

**CONVERSATIONAL IMPLICATURE  
IN THE “A THOUSAND WORDS” MOVIE  
(A Pragmatics Study)**



Submitted to the Faculty of Cultural Science Hasanuddin  
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in English Department

By  
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**English Department  
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**THESIS**

**CONVERSATIONAL IMPLICATURE IN THE "A THOUSAND WORDS" MOVIE**

BY

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Makassar, August 11, 2020

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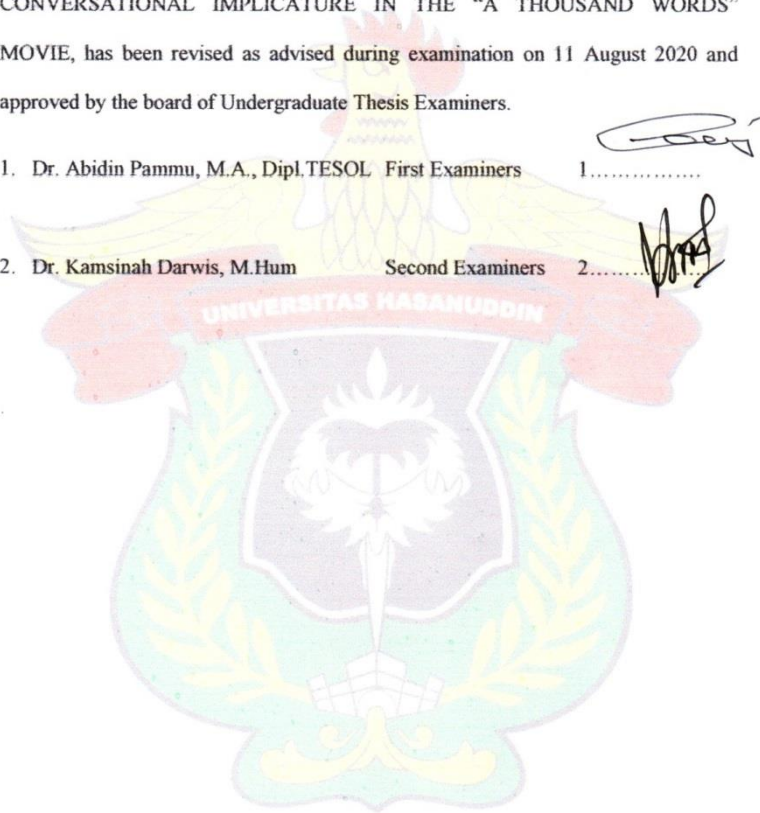
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## DECLARATION

Thesis by NOVIA TRI ANSARI (Student No. F21114018) entitled, CONVERSATIONAL IMPLICATURE IN THE “A THOUSAND WORDS” MOVIE, has been revised as advised during examination on 11 August 2020 and approved by the board of Undergraduate Thesis Examiners.

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## ABSTRAK

**NOVIA TRI ANSARI.** *Conversational Implicature in the “A Thousand Words” Movie.*  
(dibimbing oleh **Simon Sitoto dan Madjid Djuraid**)

Penelitian ini bertujuan mengulik pelanggaran maksim prinsip kerjasama yang terjadi dan menguraikan implikasi percakapan dari ujaran yang dilanggar di dalam film “A Thousand Words”.

Metode yang digunakan dalam menganalisis data dalam penelitian ini adalah metode kualitatif deskriptif yang menggunakan prinsip kerjasama dan teori implikatur Grice. Data diperoleh melalui analisis transkrip film “A Thousand Words”, identifikasi ujaran-ujaran yang melanggar maksim, kemudian analisis implikasi yang terdapat dari ujaran tersebut.

Dari hasil analisis yang telah dilakukan, banyak ujaran yang disampaikan para tokoh memiliki tujuan tertentu, berbeda dari yang diucapkan, bahkan yang tidak diucapkan sama sekali. Di dalam penelitian ini ditemukan 20 data dengan pelanggaran, adapun secara rincinya, 13 pelanggaran maksim kuantitas, 5 pelanggaran maksim cara, 1 pelanggaran maksim kualitas, dan 7 pelanggaran maksim relevansi. Selain pelanggaran maksim, penulis juga menemukan 20 data untuk implikatur percakapan, seperti yang diperkenalkan pada teori Grice. Hal ini menunjukkan bahwa pentingnya penutur dan mitra tutur memiliki latar belakang pengetahuan yang sama terkait topik yang dibahas, karena memengaruhi penutur dalam menaati atau melanggar prinsip kerjasama yang terdapat pada teori Grice.

