AN ANALYSIS OF CONVERSATIONAL IMPLICATURES OF THE MAIN CHARACTERS IN *LADY BIRD* FILM: A PRAGMATIC STUDY

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ABSTRACT

Every participant involved in communication process is assumed to be cooperative so that the intentions of verbal activities can be achieved. However, in reality, sending purposes is not always conveyed straightforwardly. In practice, a person may not get to the point of the conversation where s/he is expected to speak honestly, informatively, relevant, and appropriately that are remarkably understood by the interlocutor. In terms of language, this phenomenon is known as the conversational implicature in which participants prefer to imply their extra or hidden meaning that is communicated behind utterances spoken. From that kind of phenomenon, this research aims to examine the phenomenon in the conversation of the two main characters in the *Lady Bird* film by applying Grice's theory to determine the implicature form and Searle's illocutionary classification theory to determine the function of the implicatures as the main theories and the supporting theory by Hymes for portraying context of conversation which determines the factors that influence communication. This study also uses qualitative method and content analysis approach to process data in the form of dialogue to identify conversation implicatures which are categorized into two, namely generalized conversation implicature and particularized conversation implicature and the function classification in declarative, representative, directive, expressive and commissive form.

Key words: cooperative principle, maxims, conversational implicature, illocutionary acts

ABSTRAK

Dalam proses komunikasi, setiap partisipan diasumsikan bersedia untuk bekerja sama sehingga tujuan diadakannya kegiatan tersebut dapat tercapai. Penyampaian tujuan komunikasi pada kenyataannya tak selalu disampaikan secara lugas. Pada penerapannya, seseorang mungkin saja tidak langsung pada inti pembicaraan dimana si pembicara diharapkan untuk berbicara secara jujur, informatif, relevan, dan sesuai topik yang uniknya dapat dipahami dengan baik oleh lawan bicaranya. Dari sisi kebahasaan, fenomena tersebut dikenal dengan istilah implikatur percakapan dimana partisipan lebih memilih mengimplikasikan pesan mereka dengan mempertimbangkan konteks ujaran. Dengan kata lain, terdapat makna tambahan atau tersembunyi yang coba dikomunikasikan dibalik ujaran yang dituturkan. Berangkat dari fenomena itu, penelitian ini dimaksudkan untuk mengkaji fenomena komunikasi tersebut dalam percakapan dua tokoh utama di film Lady Bird dengan menerapkan teori utama dari Grice untuk mengetahui bentuk implikatur dan teori klasifikasi

tindak ilokusi dari Searle untuk menentukan fungsi dari bentuk implikatur yang telah diidentifikasi serta teori pendukung dari Hymes untuk menggambarkan konteks ujaran yang menentukan faktor yang mempengaruhi komunikasi. Metode kualitatif dan pendekatan analisis konten diterapkan dalam kajian ini untuk mengolah data yang berupa dialog untuk mengidentifikasi implikatur percakapan yang dikategorikan menjadi dua yaitu implikatur percakapan umum dan implikatur percakapan khusus dan klasifikasi fungsinya yang berupa deklaratif, representatif, direktif, ekspresif dan komisif.

Kata kunci: *Implikatur percakapan, prinsip kerjasama, maksim, tindak ilokusi*

A. INTRODUCTION

Language and people are always connected. Language becomes an important part of human life as a tool used to fulfill their intentions of needs, desire, or deficiency through social interaction. However, in reality, people do not always clearly express their aims for certain reasons. An utterance can mean more than what is said, sometimes even the opposite of it. In linguistics, this phenomenon is included in pragmatic study where meaning identification involves humans aspect in it. Especially in the scope of conversational implicature which examines the implied meaning behind speech (Grice, 1975). The representation of interpersonal communication phenomenon is also widely embodied in art works. One of them is film. Film which surely has conversations in them become a form of visualization of life in the form of works with various themes. One genre of film that is closely related to everyday life is drama films. One of the film themes that are widely used is coming-of-age, where the main focus is the maturity process in thought or individual development.

