CHAPTER I

INTRODUCTION

This chapter consists of several parts, there are: background of the study, research problem, objective of the research, and significance of the research scope and limitation.

A.   Background of the Study

Communication is a way for people to interact with others, to exchange information or ideas. Communication which has been written in the form of papers can be analyzed in various forms of studies.[1] Also in communication, obscurity could be happened because each person has different backgrounds, which make them have different style in it. Communication is happened when locutor and interlocutor doing conversation with purpose giving information each other, or could be with the other specific purpose.

In the other hand, conversation has components are: speaker and listener. Speaking is easy when composing a restricted-code message since the receiver is presumed to posses prior awareness of the topic, situation, and context. These need not be specified. Speaking is a more difficult and

---

[1]George Yule, Pragmatics (Oxford: Oxford University Press, 1996), 3.

complex process when composing an elaborated code. An elaborated-code speaker must consider the phenomenology of the other and compare what is likely to be known with what is expressed in the message. The required but missing portion of the message, if any, may then be determined by a form of subtraction. The missing information may be composed into an acceptable message format, and the formatted message information may be integrated with that contained in the restricted message. The finalized elaborated message can then be delivered to the listener. [2]

Listening is also more difficult within an elaborated code. While background, situation, context, and topic are clearly specified in an ideal elaborated message, the listener must decode this information from the message, integrate it into the listener's belief system, check it for internal and multiple external consistencies, and evaluate it for credibility, intended humor, and important implication. [3]

Beside conversation is carried out by things other than language as what mentioned before, it also including eye gaze and body posture, silences and the real-world context in which the talk is produced, politeness, sense of humor (joking) and how to give information. For some people, they usually

---

[2] Stephen W. Littlejhon, Communication Theory, p. 329
[3] Ibid., 330.

talk to the point, or they directly give the information without having implied meaning, and it is called "explicit" meaning.

Here, the writer would like to discuss intencely about the opposite term which called "implicit", where not easily understood by the hearer because it has hidden meaning. The study of understanding the implicit meaning is known as implicature. Then, Conversational implicature is generated by the rule of conversation, while conventional implicature is an implicature which is determined by conventional meaning of the words used in the sentence.[4] And in this case, the writer would analyze more about conversational implicature which is often found in spoken and written language.

General written conversation can be found in social media, magazines, newspaper, etc. while the spoken conversation is easily found in a television show. Besides, the undeniable power of media has inspired many critical studies in many disciplines, linguistics, semantics, and discourse studies.[5] And talk show is one of the television shows which delivers conversation between two speakers or even more. Here, conversation makes writer wants explore more about talk show. The talkshow is a particular instance of broadcast

[4]Grice, H. P, Logic and Conversation. (Cambridge: Harvard University Press, 2004),
[5]Saj, H. E, Discourse Analysis: Personal Pronouns in Oprah Winfrey Hosting Queen Rania of Jordan.
 (Interational Journal of Social Science and Humanity, Vol. 2, No. 6, 2012), 530.

discourse which provide a pragmatic framework for analysis for the describtion and interpretation.[6]

The *Axe Files* talk show is taken as the object of this research because it is a formal interview show which is not only containing politic and education but also the other attractive topic such as sport, entertainment and others where included some jokes which make it more interesting. So the writer believes that the conversation on *The Axe Files* interview contains a lot of implicatures. This show is also kind of talk show with not only as a popular host, but also as the founder of a famous university, eventhough this show got good enough rate and still exist up to now, which hopefully give benefit result and various data. This is the reason why writer took this object.

As far as known there are two similar studies. The first was conducted by Nadya Alfi Fauziyah 2016. Her published research is titled "Conversational Implicature On The Chew Talk Show ", concentrating on finding answers to : (1) what types of conversational implicature are found on *The Chew* talk show? (2) what functions of conversational implicature are found on the conversation of *The Chew* talk show?.[7]

[6]Ille, C, Semi-Institutional Discourse: The case of talk show. (Stockholm, Sweden: Elsevier , Vol. 1 (1), 2001), 385-388.

[7] Nadya A. F, Conversational Implicature On The Chew Talk Show. (Malang: Maulana Malik Ibrahim

And the second one is conducted by Arifah, which entitled "CONVERSATIONAL IMPLICATURE IN SENTILAN SENTILUN TALK SHOW ON METRO TV" where concentrating on finding answers to : (1) the maxim that used by Ndoro Sentilan and Sentilun also the guest; (2) the meaning that delivered by Ndoro Sentilan and Sentilun also the guest.[8]

B.   Research Problem

1. What types of conversational implicature are found on the conversation of "The Axe Files" interview ?

2. What functions of conversational implicature are found on the conversation of "The Axe Files" interview ?

C.   Objective of the Study

As the purpose of the study in this research, the writer try to find out the type of conversational implicature which found in the conversation of *The Axe Files'* interview.