**Kata Kunci:** *Maksim, Implikatur, Implikatur Percakapan, Implikatur Percakapan Umum, Implikatur Percakapan Khusus,*

## ABSTRACT

**NOVIA TRI ANSARI.** *Conversational Implicature in the “A Thousand Words” Movie.*  
(supervised by **Simon Sitoto and Madjid Djuraïd**)

This research aimed to elaborate maxim violation of cooperative principle which occurred and elaborate the implicature of the utterances which violated in the “A Thousand Words” Movie.

The method used to analyze the data in this research was descriptive qualitative method using cooperative principle and implicature theory by Grice. The data were obtained through transcript “A Thousand Words” movie analysis, the utterances identification of maxim violations, then implicature analysis of the utterances.

The results of this research showed many the utterances which convey the characters have the particular purpose, it was different from what is spoken even it is not spoken. In this research found 20 data with violation. As for detail findings, 13 violation of maxim of quantity, 5 violation of maxim of manner, 1 violation of maxim of quality, and 7 violation of maxim of relevance. Moreover, it found 20 data with conversational implicature. This suggest that how important the speaker and the interlocutor have the same background knowledge about the topic on which discussed, because it influences the speaker in obey or violate cooperative principle by Grice.

**Keywords:** *Maxim, Implicature, Conversational Implicature, Generalized Conversational Implicature, Particularized Conversational Implicature.*

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background of The Study**

Human communicates using language. As a means of communication, language plays an important role in our lives because language is the expressions of human communication through knowledge, belief, and behavior which can be experienced, explained, and shared. Communication occurs between two people or more in doing the activities as listening, speaking, reading, and writing.

Nowadays, in this modern era, one of the important languages used by mostly modern countries is English. Basically, any people can learn English both in oral and written forms. People who can speak two languages are called bilingual. People can learn language at home, at school, or in the community. Moreover, to do it well, people need lots of practices with others because, without practices, it may be difficult for them to understand or talk to people in both language.

There are many ways to learn English well, such as watching a movie and listen to music. People can watch movie both in English and in Indonesian. Movies are cheap entertainment that trash the minds. Nowadays, we can find many movies when we access the internet. Many conversations are found within the movie, by uttering word by word or even uttering sentence by sentence. The conversation involves people as a speaker and hearer. The speaker might say what the purpose of his/her utterance to the hearer and the hearer gives some responses to what the speaker says. Sometimes in communication, the conversation runs

well or does not at all. There are many reasons why conversation is not going well. First of all, the speaker himself/herself can not explain his/her utterance clearly. The second, a listener does not seriously respond to the speaker by giving him any kind of speech act.

Because of this problem, the conversation within the movie must consider the principles or rules of the conversations which become cooperative, affective, and clear for having the goals of communication. The principles needed are related to the maxim and implicature which might be there. It has also a certain message, the message between the characters.

In this research, the writer chooses *A Thousand Words* movie as the object of the study of the conversational implicature because the writer will explain about the meaning in the dialogues of the movie.

## **1.2. Identification of Problem**

1. The violation of maxim in the conversation of *A Thousand Words* Movie
2. The implicature which in the violation of maxim in the conversation of *A Thousand Words* Movie
3. Background knowledge between the characters in the *A Thousand Words* Movie

### **1.3. Scope of Problem**

The research will focus on the conversational implicature which results in the non-observance maxims by characters in the dialogues in *A Thousand Words Movie* which was released in 2012. The implicatures are analyzed using the theory proposed by Grice, 1975.

### **1.4. Research Questions**

Based on the scope of problem, there are two questions to be formulated for this study:

1. What are the maxims of cooperative principles violated in the dialogues of *A Thousand Words movie*?
2. What are the meanings of the conversational implicature found in the dialogues of *A Thousand Words movie*?

### **1.5. Objective of The Study**

Based on research questions, the purposes of this study are presented, as follows :

1. to disclase the maxims of the cooperative principle violated in the dialogues of *A Thousand Words movie*.
2. to describe the meanings of implicatures found in the dialogues of *A Thousand Words movie*.