Therefore, this research describes the identification of types and functions of conversations implicatures built between two main characters in *Lady Bird* film, namely Christine McPherson and her mother, Marion, and focuses on two types of conversational implicature, namely the generalized conversational implicature and particularized conversational implicature and their functions. This research is expected to provide more understanding for future researchers, especially English department students with similar types of research objects and can apply knowledge on some same matters related to conversational implicatures. Besides, the problems of this research are (1) what types of conversational implicatures are found in Lady Bird film script between the main characters? and (2) what are the communicative functions of the main characters' dialogues by producing conversational implicatures?

B. RELATED LITERATURES AND RELEVANT RESEARCHES

1. Communication

Communication happened between individuals and other individuals must be driven by certain purposes or goals including interpersonal communication, specifically conversation. The ideas or purposes can be motivated by each of the

needs, desires and even deficiencies that vary from one individual to another in form of verbal, non-verbal, or written way. The process of communication begins firstly with the sender with the information or message encodes via language through medium which is air – this section highly possible affected by noise – and the message is decoded by the receiver. The response is possibly encoded by the receiver in form of feedback. Effective communication can be seen from how listeners can understand the message from the speaker (Cheney, 2011).

2. Pragmatics

One of linguistics' branch which discusses about how language works in human life is pragmatics. It allows humans to be included in its case study (Yule, 1996, p.3). The main topic of pragmatics generally discuss about how understanding meaning by considering not only the language itself but also speakers goals and their circumstances which can be their culture and social condition involved. Besides, the way the speakers convey their remarks can be in various forms. Some aspects affect them also vary such as specifically the background knowledge that participants have, with whom the speaker speaks, in what situations etc. The focus of pragmatics is all about every reason behind how an utterance is spoken, and how listeners interpret or capture the intent of the speaker.

3. Context

When conveying and understanding utterances, both the speaker and listener in communication are affected by some elements outside the language itself. It is known as context. It refers to to the background of shared knowledge possessed by participants which includes the physical and social environment (Leech in Nadar, 2013, p. 6). It helps the speaker making a reference and the listener identifying the possible inference. The significance of context in communications has coined by Hymes (Fishman, 2012) called Ethnography of Communication or SPEAKING model which which each of the letters is the beginning of the intended factors: Setting or scene, Participants, End or goal, Act sequence, Key, Instrument, Norm, and Genre.

4. Cooperative Principle and Conversational Maxims

In having a conversation, people have some basic rules or guides that are followed unconsciously. Grice (1975) proposes Cooperative Principle as the most essential technique of interacting that people implement unconciously in their speech during communication process so they can work together and reach the objectives of the interaction. It is divided into four maxims which are quality (tell the truth), quantity (give enough information, but not too much), relation (be relevant), and manner (be clear, do not be ambiguous).

5. Conversational Implicatures

There are two ways of people to be cooperative when in verbal interactions which are by following the Cooperative Principles or by breaking the four maxims and generating conversational implicatures. It is additional meanings that might be

implied, but not pronounced explicitly in the speech itself. Furthermore, meaning is not intended to be found behind the word by word spoken, but from the overall utterance spoken (Bilmes in Mey, 2001). Furthermore, there are two types of conversational implicatures namely generalized conversational implicature and particularized conversational implicatures. Generalized conversational implicature focuses on identifying meaning in the absence of any certain background knowledge behind utterances instead of relying on automatic and stereotypical interpretation or triggered by the construction alone without any detail inferential processes (Ostman & Verschueren, 2006). Alternatively, it is associated with typical proposition such as commonly indefinite articles, phrases, sentence structure and scalar implicature (depends on quantitative value or degree) that can implicate certain things (Grice in Widdowson, 1996; Chierchia and Levinson in Ostman and Verschueren, 2006). Other than that, particularized conversational implicatures strongly depend on special features of context in producing utterance by speaker, processing and determining the appropriate meaning of the utterance by the listener (Grice, 1975).