In this study the writers analyze the function of conversational implicature which found in the conversation of *The Axe Files*.

D.   Significance of Study

The result of this study is expected to broaden the pragmatics analysis especially, in types of conversational implicature in a conversation and to

---

[8]Arifah, R,*A Study of Conversational Implicature in Sentilan Sentilun Talk Show on Metro TV.*(Surabaya: University of Wijaya Putra, 2014), 4.

formulate the new supposition which perfects the existing theory. Practically, the result of this study is supposed to give some contributions. In addition, it can be a reference for the next researchers who are interested in analyzing conversational implicature. Meanwhile for linguists, lectures, and students; this study hopefully could chance their knowledge of implicature.

E. Scope and Limitation

The scope of this research is pragmatics analysis because it deals with conversation and its context. Implicature is one of the branches of pragmatics. It is described in the form of words and sentences. The limitation of the research is focused on conversational implicature, its types, and functions used by hosts and guests conversation of *The Axe Files* Interview that will be chosen by the writer which could represent most of the other utterances with implied meaning.

F. The Definition of Key Terms

1. Pragmatic

Pragmatic is a type of study of the relations between language and context that are basic to an account of language understanding.[9] In other words, pragmatic is a type of study the meaning from the speaker or clearly, pragmatic is the study to know the deep meaning from the speaker

---

[9] Stephen C. Levinson, Pragmatics, (USA: Cambridge University Press, 1983), 21.

depend on a particular context and how the context as the holder in understanding the speaker.

2. Conversational Implicature

Conversational implicatures are those that arise in particular context of use, without forming part of the word's characteristic or conventional force: the choice of the term 'conversational' is explained by the fact that Grice's examples are mostly taken from imagined conversation.[10] Conversational implicature, refers to the inference of a hearer makes about a speaker's intended meaning that arises from their interpretation on the literal meaning of what is said.[11] In this research, the researcher uses the conversation between host and guest on *The Axe Files* Interview.

3. Generalized Conversational Implicature

Generalized conversational implicature is a type of conversational implicature which has understandable meaning because it does not use any specific knowledge when it is uttered. One common example in English involves any phrase with an indefinite article of the type '*a/an X',* such as '*a garden'* and '*a child'* in this following example:

---

[10] Nick Riemer, "*Introducing Semantic"*, (USA: Cambridge University Press, 2010), 118.
[11] George and Yule, Pragmatics, 45.

"I was sitting in a garden one day. A child looked over the fence".

The implicature of example above, that the garden and the child mentioned are not the speaker's, are calculated on the principle that if the speaker was capable of being more specific, then he or she would have said 'my garden' and 'my child'.[12]

The researcher will find someone utterances in the conversation of *The Axe Files* Interview which are containing implicit meaning using general perception.

4. Particularized Conversational Implicature

Particularized conversational implicature is an implicature "carried by saying p on a particular occasion in virtue of special feature of the context".[13] Meanwhile, according to George Yule, particularized conversational implicature is quite different from generalized one, that most of time, our conversations take place in very specific contexts in which locally recognized inferences are assumed.[14] Shortly, particularized implicature reflects speaker implicature. It is rather distinct with a generalized one which only depends on the surface meaning of literal words than the actual speaker in meaning context. And for this analysis,

---

[12] Geeorge Yule, Pragmatics, 40-41.
[13] Paul, Grice, "Studies in the Way of Words", (Beijing: Foreign Language Teaching and Research Press, 2002), 37.
[14] George Yule, Pragmatics, 43.

writer will find some utterances in the conversation of *The Axe Files* Interview which are containing implicit meaning using specific perception.

5. Talk show

   Talk show is an interactive communication. It is a television program where one person (or group of people) discuss various topics put forth by a talk show host. Each talk show has its own theme such as education, politic, and entertainment.[15] In this study, the writer chooses an political talk show which contains some implicatures in the utterances and its functions to be found and analyzed.

6. The Axe Files

   The Axe Files, is a talk show which brought by David Axelrod, the founder and director of the University of Chicago Institute of Politics. It also a series of revealing interviews with entertainers, athletes, also key figures in the political world.[16]

---

[15]Saragi, Y.M, *Flouting Maxims in Conversational Implicatures in the Ellen Degenerates Talk Show.* Surabaya: State University of Surabaya
[16] The Axe Files, the university of Chicago of Politics & CNN Present.