

**AN ANALYSIS OF
CONVERSATIONAL IMPLICATURE IN TALIWANG DAILY
CONVERSATION**

A RESEARCH PROPOSAL

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human is a social being. As a social being, human needs interaction with other humans in their life. One of human activities in process of interaction is communication. Communication is one of human activities in sending and receiving information and message to convey his/her ideas, feelings or everything in their mind. In daily life, people using language in a various form for doing interaction with other people in communication.

Good communication is needed in order to make the interaction runs well and effectively. Listeners and speakers must speak cooperatively and mutually accept one another to be understood in a particular way. Paul Grice (1975) proposes cooperative principles. The cooperative principle describes how effective communication in conversation is achieved in common social situations and manages speakers to shape their utterances to be understood by hearer. Grice (1975: 45) sets out four conversational maxims that he asserted people generally follow when communicating efficiently. There are, Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner. In conversation there is often a violation to maxims, the violation is called flouting of maxim.

There are two languages, the language that can be directly understood and languages that are not directly understandable. People know, that language is a tool for exchange information, whether it is ideas, desires,

feelings or experiences. However, sometimes the information that is spoken by the speaker has a covert intention. Therefore, every human being must understand the purpose and meaning of utterances spoken by the opponent. Such activities will be analyzed and studied with pragmatics.

Leech (1993: 8) defines pragmatics as the study of meaning in relation to situations said (speech situations). According to Purwo (1990: 17) pragmatics has four aspects, there are deixis, presumption, act of speech, and implicature. One part of the study in pragmatics is implicature conversation. The conversation that occurs between speakers often has certain purposes that are different from the structure of the language used. Implicature is divided into conventional implicature and conversational implicature.

In this case the writer is focusing on the conversational one. The writer chooses conversational implicature for her study because the writer finds that it is an interesting thing where implicature is not a matter of sentence's meaning but of an utterance's meaning. Then the listeners may imply further information from what the speaker actually says, study on implicature in local language conversation is still limited, and previously in Cordova University no research had been conducted on implicature.

According to Grice (1975), there are two types of conversational implicature, they are generalized implicature and particularized implicature. Generalized implicature is a conversational implicature that is inferable without reference to any special context. Particularized implicature is conversational implicature that is derivable only in specific context.

Furthermore, in this research the writer uses the dialogue of Taliwang daily conversation in Bugis Village and Tana Mira Market as her source data. In this research, the writer has two reasons why she is interested in discussing dialogue in Bugis Village and Tana Mira Market, first still found the society use implicature, and the second ordinary people do not really understand the meaning of some of the conversation.

1.2 Problems of the Study

Based on the background stated above, this study is conducted to answer the following questions:

1. What types of conversational implicature are found in Taliwang daily conversation?
2. What are the flouting of maxim occur in Taliwang daily conversation?

1.3 Purposes of the Study

In relation to the problems of the study is attempted to answer those two problems as stated above. In other words, this study is aimed to:

1. Find the types of conversational implicature in Taliwang daily conversation.
2. Find the flouting of maxim occur in Taliwang daily conversation.

1.4 Significant of the Study

This research will be useful for readers to know more about conversational implicature. The research was expected to be theoretically and practically useful for:

1. A teaching material to be used in understanding the meaning of implicature in conversation, and to expand knowledge on Pragmatic.
2. Can inspire them to conduct a more in-dept research in order to have a better knowledge in understanding the implicit meaning and the message contains in a conversation.
3. The writer hope, this research will know about the types of implicature, and the flouting of maxim.

1.5 Scope of the Study

This research is aimed at investigating conversational implicature in Taliwang daily conversation. There are four dialects in Sumbawane (Jereweh dialect, Taliwang dialect, Tongo dialect, and Sumbawa Besar dialect). This study focuses to analyze the conversational implicature of Taliwang dialects.

1.6 Definition of Keys Terms

To avoid misinterpretation and misunderstanding about this research, it is important to define some terms concerning to this study. The terms used in this study can be defined as follows:

1. **Analysis** : The process of breaking a concept down into more simple parts, so that its logical structure is displayed (Blackburn, 1996). In this study, focuses to analyze about conversational implicature in Taliwang daily conversation.
2. **Daily Conversation** : The spoken exchange of ideas, observations, opinions, or feelings between two or more people (Wondering, 1988). In this research daily conversation which is discussed in daily conversation in Kuang Village and Bugis Village.
3. **Conversational Implicature** : It refers to the inference of a hearer makes about a speaker intended meaning that arises from their interpretation on the literal meaning of what is said (Platridge, 2000: 43). Conversational implicature for this research refers to Generalized and Particularized Implicature in Kuang Village and Bugis Village.
4. **Flouting of Maxim** : Is the way of getting an address to draw an inference and hence recover an implicature (Grundy, 2000: 78). In this study, analyze flouting of maxim occur in Taliwang conversation.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Pragmatics

Pragmatics deals with the utterance by which we will mean specific events, the intentional acts of speaker at times and places, typically involving language. The focus of pragmatics analysis is in meaning on the word or sentence. Leech (1983: 21) define that, pragmatics is the study of how utterance have meanings in situation. Yule (1996) states that, pragmatics is the study of relationship between linguistic form and the users of those of form.

Pragmatics concertrates on the aspects of meaning that cannot be predicted by linguistic knowledge alone and takes into account of knowledge about physical and social world. The advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumption, their purpose or goals and also the kind of action.