6. Indirect Acts within Conversational Implicatures Framework

To signify the communicative functions built in the implicatures, the classification of illocutionary act is adopted since its similarities and correlation between implicatures and illocutionary acts. They play, closely, in the same concept and the way of working - the form of speech and its functions that appear seemingly to be unrelated or in other words the intentional information is unsaid - which mostly rely on the same pragmatic trigger which is certain features of context (Osisanwo (2003) Thomas (1995) in Kravchenko, 2017; Austin (1962) in Davis, 2019). By that reason, illocutionary act's classification can explain the functions based on its form which are representative form, declarative form, expressive form, directive form, commissive form.

7. Film Synopsis

Lady Bird film basically tells about Christine McPherson, an impulsive girl with a stubborn character and tends to be rebellious like most teenagers who are in the search for identity. She, who always wants to be called 'Lady Bird', has a great desire to quickly leave the city considering it as boring city and there is nothing in the city. Conflict dominates in stories is love-hate relationship between child and mother. The problem arises when she intends to continue her education outside the city. Coming from a modest family, Marion McPherson, her mother who is obstinate-determined character and hard-worker, strongly opposes her daughter's wish because of the financial problem they face.

8. Previous Relevant Researches

Some previous researches on conversational implicatures have been conducted by scholars. The first research is entitled *Conversational Implicature Found in Dialogue of Euro Trip Movie* by Miftahul Huda from Brawijaya University (2012), *An Analysis*

of Conversational Implicature in V for Vendetta Movie (2018) by Rahmat Fuad Siregar from Sumatera Utara University, *Conversational Implicature in Arabic: A Pragmatic Analysis of Applying Flouting the Maxims to the Yemeni Dialect* by Issa Ali Umar Al-Qaderi from Ibb University and University of Warsaw (2015), *A Case Study on Characters in Pride and Prejudice: From Perspectives of Speech Act Theory and Conversational Implicature* by Xiaoyu Ma from Guangdong University of Foreign Studies, Guangzhou, China (2016).

C. RESEARCH METHODS

This research applies a qualitative descriptive method and content analysis approach that aims to describe lingual forms of the conversational implicatures that appear in the dialogue in the form of words, phrases, or sentences between the two main characters in *Lady Bird* film. That is done by describing it in the form of outlining the process of the occurrence of the conversational implicatures and then recognizing the function of the emergence of these implicatures. Meanwhile, the techniques used for data collection were watching the film, reading comprehensively the script and data note-keeping. The data description then goes through three phases, namely the preparation phase where the data is taken and selected, the organizing phase where the data is grouped into the category and get code, resulting in the analyzing process and the results where the analysis process and conclusion-making are carried out (Elo and Kyngas, 2008).

D. RESULTS AND DISCUSSION

This results are drawn from data source of *Lady Bird* film script. The result of this analysis is to answer research problems. There are two types of conversational implicatures and has four classification of functions of generalized conversational implicature and three functions classification of particularized conversational implicatures in general found in the film script. Here are some findings taken from the data below.

1. Generalized Conversational Implicatures

Data GCI-07 with commissive function

Marion: I guess you won't be going to dances in college. This is our last one. You know, Davis has a terrific theatre. If you're still interested in theatre. Are you?
Lady Bird: **"I'm __probably__ no good at acting."**

(p. 87, 01:06:37-01:06:48)

