

A Study of Conversational Implicature Used In Twilight Movie 2008

Evi Fitri Aglina

Teacher Training and Education Faculty, University of Lampung, Indonesia
Corresponding Author : Nthangi Agnes (Phd)

Abstract – Every conversation in daily communication has purpose to convey meaning, some utterances has additional conveyed meaning which is called implicature. This present study aims to find out the types of conversational implicature in the *Twilight* movie. The classification of the utterances is based on Yule’s typology of implicature, but in this study, only Generalized, Particularized and Scalar implicature are discussed. The design of this research is a descriptive qualitative research. The data are taken from the utterances from *Twilight* movie transcript which contain the three types of conversational implicature. The result shows that Generalized implicature (28.46%), Particularized implicature (46.15%) and Scalar implicature (24.61%). Utterances of Particularized implicature are the most used by the character of the movie, since they have more additional meaning than what are said.

Keywords – types of implicature, conversational implicature, Twilight film movie analysis

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I. INTRODUCTION

Nowadays, films are commonly used as media in English learning in FEL classroom. These films provide important exposures to the real language which can be acquired by the learners. Many studies have revealed that by watching movie, learners can improve their English competence particularly for the contextual meaning which involves the interpretation of what people mean in a particular context and how the context influences what is said.

By watching film, EFL learner requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what circumstances. This approach necessarily explores how listeners can make inference about what is said in order to arrive at an interpretation of the speaker’s intended meaning (Yule, 1996).

Levinson (1983) states that conversational implicature as one of topics discussed in pragmatics, arise from contextual factors and understanding that convention are observed in conversation. The theory of conversational theory is attributed to Paul Herbert Grice, who observed that in conversation *what is meant* often goes beyond *what is said* and this additional meaning is inferred and predictable. While, Richard et. all. (1985) define conversational implicature as an unwritten rule about conversation which people know and which influences the form of the conversational exchanges. For example in the following exchange:

A: *Let’s go to the movies.*

B: *I have an examination in the morning.*

B’s reply might appear not to be connected to A’s remark. However, since A has made an invitation and since a reply to an invitation is usually either an acceptance or refusal, B’s reply is here understood as an excuse for not accepting the invitation (i.e. a refusal). B has used the “maxim” that speakers normally give replies which are relevant to the question that has been asked.

Grice has suggested that there are four conversational maxims:

1. The maxim of quantity: give as much information as is needed.
2. The maxim of quality: speak truthfully.
3. The maxim of relevance: say things that are relevance
4. The maxim of manner: say things clearly and briefly.

As Levinson (1983) said that these maxims specify what participants have to do in order to converse in a maximally efficient, rational, co-operative way: that they should speak sincerely, relevantly and clearly, while providing information.

The use of conversational maxims to imply meaning during conversation is called **conversational implicature**, and the “co-operation” between speakers in using the maxim is sometimes called the co-operative

principle. Yule (1996) said that it is speaker who communicate meaning via implicature and it is listener who recognize those communicated meanings via inference. The inferences selected are those which will preserve the assumption of cooperation.

There are two types of conversational implicatures: the first is generalized implicature and the second is particularized implicature. The former is a conversational implicature that is inferable without reference to a special context (no special knowledge is requires to figure out the additional meaning). For example:

A: *"Have you got the message from Lee and Vic?"*

B: *"Only Vic".*

Particularized implicature as the second type of conversational implicature occurs when a conversation takes place in a very specific context in which locally recognized inferences are assumed. The example utterances is:

A: *"Where's John?"*

B: *"There's a silver Volvo outside Pam' house".*

Another form of conversational implicature, which is part of generalized implicature, is known as **scalar implicature** (Grice, 1975). This concerns the conventional uses of words like 'all' or 'some' in conversation. For example: *"I ate some of the pizza."* This sentence implies "I did not eat all of the pizza". While the statement "I ate some pizza" is still true if the entire pizza was eaten, the conversational meaning of the word "some" and the implicature generated by the statement is "not all".

On this study, writer tried to identify the conversational implicature based on the three types of implicature: particularized, generalized and scalar implicature, produced in a film entitled "Twilight", an American romantic fantasy movie based on Stephanie Meyer's popular novel of the same name. The film is directed by Catherine Hardwicke, the film stars are Kristen Steward and Robert Pattinson. This film focuses on the development of the relationship between Bella Swan (a teenage girl) and Edward Cullen (a vampire), and the subsequent efforts of Edward and his family to keep Bella safe from a coven of evil vampire. The duration of the film is 121 minutes.

