen Show* yakni *Generalized Implicature* dan *Particularized Implicature*. Enam dari sebelas data diklasifikasikan ke dalam *Generalized Implicature* dan lima dari sebelas data diklasifikasikan ke dalam *Particularized Implicature*. *Generalized Implicature* mendominasi data karena biasanya digunakan dalam percakapan sehari-hari.

Kata Kunci : makna tersirat, implikatur percakapan, *The Ellen Show*

ABSTRACT

SITI N AMIRAH JAMALUDDIN. *An Analysis of Conversational Implicature in The Ellen Show* (supervised by **Karmila Mokoginta** and **Sukmawaty**)

This research was conducted to discuss the use of implicature or implied meaning in the utterances of some guest stars on *The Ellen Show*. This study aims to identify the types of conversational implicature contained in *The Ellen Show* and to analyse the meaning of the implicature found. This study used qualitative descriptive method to analyse the data. The research data were taken from transcripts of conversations between the host and six selected guest stars that have been re-aired on The Ellen Show's YouTube channel. Next, the writer categorizes the data into two types of implicature based on Grice's theory and then analyses the meaning of the implicature found. The results of the study show that there are two types of implicature used in conversations between the host and the guest stars in The Ellen Show, namely Generalized Implicature and Particularized Implicature. Fourteen out of twenty data are classified into Generalized Implicature and six out of twenty data are classified into Particularized Implicature. Generalized Implicature dominates the data because it is usually used in everyday conversation.

Keyword : *implied meaning, conversational implicature, The Ellen Show*

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication between two or more people is not always easy. When someone produces an utterance, the listener may misunderstand the meaning intended by the speaker, especially when the meaning of a speaker's statements is conveyed indirectly. The indirect meaning can be understood if the listener understand the context. Therefore, to make good communication, people have to understand language and context. Language that can connect one person to others and the meaning can be understood by the context.

Linguistics is the scientific study of language, including how it is acquired and how it is used in the production and comprehension of messages. It looks for fundamental explanations about how language works. The disciplines in linguistic analysis are syntax (the rules governing sentence structure), semantics (meaning), pragmatics (how social context affects meaning), morphology (word structure), phonetics (speech sounds and sign language equivalents), and phonology (the abstract sound system of a particular language).

The discipline of pragmatics is a study of contextual meaning as communicated by a speaker and interpreted by a hearer. It requires a consideration of how a speaker organizes what he or she wants to say and

the hearer gets the implicit meaning of the speaker's utterances (Yule, 1996). Therefore, there is a study called Implicature that is concerned with the distinction between what is said and what is meant. ; Grice (1975) explains two types of implicature: conventional implicature and conversational implicature, but in this study, the writer only focuses on conversational implicature.

Conversational implicature is the intention expressed in an utterance but not directly stated, or what the speaker's utterance means is not included in what they said. Levinson (1983) divides conversational implicature into two, namely generalized conversational implicature and particularized conversational implicature. Conversational implicatures are usually found in everyday conversations, interviews and talk shows that air on television. For these reasons, it is important to understand conversational implicature and its types, also its meanings.

In this research, the writer used The Ellen DeGeneres Show as the object of the study. It is one of an American television talk show hosted by comedian or actress Ellen DeGeneres. Produced by Telepictures, it had premiered on September 8, 2003, and is being broadcast in syndication throughout North America, including on NBC Universal-owned stations. In the UK, it is also aired on ITV2. The program combines comedy, celebrity, musical guests, games, giveaway and human-interest stories (Wikipedia contributors, 2023).

In several episodes that have been aired and re-aired on YouTube, some viewers who failed to catch the meaning because some of the answers and interactions between the hosts and guests are implied, therefore, it is necessary to know the implied meaning used in the conversation. For these reasons, it is important to understand the conversational implicature and its types, also its implicated meanings that viewers may find by conducting a study entitled **An Analysis of Conversational Implicature in the Ellen Show.**

B. Identification of Problems

Based on the background above, the writer identified some problems as follows:

1. The difficulty in understanding conversational implicature
2. The difficulty in classifying conversational implicature based on their types.
3. The difficulty in analyze the implied meaning of an utterance.

C. Scope of Problem

The Scope of this research is on pragmatics analysis. The researcher is interested in examining the implicatures found in conversations on a talk show. The researcher focused on examining the types of conversational implicature and the implied meaning found on the dialogue between the host and guest star of *The Ellen Show*.

D. Research Questions

Based on the background above, the research questions are formulated as in the following:

1. What are the types of conversational implicature used in the dialogue of *The Ellen Show*?
2. What are the implied meanings of each conversational implicature used in the dialogue of *The Ellen Show*?