The speaker in her utterance had chosen the higher item from the scale <certain, probable, possible/maybe> and used a 'probably' scale when there was a form on the scale in a statement indicating that the utterance was included in scalar implicature of likelihood. It could be indicated 'I am possibly good at acting, but

no. I won't.' That it represented the negation of weaker sentence from 'probably' with an alternative 'possible' to show scepticism of her potency in acting in the degree or level of the prospect. It then led to assumption that either she was not interested in acting anymore or she could do acting but was not good enough to go into it professionally so she would not apply to the school her mother suggested. This made the utterance to be included in the category of generalized conversational implicature. In addition, the fragment of the conversation did not have a different meaning than what was said from the view. The maxim of manner does not observe in the utterance by saying vague information to show her rejection as well as with maxim of quantity since the it was yes no question and the answer was much than was required. On the surface, the utterance seemed as representative speech form considering the opinion. Yet, based on the situation took place, it was categorized as negative commissive implicature with intention of rejecting her mother's recommendation to get into Davis school which had terrific theatre. It was caused by the idea that the speaker committed herself not to do that and the implicit meaning was 'No, I will not.'. It was definitely concluded as negative commissive implicature due to the fact that the speaker decline the suggestion from her mother.

Data GCI-10 with representative function

Lady Bird: You give me a number for how much it cost to raise me, and I'm going to get older and make a lot of money and write you a check for what I owe you so that I NEVER HAVE TO SPEAK TO YOU AGAIN.
Marion: "**I <u>highly doubt</u> that you will be able to get a job good enough to do that.**"

<div align="right">(ps.74-75, ds.00:55:23-00:55:37)</div>

The bold word in the utterance represented certain kind of functional words that was sceptical mood or mode and was not fulfilled maxim of quality by stating information that the speaker was not sure exactly that it would happen in the future and no evidence to strengthen her remark which then arose implicature behind it. The maxim flouted was generally used due to lack evidence to support or even claim the opinion of the speaker. In another way, in grammar, sceptical way was commonly adopted to show disbelief or hesitation of something in this case related what the addressee said. The speaker used that certain verb to point out her distrust feeling with emphasis word 'highly' to her daughter's opinion. With the adoption of the word, the addressee was clearly convey her mother's intention with the tone of the verb in her utterance. With no additional information or knowledge was needed to interpret the utterance, it was crystal clear that she wanted to imply 'You are not going to make it.' for the addressee's opinion, no matter what that was. This utterance was representative implicature with intention of stating. It was seen from the utterance and the context. It was stated by the speaker as response or opinion of her doubt that her daughter would make it. It was done by saying her skeptical feeling regarding her daughter's confrontation about amount cost of raise her that she got older and write check for that.

Data GCI-03 with expressive function

Marion: I'm sorry, I was telling you the truth. Do you want me to lie?
Lady Bird: **"No, I just wish… "I wish that you liked me."**

(ps.88, ds:01:07:50-01:07:59)

The remark above also adopted subjunctive expression to display the speaker's wish since subjunctive was applied to expectation which was not in line to reality by flouting maxim of relation intentionally through implicating the intention as not relevant to the topic conversation and it then emerged implicature. It was effortless to notice that she implied message behind her words, 'You don't like me.' with paying no intention whether the statement was a fact or just her opinion. In this occasion, it was assumed that she just wanted to say her pretension or at least what she had been believing for the addressee to her mother. It was associated with generalized conversational implicature and no special knowledge was attached. The dialogue indicated that the speaker intended to express her feeling to her mother. Thus, the function contained in the speech was the implicature form in expressive speech by virtue of the aim was to express something about what a person state of mind by involving the feelings of the speaker. The remark contained representation of certain feeling towards the addressee, Marion as her mother. It was displayed of wish feeling to be liked by her mother.

Data GCI-05 with directive function

Marion: What in the hell is in that duffel bag?
Lady Bird: **"Don't worry about it, Jeez!"**

(ps.39-40, ds. 00:28:49-00:28:51)