## **1.6. Significance of the Study**

The result of this study will hopefully give valuable contribution, generally to all readers, other writers, lecturers, and especially for the students of English Department in Hasanuddin University of Makassar. There are two benefits expected as follows :

1. Theoretically, this research is expected to give the contribution of knowledge about maxim of non-observance and conversational implicatures in the dialogue of *A Thousand Words Movie* to those students, teachers, and other writers who are interested in doing the researches on Pragmatics.
2. Practically, this research is expected to be significant for students, teachers, and the other writers as indicated in the following points:
  - a. This study can be alternative reference for the students who are interested in analyzing a prose especially for the similar researches.
  - b. This study is expected to be an input for lecturers who teach literature.
  - c. This research can be used as a reference for some writers related to this topic.



## CHAPTER II

### THEORETICAL BACKGROUND

#### 2.1. Previous Study

In this first section the writer presents several researchers in this writing and previous researches related to this topic. First, Ary Azhary (2011) on the *Conversational Implicature and Its Maxims in Oprah Winfrey Talk Show in Metro TV* elaborates the implied meanings in the utterances of the speakers in the talk show “Oprah Winfrey” and discloses the effect of using Conversational Implicatures and their maxims. The very important things here are the context of the speech and the background knowledge of people who involve in them.

Second, Reni Safitri (2017) on the *Implicature in Spoken Advertisement used by Male and Female* aims at identifying the types of implicatures used in advertisement and the differences of the way in conveying the messages of the advertisements used by male and female.

The researchers above analyze the conversational implicatures in different data. The first writer (Ary Azhary) analyzes it by taking some data in Oprah Winfrey Talk Show in Metro TV and the second writer (Reni Safitri) analyzes it by taking data from spoken advertisement used by male and female. In this research, the writer also uses different data by spoken discourse taken from A Thousand Words movie. The writer uses pragmatic study because this study is

concerned with the description of how humans communicate each other and understand language in context.

## **2.2. Related Study**

In this chapter, some theories are provided to support the research. Nowadays, many people learn international languages. One of the international languages is English. There are many things such as products, movies/films, books/comics, songs, etc which use English as the major language. English is an international language which has an important role in communication by people to interact with other people in the world. As an international language, English is used to conduct communication, in almost the entire world in many countries. Budiharso (2004: 4) states that “English is the major language which is used by people in some sectors”. It means that English used to obtain successful jobs, promotions, entertainments, academic functions, and business interactions. Consequently, many people tend to master English to competent globalization. Therefore, English is taught as the first foreign language, one of the important subjects in Indonesia from elementary to university level. The purpose of learning English at the university level especially in the English Department is to graduate qualified English bachelors. English Department is divided into English linguistics and English literature. Both of them study language, culture, and get English skill.

### **2.2.1. Conversation Theory**

A number of complex interactions are necessary for learners to construct meanings and make knowledge explicit within real life in sociocultural environments. Language plays a major role in social systems, in which the interpretation of another's behavior influences responses and conversations enable the creation of meanings. These conversations are interactions that help overcome differences. It is all mechanism for conflict resolution through which information is transferred, the dissension levels between participants are reduced and an agreement is reached to understand something in a particular way. This process involves a negotiation of shared perspectives about various themes and leads to coordination.

Pask (1975:2) /states “A conversation normally takes place in a contractual or normative framework. An individual agrees to participate in the conversation in order to learn about something. The two participants in a conversation represent the cognitive structures of knowledge and each has a different perspective and a role to play. The participants can be human beings, states, countries, cultures and even artificial intelligence machines which are a special form of human-machine interaction. A student may talk with himself (critical thinking or metacognition) or refer to books or the internet in an attempt to understand a topic.”

A participant in a conversation must be aware of the topic being discussed. It makes participants mutually beneficial because they are exchanging information from different views and roles. Such an exchange of information has brought participants' knowledge ever onward and upward.

In a conversation participants can discuss everything which makes them multi knowledge creators. In one time, humans can become states, cultured beings. The most important of the conversation process is that the participants

have a common understanding of the topic discussed and agreement or agreement to disagree of the topic spoken of.

