CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

The study of meaning as communicated by the speaker and understood by the hearer is the subject of pragmatics (Yule, 1996). Pragmatics is the study of the ability of language users to relate sentences to appropriate contexts for those sentences. The essential connection between language and context in language interpretation is the subject of pragmatics. Pragmatics examined the function of context in interpreting what people said. It implies that people must comprehend the complete social context in which a sentence was said. Pragmatics discusses the conditions in the use of human language; therefore, it is determined by the context of society.

This type of research entails interpreting what people said and how what they said was affected by the scenario in question. Important elements in pragmatics that must be considered are the speakers and the hearers, then context and meaning. because learning a language through pragmatics is that one can speak about the meaning one means the intent or purpose of the conversation, and the kinds of actions one displays when one is speaking. (Yule, 1996) mentioned the study of contextual meaning is known as pragmatics. This context involves thinking about how the speaker's structure what they want to say in terms of whom they are speaking to, where people are speaking, and when people are

speaking. In this study, pragmatics is employed to aid participants in comprehending the unspoken message.

Pragmatic is thus concerned with a speaker's meaning in a given context, as well as how the context influences what is stated. (Yule, 1996) explained how the speaker's intended meaning can be deduced from the context of the speech by the hearers. In pragmatics, the goals and types of actions that people take when speaking, people can know the meaning of what other people said. People should cooperate in every conversation. As pragmatics is so concerned with context and how it affects a discussion as a whole, it can affect something that is the deeper intended or implied meaning of what is said which is called conversational implicature.

2.1.1 Conversational Implicature

Conversation between the speakers and the hearers has a goal that is distinct from the form of the language employed. Implicature refers to the speaker's indirect or implicit meaning of an utterance. Implicature occurs when a speaker intends to express something in a conversation in an implicit or indirect approach. (Grice, 1975) stated that conversational implicature is something that is concluded in conversation, meaning that it is not expressed in actual language use. In other words, implicature gives a clear description of how something can imply more than it is said.

Conversational implicature can be another level where the speaker's meaning can be modified depending on the circumstances of the conversation. The language used in the implicature would be understood differently by the

message recipient than what the speaker intended. (Yule, 1996) mentioned that something in conversation must be conveyed more than simply the word's meaning; it is referred to as an implicature. When the speaker makes an effort to say more than just what a word signifies, this is accomplished. The fact that something is spoken, not what is said, conveys significance in conversational implicature.

2.1.2   Types of Conversational Implicature

(Grice, 1975) referred to the generalized and particularized conversational implicatures as the two different categories of conversational implicatures.

2.1.2.1 Generalized Conversational Implicature

Generalized conversational implicature is an implicature that doesn't require a specific context and can be concluded without any prior knowledge. Yule (1996) stated that generalized conversational implicature can speak something that can be inferred without referring to context features. It can be claimed that the speaker makes up the utterance and the hearer only understand a portion of it, in which case no prior information or specific assumptions are required in determining the additional meaning delivered.

Specific information is not required to determine the additional meaning of the generalized conversational implicature because the addressee understands the meaning.

Example:

A: "What happened to John after college?"
B: **"John got a good job and got married"**

(Yulianti et al., 2022)

After he found a terrific job, the sentences hitched within the feasible conditions for the case over. The hearer B responded to the address because the speaker a was addressing data, in particular the information that John got a job at the same time he got married. Due to the fact that the address already provides the context, the expressions can be categorized as a generalized conversational implicature.

2.1.2.2 Particularized Conversational Implicature

Particularized conversational implicature is an implicature whose existence necessitates a certain context and background information to be understood. These implicatures count sentences with particularized knowledge of a particular context even though speech normally takes place in a reasonably defined context with locally recognized conclusions. (Grice, 1975) stated that Specific conversational implicatures depend on certain elements of context. To comprehend particularized conversational implicature, a certain context is required.

That is necessary to comprehend the meaning embodied in conversation particularized information, it is classified as a particularized conversational implicature. A specific context is needed to grasp the implicature in a particularized dialogue.

Example:

A: "I'm so sorry for making you wait for a long time"
B: **"That's fine, it is just like waiting for one year"**

(Yulianti et al., 2022)

In this conversation, the speaker A begs for forgiveness for keeping the speaker B waiting for so long. B's response "that's fine" does not convey that she is fine. Rather, it suggests that she is angry. Her statement "it is just like waiting for one year" stresses her boredom rather than her anger. As it can only be understood in the context of a certain area and utilizing the local language, this speech is classified as a particularized implicature.