On this occasion, the speaker applied the imperative mood as another kind of verb moods beside subjunctive and indicative in her remark. Imperative mood itself is used when wanting to give instruction or commands, advice, warnings, requests. Here, the speaker used it to prohibit the addressee, Marion, because she did not want what she was carrying in her bag to be known and implied 'Calm down. You do not need to know, mom.' Specific context during the conversation were ruled out in order to be able to understand the meaning behind the expression. It was quite clear that the meaning was obtained by looking at the form of the sentence or utterance. The above sentence followed the rules of using imperative mood by using the negative form of 'do not' in the front and no need to add subject 'you' due to the subject had been implied. In addition, to emphasize the function of the imperative, it was also marked by a decrease in intonation from the end of the sentence in the form of 'Jeez!'. In this conversation, the speaker did not flout cooperative principle instead of opted out by refusing to deliver an answer or even lying. In this particular case, the speaker applied sort of imperative mood in her utterance. Imperative in grammar is type of verb which is used to give warning, advice, suggestion, instruction, request, command etc. She as well used it in form

of negative imperative verb. The negative form was obtained by adding 'do not' in front of the verb to show her request to her mother to not to worry about anything she took inside her bag. It was also sort of refusal or prohibition utterance to reject answering her mother's question to reveal what exactly in it.

2. Particularized Conversational Implicatures

Data PCI-05 with directive function

Marion: **"Immaculate Heart is already a luxury."**
Lady Bird: Immaculate FART. You wanted that, not me!

(ps.3, ds.00:02:35-00:02:47)

In the dialogue above, the contex of conversation should be known to grasp the message. In that situation, Marion and Lady Bird were on the way home in Toyota Corolla 1994 in daytime and arguing their opinions about school or college Lady Bird had to apply later on. Marion wanted to enroll her in catholic school where the cost was much cheaper than public school while Lady Bird had her own thought and chose the opposite. Immaculate Heart referred to catholic school while Sac High referred to public school. At first, the speaker flouted maxim of manner for stating, 'Immaculate Heart is already a luxury.' And hinted 'I want you to join in Immaculate Heart.' She tried to imply that she wanted her daughter to join in Catholic school and Immaculate Heart school was one of them. She did that by remarking it as deluxe one. At first glance, the sentence above was included in the representative type by the reason that it was looked like stating a fact or something either according to reality in the form of a fact or merely an opinion. In fact, the sentence was classified in terms of directive implicature form taking into account the implicature of the utterance produced. Context was able for stating the intention to the addressee. Speech given by the speaker to her daughter which contained directive sentences in the form of order. With this sentence, she wanted her daughter to enter the school according to what she said above which was felt quite appropriate with the wish of her daughter and not just to give compliment to the school.

Data PCI-03 with expressive function

Lady Bird: Nope. The only exciting thing about 2002 is that it's a palindrome.
Marion: **"Ok fine, yours is the worst life of all, you win."**

(ps. 2, ds.00:01:51-00:01:58)

On one hand, the response of the utterance was replied by her mother in sarcastic tone. It showed that there had an exploitation of quality maxim in the view

of the speaker did not tell the real fact intentionally that her daughter's life was not the worst. It was believed that the exploitation of maxim quality gave effect in a conspicuous way and could trigger intended inference for the interlocutor or Lady Bird. It was just to insinuate her daughter by implying, "Do not be so dramatic, life is not easy though. Everybody strives on their own." She stressed that the life of her daughter was not as insignificant as her daughter said. Her daughter just exaggerated the situation because her life did not go the way she wanted and made her sick of it. Accordingly, it fell into particularized conversational implicatures for the cause of it required special context to be understood. The speaker obviously expressed her annoyance by the utterance to imply her intention of mocking her daughter. It was seen by the way she gave her response or opinion to her daughter's statement about her monotonous life. It was indicated in form of sarcastic words, tone and mood in her utterance. She conveyed it which the worst life of all was her daughter's over her dramatic way of complaining about her world worked.

