

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. There are six parts such as background of the study, statement of the problems, objectives of the study, significance of the study, scope and limitation of the study, and definition of key terms.

A. Background of The Study

Conversation is a communication tool that is used by people to get information, deliver their opinions and express their feelings towards others. Moreover, in the current 4.0 revolution, everyone must be more active in speaking to interact with other people. In doing conversation, somewhat people prefer to convey their utterance by implying the meaning. Therefore, a misunderstanding between the speaker and the listener might happen when ongoing conversation process because the lack of the listeners' knowledge in understanding what the speaker actually means.

Dealing with this, Grice introduced the term *implicature* to understand the implied meaning of the speaker's utterances in a conversation to make a successful communication. Generally, Grice (1975) divided the implicature into conventional implicature and conversational implicature. Conventional implicature is a kind of implicature that have an original meaning based on the word used in the utterance itself. In contrast, the meaning of conversational implicature is closely related to the existence of general principles.

Furthermore, Grice stated that conversational implicature is a set of maximal rules used by the speaker and the listener during their conversation where the context is required to the ongoing conversation. The implication of conversation can be understood by the listener when he/she has the same knowledge as the speaker to interpret the meaning of the speaker. This kind of phenomenon can occur when the speaker and listener realized that they must be cooperative in communication.

A set of maximal rules that must be obey by the speaker and the listener to make the conversation cooperative called conversational principles or conversational maxims. However, when the speaker did not obey the conversational maxims, it means that she/he was not cooperative in conversation. The listeners should have special knowledge to understand the specific context in order to recognize the implied meaning behind the utterances. Therefore, Grice (1975) divided the conversational implicature into generalized conversational implicature and particularized conversational implicature.

Generalized conversational implicature is an implicature type that does not require special knowledge to know the implied meaning of the utterance. In other words, specific background of knowledge is unnecessary in understanding the speaker's utterances. In contrast, particularized conversational implicature is an implicature where the listener must have special knowledge to take the meaning conveyed by the speaker. In other words, the implicature of particular conversation is the conclusion of

listener that can only be processed or interpreted while drawing totally on particular utterances context. Therefore, if the speaker flouted the maxims intentionally, the listener must pay attention to the principle of cooperation at deeper level by analyzing the specific context.

Related to the conveyed meaning, Grice's maxim theory was used to analyse the particularized conversational implicature. Following these theory, Grice created four maxims that must be obeyed by the speaker in a conversation. Those are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. When the speakers flouted the one of maxims, it means the particularized conversational implicature was applied.

Moreover, many studies had been investigated in particularized conversational implicature. (Kristiani & Irigiliati, 2012) investigated that the main character in script of "*The Duchees*" movie flouted the conversational maxim. The results of their study showed that there 27 utterances containing particularized conversational implicature were found in the script. Furthermore, they stated that the maxim mostly appeared is maxim of relevance.

Adawiyah (2016) revealed that the characters of the "*Focus*" movie flouted all of the four maxims proposed by Grice because wanted to obey the politeness rules in their countries. Therefore, they must flout the conversational maxim to generate an implied meaning related to the context of each dialogue.

Another research, Wardah (2018) stated that 14 utterances of particularized conversational implicature were found in *The Vampire Diaries season 2* by flouting the maxim of relation and manner. Her results showed that when the characters flouted the conversational maxims, they did not intend to break the conversation. In fact, they wanted other characters to be aware of their implied meanings.

According to the previous studies, the result of particularized conversational implicature was investigated in many scripts of movie. However, none of them investigated the particularized conversational implicature in an English text type written. In fact, the particularized conversational implicature might occur in a text written such narrative text which contain of conversation in it. The study used narrative texts because it included into authentic printed material where this material was often used by the students because it was presented on story books.

In addition, people will easily understand the context of the conversation through the background of the stories in the narrative text because it has a clear plot with a chronological series of events that are connected to one another. Moreover, this study selected the narrative text on British council's web because it work with corporate partners as English language consultants and with educational organizations to provide high quality teacher training customized to the teachers' needs in Indonesia.

Every teacher trainer combine their knowledge of young learners and language learning for adults with real-world based teaching and learning

situations to provide relevant and engaging educational services. So, it can give a positive impact on a student. In addition, the students not only can read the narrative text, but they can also watch the videos related to the story at once so that the learning will not be boring.

Meanwhile, this study identified the particularized conversational implicature in selected narrative texts on British council's web. Furthermore, this study also described the implied meaning of each particularized conversational implicature in the text.

B. Statement of the Problems

Based on the background of the study that present in the previous discussion, the statement of the problems is stated as below:

1. What the utterances found in selected narrative texts on British council's web categorized as particularized conversational implicature?
2. What are the implied meanings of each particularized conversational implicature found in selected narrative texts on British council's web?

C. Objectives of the Study

According to the statement of the problems, the objectives of the study are stated as follow:

1. To identify the utterances found in selected narrative texts on British council's web categorized as particularized conversational implicature.
2. To describe the implied meanings of each particularized conversational implicature found in selected narrative texts on British council's web.

D. Significance of the Study

Theoretically, this study contributes to give more knowledge to the reader, exactly how to identify the particularized conversational implicature and describe the implied meaning of each implicature in narrative texts in English Learning and Teaching (ELT) classroom. Practically, the results of this study are expected to help English teachers in teaching pragmatics parts especially particularized conversational implicatures. In addition, this study is expected to encourage the students in applying particularized conversational implicature appropriately when they having a conversation. Furthermore, this study is expected to be used as additional references for further researcher related with the field of particularized conversational implicature in different English text.

E. Scope and Limitation of The Study

This study focuses on the particularized conversational implicature used in selected narrative texts which was taken from British council web (www.britishcouncil.org/learnenglishkids). In addition, this study intends to discover the implications of specific conversations in the text then find out the implied meaning of these utterances based on Grice's maxim theory.

F. Definition of Key Terms

Some key terms were conducted to provide an understanding to the reader:

1. Conversational Implicature

Conversational implicature is a non-conventional implicature based on the recipient's assumption that the speaker is following the conversational maxims or at least the cooperative principle.

2. Particularized Conversational Implicature

A particularized implicature is a type of conversational implicature that requires more knowledge or particular background knowledge to interpret the implied meaning in a specific situation or context.

3. Narrative text

Narrative text is an English text type to tell a story that has a chronological sequence of events that are interconnected which aimed to entertain or to amuse the readers about the story.