2.1.3   Functions of implicatures

Brown and Levinson (1988), implicature serves to convey information through language while also evoking a sense of humor and civility. The utterances of the speakers and the hearers also contain implied meanings that have certain functions such as self-protection, power and politeness, to give information, to entertain the audience, and lack of specific information.

2.1.3.1 Self-protection

Self-defense only confirms the application of force when it is used in response to a prompt threat.

2.1.3.2 Power and Politeness

Power is a basic aspect of inter-group and interpersonal relation, and a characteristic feature of human interaction is a heavily contested concept.

Politeness is the way to convey the utterance as politely as possible which in this case is needed to minimize conflict with others. One of the forms of communication which expresses politeness is an apology.

2.1.3.3 To give information

Given information is information that is assumed by the speaker to be known to, assumed by, or inferable by the addressee at the time of the speaker's utterance, because it is: Common knowledge part of the extralinguistic context.

2.1.3.4 To entertain the audience

Entertaining implicatures are implied meaning designed to captivate an audience's attention and regale or amuse them while delivering a clear message. The speakers engage in entertaining speeches generally on special occasions.

2.1.3.5 Lack of specific information

Unaware of quantum mechanics. Due to or demonstrating a lack of understanding or training: A statement made by someone ignorant.

2.2 Previous Study

Saniatang et al., (2020) investigated conversational implicature to understand the utterances of the characters in "Jumanji: Welcome to the Jungle" movies. This study used Grice (1975) theory of conversation to understand the meaning of implicature utterances that occurred. This study aimed at finding the types of conversational implicature in the movie. The result of this study indicated that there are 34 particularized conversational implicature data that are most commonly found. Then, there are 3 generalized conversational implicature data that are the least found in the "Jumanji: Welcome to the Jungle" movie conversation.

Kusumoriny et al. (2020) analyzed the conversational implicature data from the utterances of guests and the hosts in "The Wendy William Show". This study used the Grice (1975) theory of conversational implicature. This study

aimed at finding the types of conversational implicature and the implicit meanings. The results of this research indicated that there are 29 particularized conversational implicature and 20 generalized conversational implicature in "The Wendy William Show".

Jasmir et al. (2021) explored the conversational implicature in Deddy Corbuzier's Podcast on YouTube. This research used the theory from (Grice, 1975) to analyze the data of conversational implicature used to categorize the types of conversational implicatures. This study aimed at finding types of conversational implicature found in Deddy Corbuzier's Podcast on YouTube. The result of this study indicated that there are 6 particularized implicature data that are most commonly found. Then, there are 3 generalized conversational implicature data that are the least found in the Deddy Corbuzier's Podcast on YouTube.

Nurhidayah et al. (2021) analyzed the data of conversational implicature in "Gifted" movie. This research used theory from Grice (1975) to analyze the data of conversational implicature. This study aimed at identifying the types of conversational implicature by the character in "Gifted" movie.

Yulianti et al. (2022) explored the conversational implicature on Saturday night live talk shows. This research used theory from Grice (1975) to analyze the data of conversational implicature was used to categorize the types of conversational implicatures. This study aimed at finding types of conversational implicature found in the Saturday night talk show. The result of this study indicated that there are 29 particularized implicature data that are most commonly

found. Then, there are 21 generalized conversational implicature data that are the least found in the Saturday night talk show.

Agsa & Ambalegin (2022) Analyzed conversational implicature in the "Central Intelligence" movie. The theory used in this research was conversational implicature by Grice (1975). This study aimed at identifying the types of conversational implicature. As a result of this study, researchers indicated that there are 9 particularized conversational implicature and 6 generalized conversational implicature in "Central Intelligence" movie.

Utami & Amri, (2023) analyzed Conversational Implicature on YouTube Cianjur Said Azab with Netizen, 'Habib Jafar Stress'. The theory used in this research was conversational implicature by Grice (1975). This study aimed at analyzing of conversational implicature on YouTube. The results of this research indicated that there were 5 types of particularized conversational implicature and 9 types of generalized conversational implicature on YouTube Cianjur Said Azab with Netizen, 'Habib Jafar Stress'.

Previous research found some similarities and differences between the nine previous studies and the current study. Previous research and current research apply the conversational implicature theorized by Grice (1975). The difference is the selected research data. This research chose the movie Over the Moon from observations and types of implicatures because it had never been analyzed by previous research.