Pask (1975:2) states, “There are two types of learners. The first, Global learners (learners that achieve understanding in large wholesome leaps) and the second, sequential learners (learners that acquire understanding in small related portions)” Knowledge is agreed upon through the exchange of information. When understanding is tested, responses based on rote memory are not accepted rather understanding has to be demonstrated by applying this knowledge to an unfamiliar situation in a concrete non-verbal way. The theory emphasizes teach back, a process in which one entity teaches another entity what they have learned.

The conversational language must have the power to express commands, questions, obedience, answers and requests. The language does not need to be verbal. It can be graphics, music or facial expression. The theory aims to deregulate and not to control. During a conversation, personal concepts are exchanged and shared concepts (common meaning agreements) also known as public concepts evolve. Only when there is a difference in concepts is there a need for a conversation. Post a conversation, the personal concepts of two individuals may be enriched but need not be identical. For example, the first participant starts the conversation with the word mouse. Pask (1975:2) states :

"This word will have different meanings for the other participant. In order to clarify and agree upon the meaning, a conversation is necessary. The first participant then clarifies on what a mouse is, how it looks, what its purpose is, etc.”

The other participant listens to these views and considers the perspective and comes as close as they can to the first participant's meaning. Then he shares

his understanding. If there is a conflict in the views, they are discussed. Once there is a consensus among the participants on views about the mouse, there is an agreement over an understanding.

### **2.2.2. Pragmatics**

A pragmatic study enables us to understand the meaning of a speaker's word from the circumstances who is felt. That is why humans can understand the social condition that is happening around them. This improves the relationship between individuals and others by having mutual understanding. Mey (2001: 6) states:

“Communication in society happen chiefly by means of language. However, the users of language, as social beings, communicate and use language on society's premises; society controls their access to the linguistics and communicative means. Pragmatics, as the study of the way humans use their language in communication, base itself on a study of those premises and determines how they affect, and effectualize, human language use. Hence: Pragmatics studies the use of language in human communication as determined by the condition of society.”

Pragmatics is not only the first major text in that field, but also the first to include the study of conversational interaction among the traditional concerns in language pragmatics. Levinson (2000) provides an excellent overview of the methods and basic findings of conversation analysis by Drew, Heritage, and Pomerantz and Mandelbaum (this volume) examine more carefully and build on.

One of basic ideas in pragmatics, Griffiths (Levinson, 2000:29) states:

“Inference is cheap, articulation expensive. Language users save themselves breath, writing and keyboard effort by producing utterances that deliberately rely on context, allowing receivers to infer information beyond what is laboriously explicit in the signal”.

Based on the above ideas, the language used in society as means for communication with each other has a profound effect on how people can understand each other in the context of the conversation. As short or as long as that sentence is damped, they will stay focused on the context in which it is discussed so it will be faster to deduce that other wants to say.

### **2.2.3. Cooperative Principle**

A good conversation is conversation which is the speaker and others can understand each other. The presence of cooperation between two people gets result in conversation. Levinson (1983: 101) states: “The contribution such as is required, at the stage at which occurs, by the accepted purpose or direction of the talk exchanges in which you are.”

Based on the above theory, the listeners must give a contribution and follow the direction of the speech in which the listeners are involved to get a good conversation.

#### **2.2.3.1. Maxim of Quantity**

Grice in Levinson (1983:101) states: “Maxim of Quantity is to make the contribution as informative as required (for the current purposes of the exchange), and not to make it more informative than is required, do not say too much or too little.” Some speakers like to point to the fact that they know how much the hearer requires or can be bothered with and say a good thing. In this maxim, the speaker could not give little information risk the hearer not being able to identify what he is talking, because the speaker is not explicit enough and the speaker could not

give more information than the hearer needs, because the hearer will be bored. The speaker must say as much as he needs and make the strongest statement he can.

Example of following the rule:

A: I had time do you work tomorrow?

B: Tomorrow work at 2pm.

In the example, B responds to A's question without adding other information.

Example of violating the rule:

A: Do you have school tomorrow?

B: I have the classes all day but must go to the doctor when I'm finished.

In the example, B violates the maxim because too much information, rather than providing yes or no answer.

#### **2.2.3.2. Maxim of Quality**

Grice in Levinson (1983:101) states: "Maxim of Quality is the speaker being expected to be sincere, to be saying something that they believe to correspond to reality." In this maxim, the speaker can not say information which lacks evidence, because information which the hearer needs is not delivered. The speaker also gives contribution one that is true, because the information has to be real and honest. The speaker gives as much as possible information that is needed and gives no speculation disguised as objective information.