II. METHOD

The research is descriptive qualitative research. The purpose of this research is to find out utterances of implicature on the dialogue produced in Twilight film and also the frequency of the three types of implicature. The data were collected from the film's transcription of Twilight taken from the internet. Percentage was used to analyze the conversational implicature utterances

In this research, the researcher collects the data through some phases. First the researcher searches for the *Twilight* movie script in the internet. Second, the researcher watches the *Twilight* movie to comprehend the utterances. Third, the researcher collects the data from the movie script that contains Implicature. Finally, the researcher selects the speaker's utterances that contain Implicature.

III. RESULT AND DISCUSSION

Based on the three types of implicature explained above, the writer found that the frequency of the implicature utterance in *Twilight* is not in a balance portion. The characters in *Twilight* tend to use particularized implicature more than the other type of implicature. It seems that the characters on the film prefer to use indirect utterance in saying their ideas.

No	Type of Implicature	Number of Occurrence	Percentage
1.	Generalized implicature	38	28.46%
2.	Particularized implicature	60	46.15%
3.	Scalar Implicature	32	24.61%
TOTAL		130	100%

From 130 implicatures produced in the movie, particularized implicature is the most frequently occurred among others types. It is around 46.15% from the whole utterances of implicature. Meanwhile, there are 28 utterances (28.46%) for generalized implicature which is higher than scalar implicature with 32 utterances (24.61%).

1. Generalized Implicature

In this research, there are 38 utterances produced by the character in the Twilight movie which classified into generalized implicature. In this case, it is Edward who communicate meaning via implicatures and it is Bella who recognize those communicated meanings via inference. As the example below:

Edward: *You expected turrets, dungeons and moats?*

Bella : *No... not moats. He takes her hand. She girds herself. They head inside.*

In this conversation, there is no special knowledge which is required in the context to calculate the additional conveyed meaning. Meanwhile, for the next example below, it only involves any phrase with an indefinite article of 'a/an X'.

James: You brought a snack.

The implicature in above utterance about the snack mentioned is not specific whose snack that James talks about. James can be 'more informative' if he mention your snack or my snack.

2. Particularized Implicature

In this type of implicature, the conversation takes place in very specific context in which locally recognized inferences is assumed. Such inferences are required to work out the conveyed meanings. This is example utterance of particularized Implicature from the Twilight film.

Jessica: *She's got a great spike, doesn'tshe? (to Bella) So, you're from Arizona, right? Aren't people supposed to be tan down there?*

Bella: *That's why they kicked me out.*

From the conversation above, Bella's response does not appear on the surface to adhere to relevance. (A simply relevant answer would be 'Yes' or 'No'). In order to make Bella's response relevant, Jessica has to draw on some assumed knowledge about Bella's response. In this case, Bella just wants to make a joke or simply saying that she is different among other people in Arizona.

Charlie: *You okay, Bells?*

Bella: *Ice doesn't help the uncoordinated.*

Another example of particularized implicature can be seen in the dialogue above, between Charlie and Bella. Bella who slipped and felt because of the icy road, response Charlie's question by inferring a reason why she felt rather than answer the question by saying 'Yes' or 'No'.

3. Scalar Implicature

Certain information is always communicated by choosing a word which express one value from a scale of value. In the dialogue below, Bella's response is showing term for expressing quantity. By using 'a few', Bella creates implicature (+>not many).

Charlie: How was school? Meet anyone?

Bella : A few people...

On the conversation below, scalar implicature produced by the use of expression that it may not consider to be part of any scale. On Bella's response, it will be interpreted as implicating '+> not certain' as a higher value on the scale of 'likelihood'.

Charlie :... I want you to have this.

Bella : That's probably not a good...

IV. CONCLUSION AND SUGGESTION

Three types of implicatures found in Twilight movie are suitable with the application of Yule's theory of implicature. The finding and the theory has close relationship formula how to produce utterance of implicature. It is like Yule said that speaker and listener involved in conversation is generally cooperating with each other.

Utterances have been discussed previously based on the Twilight movie, showed that the film has produced many expressions which are more being communicated than is said. Implicature seems to be a preference utterance on the movie, since it has an additional conveyed meaning.

All the implicature in the Twilight movie considered have been situated within conversation, with inferences being made by the character who hear the utterances and attempt to maintain the assumption of cooperative interaction. In conclusion, *Twilight* movie is suitable to be watched by EFL learners either in formal situation, in class, or in informal situation, outside the class.

For the further study, it is suggested that similar research can be conducted by adding more type of implicature, such as conventional implicature and also non-scalar implicature. In addition, the appropriateness of this movie is simply the opinion of the researcher based on types of implicature proposed by Yule.

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61