2.3 Theoretical Framework

This research begins with an understanding of pragmatics. Then, leading to the implicature theory by Grice. In conversational implicature, there are two types, namely, generalized conversational implicature and particularized conversational implicature. There are five functions, namely self-protection, power and politeness, to give information, to entertain the audience, and lack of specific information. The theory of conversational implicature is applied to analyze conversational implicature in the movie "Over the Moon" (2020).
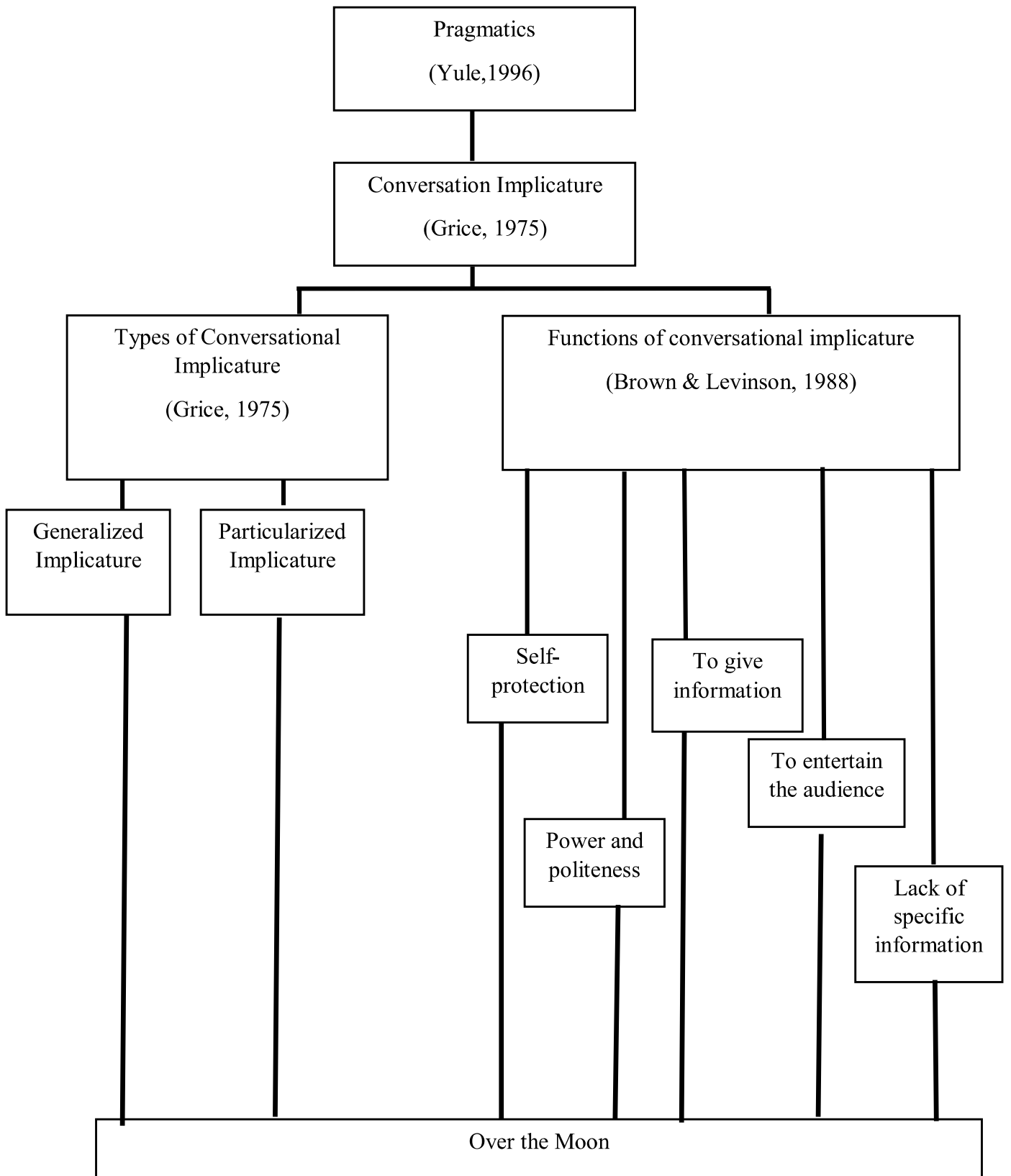
Figure 2.1 Theoretical Framework