Data PCI-08 with representative function

Lady Bird: Didn't you ever go to sleep without putting all your clothes away perfectly? Like even once? And don't you wish your Mom hadn't gotten angry?
Marion**: "My mother was an abusive alcoholic."**

(ps.30, ds.00:21:59-00:22:10)

In this conversation, the speaker flouted the maxim of manner because it provided blurred information. Therefore, to be able to understand the meaning of the utterances conveyed, it was necessary to understand the specific background and context of the conversation. They were both in Lady bird's room and arguing about her untidy stuff all over her room. The addressee then got upset and started comparing her mother with her mother's mother. The speaker answered the addressee's questions by describing fact related to her mother's habit back in time. She implied that the experience of her was even worse than that felt by the addressee when the conversation occurred by saying new information in the form of habits from her mother who was an abusive alcoholic. Abusive alcoholics who have a tendency to behave out of control or unable to control themselves well so that they tend to be aggressive and can be fatal to themselves and others. As her daughter, it had a big impact on her, including in situations similar to those questioned by her interlocutor. Another thing is that she was not an alcoholic. The implication might possibly be, 'My mom was even worse. She always had gotten angry.' Therefore, the utterance above fell into the particularized conversational implicature by the cause of comparing the speaker and her mother's habit and behavior. Implicature form in this words was to telling which was kind of representative one. It was used by the conversational participant to inform something. At this point, the speaker aimed to tell her daughter the truth of hers. Based on the situation took place and the implicature, she was arguing about her daughter behavior of putting away all her stuff in a mess and all of a sudden her daughter asked about the way

grandmother acted to the same thing. The truth was her grandmother was even extremely potentially worse in virtue of her behavior as an abusive alcoholic one.

The results of this research are in line and supported by specific aspects in a study conducted by Grice (1975) which states that the application of conversational implicatures in the daily basis surely had some certain goals behind the statement spoken in a verbal communication, specifically conversation. Based on the context, the influential elements for analyzing the data are included the recent situation and condition while the communication takes place, the closeness relationship between the two participants as child and mother, the characters of each participant, body gestures, mood and tone of voice and the cultural background which indirectly contributes to the emergence of conversational implicatures and how they form in utterances they say that others may not understand outside their circumstances because one sentence can carry some meanings considering it is delivered with rhetorical strategy by the speaker by adjusting to the purpose of communication and was accepted by the listener just to count on logical way of thinking. The results show that the speaker presumes that the interlocutor can be triggered to be more encouraging, supportive or sensitive about the information given related to the hearer feelings or particular recent situation. Besides, their strong personality and their love-hate relationship become influential aspects that affected choice of words they use on verbal interaction specifically when making reference and getting the intended inference. Furthermore, it happens many times related to their impolite way of uttering something yet were still regarded as verbal effeciency that is more capable to show their state of mind, represent new ideas/thought or give certain orders and still assumed to be cooperative even they flout that maxim. The impolite way here means being unfriendly and disagreeable to one another in many time and situations. It was viewed as better, effective and appropriate way to grasp the information without lying. Furthermore, in producing generalized conversational implicature, the information conveyed was not in a special form so that the participants in the conversation, in their delivery, were not in a position to provide specific information in an exact form so that their meanings were understood as concluded by Ostman and Verschueren (2006) so that their understanding did not require more knowledge of certain contexts. Familiar situations and conditions were more highlighted in this category compared to particular knowledge. Participants in the conversation were assumed to have such a general understanding. Although, in fact, particularized conversational implicature which highly bound to specific contexts appeared more frequently in conversations than generalized conversational implicature.

E. CONCLUSION

Based on findings dan discussion, conclusion is drawn that there are 31 conversational implicature with 10 generalized conversational implicature and 21 are classified as particularized conversational implicature. Furthermore, mostly spoken for representing and clarifying factual situations while particularized

conversational implicatures are adopted frequently for picturing sarcasm or insult which can be understood well locally. While, maxim flouted is dominated by manner maxim and are followed by relation, quantity also quality as the result of cooperative principle that has been broken down.

Besides, the data are identified by using types of general functions represented by speech act classification to show the communicative functions of generating the two categories of conversational implicatures. From 5 functions' classifications, there are only 4 types found in accordance with the data. They are 7 data with directive functions, 9 data with representative functions, 14 data with expressive functions, only 1 datum with commissive function and no declarative funtion found.

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