E. Objectives of the Study

Related to the research questions, the writer expect to achieve the objectives that are formulated as in the following:

1. To identify the types of conversational implicature used in the dialogue of *The Ellen Show*.
2. To analyse the implied meaning of each conversational implicature found in *The Ellen Show*.

F. Significances of the Study

It is expected that this study can be useful in both theoretical and practical aspects especially in conversational implicature. Theoretically, the findings of this study are expected to be one of reference and alternative explanation about conversational implicature, its type, so that it can support the theory of conversational implicature proposed by Grice (1975). Practically, the findings of this study are expected to help readers and other researchers who want to study the similar topics about implicatures, particularly regarding conversational implicatures.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

There have been a lot of studies conducted related to the research of conversational implicature. In supporting and developing this research, here are several related previous studies.

The first study was done by Nadya Alfi Fauziyah (2016), entitled *Conversational Implicature on The Chew Talk Show*. This study investigated conversational implicatures and the implicit meanings of each implicature in the talk show *The Chew* based on the theory of Grice and Yule. This study used qualitative descriptive method with research data in the form of transcripts of the video talk show *The Chew*. The results of this study show that generalized conversational implicatures are often used in the conversation of the talkshow, because no special knowledge is required to interpret the meaning. This is evidenced by the large number of generalized conversational implicature data found, rather than particularized conversational implicatures.

The second study was done by Irma Betharia (2012), entitled *An Analysis of Conversational Implicature in Smart FM's Radio Talk Show*. This study analysed two types of conversational implicatures and the dominant ones used in Talk Show Radio Smart FM. The research used a qualitative descriptive method and had 58 utterances as data from this

study. As a result, the researcher found 25 general conversational implicatures and 15 specific conversational implicatures, which means that the dominant ones used in this talk show are general conversational implicatures. The speaker used clear answers when answering questions so it is easier for listeners to understand the speaker's answers.

The third study was done by Ratu Yayanglilis (2020), entitled *Conversational Implicature in Beauty and The Best Movie*. In this study, the researcher focused on finding out how speech can go beyond its literal meaning and what kinds of conversational implicatures are used. The study used the theory of Grice (1975) supported by the theory of Searle (1975). The researcher used a qualitative descriptive method with documentation and content analysis techniques in his research. The results showed that 13 data were general conversational implicatures, 3 data were specific conversational implicatures and 15 data contain maxim violations.

Another study was done by Yanthi Monica Saragi (2016), entitled *Flouting Maxim in Conversational Implicature in The Ellen Degeneres Talk Show*. In this study, the researcher focused on finding out the type of conversational implicatures, the flouting of maxims, and the functions of the flouting in the episodes with DeWanda sykes, Jake Gyllenhaal, Sandra Bullock, Oprah Winfrey, David Oyelowo, and Carmen Ejogo as the guest stars. The result showed that Generalized conversational implicature and particularized conversational implicature were used in the talk show. The results suggest that participants consistently violated every kind of maxim.

According to the analysis, two maxims were violated in general conversational implicature, namely quantity and quality; and two maxims were violated conversational implicature, namely maxim of relevance and maxim of manner. According to the data, there are four purposes of disobeying the maxim: shifting the subject, providing information, explaining, and entertaining.

Similar to the present study, the four studies also have conversational implicature as the object of analysis. Furthermore, the studies also focused on implied meaning. In this research, the writer took another object of study *The Ellen Show*, to find out the type of conversational implicature used in the show.

Another difference in a previous study, the researcher took episodes containing guest stars in the category of adults or political figures. In this study, the authors focused more on teenage singers or teenage actors/actresses.

B. Theoretical Background

1. Pragmatics

Pragmatics is the branch of linguistics dealing with language in use and the contexts in which it is used, including such matters as deixis, the taking of turns in conversation, text organization, presupposition, and implicature. According to Yule (2006) quoted by Fauziyah (2016), pragmatics is the study of what speakers mean, or speaker meaning.

Pragmatics is the study of contextual meaning, which examines how the situation affects what people say.

Pragmatics, according to Levinson (1983), is the study of deixis (at least in part), implicature, presupposition, speech acts, and discourse structure. Pragmatics can simply be defined as the study of language usage. The cooperation principle and its four maxims are the most important aspects of conversational implicature identification. According to Levinson's book, Pragmatics (1983), the cooperative principle is making whatever contribution is required, at the time it is required, by the agreed-upon purpose or direction of the conversation in which you are participating. According to Grice (1975), there are four conversational maxims as follows:

a. Maxim of Quality

This maxim requires us to speak the truth and support it with facts. Avoid making statements without any supporting evidence or that could be considered incorrect. In his book, Grice (1975), uses the following analogy for this maxim: *"I expect your contributions to be genuine and not spurious. If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a trick spoon made of rubber."* (p.47).