Example of following the rule:

A: Why were you late last night?

B: My car broke down.

In the example, B gives truthful information that the car broke down and that's why he was late.

Example of violating the rule:

A: Is Reno in Mexico?

B: Sure, and Philadelphia is in Florida.

For example, B provides incorrect information to A, violating the maxim.

#### **2.2.3.3. Maxim of Relevance**

The maxim of relevance requires the speaker to give relevant information to the discussion, avoid things that are not related to the discussion. Levinson (1983:102) states: "Make your contribution relevant."

Example:

A: How is the weather today?

B: It s rainy and cloudy

In the example, B provides accurate information that is relevant to A's question.

Example of violating the rule:

A: Where is my Halloween candy?

B: Mine is missing too.



In the example, B does not provide a relevant answer to A's question, instead something completely unrelated is said.

#### **2.2.3.4. Maxim of Manner**

Maxim of manner is telling the speakers to be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief precise utterances, avoid unnecessary prolixity, be clear, and be orders in the interaction. We should be clear in what we say. Never use a long word where a short one will do. Grice (1975: 46) states:

“We might produce hedges such as. I am not sure f this makes sense, but  
•to show we are aware of this maxim. The maxim of manner thus relates -  
not to what is said but, rather, to how what is said to be said..”

An elaboration of the Gncean maxim of manner was proposed by Leech (1983:100), who distinguishes two kinds of clarity:

"One kind consists in making unambiguous use of syntax and phonology of the language in order to construct a clear text Another type consists in framing a clear message, a message which si perspicuous or intelligible in the sense of conveying the intended illocutionary goal to the addressee.”

Based on the above theory, the speaker should give a clear message in order to be understood by the recipient. In this case, the speaker should not provide an ambiguous explanation that causes the recipient to miss the point by the speaker.

Example :

A: When was the professor when class ended?

B: She left the class and went to her office.

In the example, B responds with orderly information to the question posed by A.

Example of violating the rule:

A: How is Kate today?

B: She's the usual

In the example, B violates the maxim by responding with a statement that is ambiguous. The perceptions of Kate could be different.

Based on above theory, in certain speech the speaker should use clear sentences so as not to create ambiguity that causes the listener not to understand the purpose that is intended by the speaker.

#### **2.2.4. Implicature**

Implicature is spoken in which speech has a distinct purpose. The speaker may say something else that does not fit the meaning, but, listener can understand the point of the speaker when the listener has the same hampered opinion of the subject.

Levinson (1983:101) states: “Grice’s theory of communication theory has interesting consequences that gives an account of how communication might be achieved in the absence of any conventional means for expressing the intended message.”

Implicature is a type of pragmatic reasoning investigated by H. P. Grice that will be explained. Amongst other things, it enables us to see why a relatively uninformative utterance, like “I was bitten by something”, when more informative alternatives are at hand (*such as I was bitten by a tiger or I was bitten by a giraffe*), systematically invites an inference that the speaker is not in a position to make one of the more informative possible statements, probably because of not knowing. The starting point for the pragmatic inference that A did not know exactly what had bitten her. Levinson (1983:101) states:

“Grice’s suggestion is that there is a set of over-arching assumptions guiding the conduct of conversation. These arise, it seems, from basic rational considerations and may be formulated as guidelines for the efficient and effective use of language in conversation to further co-operative ends.”

Based on above theory, implicature directs the learning of languages, how the speaker and the listener can be co-operative to achieve the purpose of the conversation effectively and efficiently. Furthermore, this theory would also allow us to understand both errors and offenses at the same time to be minimized for the rest of time.

### **2.2.5. Conversational Implicature**

Griffiths (2006:134) states: “Conversational implicatures are inferences that depend on the existence of norms for the use of language, such as the widespread agreement that communicators should aim to tell the truth.” (It is for historical reasons that *conversational* is part of the label. Implicatures arise as much in other speech genres and in writing as they do in conversation so they are often

just called implicature speakers, writers, and addressees assume that everyone engaged in communication knows and accepts the communicational norms. This general acceptance is an important starting point for inferences, even if individuals are sometimes unable to meet the standards or occasionally cheat (for instance, by telling lies).

#### **2.2.5.1. Generalized Conversational Implicature**

Kristine and Robert (2005:54) states: “Theory of generalized conversational implicature is simply not a general theory of human pragmatic competence.” It focuses instead on explaining a relatively small though important and pervasive.

In other words, generalized conversational implicature is one among several important types of inference that hearers construct in comprehending a speaker’s utterance. As one type of systematic, peresumptive inference, generalized conversational implicature is distinct in that they are elaborative meanings. People construct using routine or default inferencing that is not link to the speaker’s intentions and the proceeds or carriers through unless the context is markedly typical or the speaker acts to block the inference.

Example, “*I walked into a house*”. It means that the house was not my house. It seems to be a generalized conversational implicature from that expression to the assumption that the mentioned house is not closely related to the speaker.

#### **2.2.5.2. Particularized Conversational Implicature**

Particularized conversational implicature is one of the subclasses of kind of Grice's conversational implicature. that is, Kristine and Robert (2005:54) states:

“On the elaborative meanings that hearers construct using unique or specialized inferecing tied directly to the particular speaker's intent and to the particular utterance context in which locally recognized inferences is assumed.”

Based on above theory, particularized conversational implicature has special context when delivered. The context is within the social sphere such as customs, culture, relation between speakers, and knowledge share by both.

Example, “Perhaps, the dog has eaten the roast beef.” The implicature is particularized conversational implicature because the dog is looking very happy.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1. Library Research**

In this research, the writer collect some references about conversational pcinciples and implicature theory in Pragmatics subject by reading some books, theses, journals, and other information from the internet that were related to the writer's topic.

#### **3.2. Method of Study**

The method used in this research was a descriptive qualitative method. Descriptive qualitative was the method of research used to describe phenomena happened and relevancies between one phenomenon and the others. To describe and explain the analysis, the writer used a descriptive qualitative method because the researcher observed and analyzed the characters dialogue in *A thousand Words movie*. Then, the writer described the non-observance of maxim and conversational implicatures which are found in the dialogues. This research was also based on Cresswell (1994:1)-in *Research Design Qualitative and Quantitative Approach*. Qualitative method is defined as an inquiry process of understanding a social human problem based on building a complex, holistic picture, that is formed with words, reporting detailed view of informants, and conducting in a natural setting.

### **3.3. Data Resource**

The data of this research were taken from the utterances that might violate maxims in *A Thousand Words* Movie. The author of *A Thousand Words* is Steve Koren and the publisher is DreamWorks Pictures in March 2012.

### **3.4. Method of Collecting Data**

There were methods followed by the writer to get the data:

1. Searching the “A Thousand Words” movie on the internet

The writer is searching a match movie to be studied as an object of the study and “A Thousand Words” is the chosen one.

2. Watching the whole “A Thousand Words” movie

The writer is watching every single part in the movie to understand a whole story.

3. Downloading the transcript of the “A Thousand Words” movie

The writer is downloading the transcript of the movie on the internet to find the data that will be examined in the research.

4. Printing out the transcript of the “A Thousand Words” movie

The writer is printing out the transcript of the movie in the printer to enable the writer to mark the data that will be examined in the research.

5. Reading the whole of the transcript “A Thousand Words” movie

The writer is reading complete printed transcripts to identify the data that will be examined in the research.

6. Identifying the utterances which violates the maxims

The writer is identifying the transcripts and finding utterances which violated the maxims.

7. Identifying the implicatures which violates the maxims

The writer is identifying the transcripts and finding implicature which violated the maxims.

**a. Procedure of Analyzing Data**

The writer used descriptive qualitative method in this writing. To answer the writer's research question the writer followed some steps:

1. Analyzing the dialogues which violated the maxims

The writer is understanding the theory first. Then, the writer is watching and reading a whole transcript of the movie in order to analyze the dialogues which violated the maxims.

2. Analyzing the dialogues with implications which violated the maxims

The writer is understanding the theory first. Then, the writer is watching and reading a whole transcript of the movie in order to analyze the dialogues with implications which violated the maxims.

3. Analyzing the types of implicature

The writer is understanding the theory first, Then, the writer is determining the types of implicatures after analyzing the dialogues.

4. Analyzing the meaning of implicature that violates the maxims



The writer is understanding the theory first. Then, the writer is explaining the meaning of implicatures that violates the maxims after analyzing the dialogues.