Example :

A: *“why did you come late last night?”*

B: *“the car was broken down”*

From the example above, B gives the truth that his car was broken down so that he came late.

b. Maxim of Quantity

This maxim requires us to provide as much information as is required, including all factual details, but not extraneous or insignificant information. Grice (1975), uses the following analogy for this maxim: *“If you are assisting me to mend a car, I expect your contribution to be neither more nor less than is required. If, for example, at a particular stage I need four screws, I expect you to hand me four, rather than two or six.”* (p.47).

Example :

A: *“where are you going?”*

B: *“I’m going to the post office.”*

From the example above, B gives comments to A’s statement without adding other information. So, B’s comment is classified as maxim of quantity because B gives an information as is required.

c. Maxim of Relevance

This maxim requires us to be relevant by saying things related to the discussion in order to stay on the main topic and to avoid random conversations that are less relevant to the initial conversation. Grice (1975), uses the following analogy for this maxim: *"I expect a partner's contribution to be appropriate to the immediate needs at each stage of the transaction. If I am mixing ingredients for a cake, I do not expect to be handed a good book, or even an oven cloth (though this might be an appropriate contribution at a later stage)."* (p.47).

Example :

A: *"where is my box of chocolates?"*

B: *"it is in your room."*

From the example above, B's reply relates to the question, not talking about something else.

d. Maxim of Manner

In contrast with the previous maxim, which focuses more on what is said, the maxim of manner refers to how it is said. To minimize ambiguity and the use of large or excessively complex terms that we know our listeners will not understand, this maxim encourages us to speak clearly, concisely, and

frequently. Grice (1975) uses the following analogy for this maxim: *"I expect a partner to make it clear what contribution he is making and to execute his performance with reasonable dispatch."* (p.47).

Example :

A: *"where was Alfred yesterday?"*

B: *"Alfred went to the store and bought some whiskey."*

From the example above, B's answer obeys the manner maxim: be orderly, because B gives a clear explanation where A was.

2. Conversational Implicature

In Pragmatics, conversational implicature is an indirect or implicit speech act that refers to the meaning that a speaker wants to convey but is not expressed directly in their speech. Paul Herbert Grice has been recognized as the developer of the theory of conversational implicatures. Grice (1975) noted that in conversations what is meant often goes beyond what is said and that additional meaning is inferred and predictable. Conversational implicature itself is divided into two types; generalized conversational implicature and particularized conversational implicature.

a. Generalized Implicature

Generalized implicature is implicature that does not refer to a specific context in which the speaker conveys an utterance that does not require specialized knowledge to interpret its meaning because it is frequently used in everyday life and is easily understood by listeners (Saragi, 2016).

For example :

A : *“Did you bring a book and pen?”*

B : *“I brought a pen.”*

From the example above, the answer from B shows that the utterance doesn't require a special knowledge and it is easy to understand where B means that B only brought a pen and did not bring a book.

b. Particularized Implicature

Particularized Implicature is implicature that the speaker expresses an utterance with a specific context so that the listener needs a certain knowledge to understand the meaning. It is because the context used in this type is not general in nature (Saragi, 2016).

For example :

A : *“Has the guest arrived?”*

B : *“There is a red car in the driveway.”*

In the example above, B does not say anything about the arrival of the guest, but he still communicates his meaning that the guest has arrived in the red car which is currently in the driveway.

C. The Ellen Show

Summarized based on information in Wikipedia (2023), The Ellen Show is an American daytime television variety talk show created and hosted by Ellen DeGeneres. Debuting on September 8, 2003, it is produced by Telepictures. The majority of stations owned by NBC Owned Television Stations, along with Hearst Television. The Ellen DeGeneres talk show has continuously had one of the top ratings in the world and has won numerous daytime awards. Two varieties of Ellen DeGeneres talk shows exist. She invites two or three guests to appear in one episode of her inaugural show. The second is a special interview with a single guest star, as she refers to it.

The show has received 171 Daytime Emmy Award nominations and has won 61 Daytime Emmy Awards as of 2021, including four for Outstanding Talk Show and seven for Outstanding Talk Show Entertainment, making 11 total awards and surpassing the record held by *The Oprah Winfrey Show*, which won nine as Outstanding Talk Show before it was divided into two categories (Informative and Entertainment) in 2008. The show also won 17 People's Choice Awards.