Pragmatics was defined by Platridge (2006) as the study of meaning in relation to the context in which a person speaking or writing that includes social situational and textual context. Yule (1996) stated that pragmatics concerned with the study of meaning as communicated by a speaker (or writer) and the interpreted (or reader).

Based on the explanation above, it can be concluded that pragmatics is linguistics that studies the use of language and the meaning contained in it

that related to the context of its use. This is to know the meaning desired by the speaker to consider the context of the situation.

2.2 Speech Acts

Utterances produced in the process of communication consist of some certain different functions. They cannot only be seen structurally, but other possible functional uses of language are also involved. People, however, may express their thought using similar literal utterances containing different functions in order to inform one another such as warning, apology, bet, and promise.

Therefore, Mey (1994: 110) states that each utterance includes some particular functional uses of language. Speech act is a way of expressing human's thought through words. Speech acts are words that do things. When an utterance is produced it is not merely a combination of words. It has deeper intention. There are numerous speech acts in people's utterances and Searle (1975) classifies them into five groups.

2.2.1 Representatives/Assertives

Assertive are statements of facts. A speech act that makes speaker tied up into the truth of the proposition that she/he expresses. It can be seen in stating, suggesting, boasting, complaining, and claiming.

2.2.2 Directives

Directives speech act occurs when the speaker want to affect the listener to do the action, such as in ordering, commending, requesting, advising, and recommending.

2.2.3 Commissives

Commissives speech acts that have function as for stating promise or offer. Commissives commit the speaker to do some future action, such as in vowing, promising, and offering.

2.2.4 Expressives

The point of expressive is to express the psychological states about some affairs. By expressive, the speaker should express his/her psychological state about some affairs, such as in congratulating, thanking, apologizing, blaming, praising and condoling.

2.2.5 Declaratives

Declarative speech acts that have that refer to the relation between a speech and utterance to the real situation, such in resigning, dismissing, christening, naming, appointing, excommunicating, and sentencing.

2.3 Cooperative Principle

Grice (1975) proposes the cooperative principle which states that, make your conversational contribution such is required, as the stage at which it occurs by the accepted purpose or the direction of the talk exchange which you are engaged.

Cooperative principle is the principle when the concept of there being an expected amount of information provide in conversation is just one aspect of the more general idea that people involved in a conversation will cooperate with each other. In most circumstances, the assumption of

cooperation is so pervasive that can be stated as cooperative principle of conversation and elaborated in four sub-principles, called maxim, and those maxims are:

2.3.1 Maxim of Quality: As speaker we have to tell the truth or something that is provable by adequate evidence. For example:

A: Do you know the capital city of Indonesia?

B: Yes, I do. It is Jakarta.

In example above, B answer rightly what A needs to know about the capital city of Indonesia.

2.3.2 Maxim of Quantity: We have to be as informative as required, we should not say more or less. For example:

A: Where is our mom, Teddy?

B: My mom is home.

In example above, B answer A's question with adequate statement with giving informative contribution to the question.

2.3.3 Maxim of Relation: Our response has to be relevant to the topic of discussion. For example:

A: Do you want to come to Rizky's birthday party tonight?

B: Unfortunately, I have to prepare Sociolinguistics for the exam tomorrow.

Here, B's answer is relevant and appropriate with A's question.

2.3.4 Maxim of Manner: We have to avoid ambiguity or obscurity. We should be direct and straightforward. For example:

A: Why did Mary leave the class earlier yesterday?

B: She had an appointment to meet the dentist with her mom.

The example above show that B answer A's question clearly and briefly without making any obscurity expression that might be a misunderstanding between them.

2.4 Flouting of Maxim

If one of the maxim is violated by some utterances and yet we are still assuming that persons is cooperating with us in communication, we can take that violation as sign that something being said indirectly. This is called flouting maxim. Flouting is deliberate and apparent violation of maxim. Grundy (2000: 78) states that flouting maxims particularly salient way of getting an addressee to draw an inference and hence recover an implicature.

According to Brown and Yule (1989: 32), they are state that flouting of maxim is result of the speaker conveying in addition to the literal meaning which is conversational implicature. A speaker who makes it clear that they are not following the conversational maxims is said to be flouting the maxims and this too gives rise to an implicature. That is, the addressee understands the speaker flouted the maxims for a reason and infers further meaning from this breach of conversation. Here are some examples, those are:

2.4.1 Flouting Maxim of Quality

A: So, who are you going out with tonight?

B: Koosh and Laura.

Speaker B answers A's question with untrue information, because B actually does not go out with anyone tonight.

2.4.2 Flouting Maxim of Quantity

A: Well, how do I look?

B: Your shoes are nice.

B's answer is not giving information that A needs in order to fully appreciate what is being said.

2.4.3 Flouting Maxim of Relation

A: So, what do you think of Mark?

B: This flashmate's a wonderful cook.

B does not say that she is not impressed about Mark. Precisely B changes the topic by saying Flash-mate which is not relevant with the question that was asked by A.

2.4.4 Flouting Maxim of Manner

A: Where are you off to?

B: I was thinking of going out to get some of that funny white stuff for somebody.

A: Ok, but don't be late - dinner's nearly ready.

B speaks in an ambiguous way, saying "that funny white stuff" and "somebody" because he is avoiding saying 'ice cream' and 'Santa' so that his little daughter does not become excited and ask for the ice cream before her meal.

2.5 Implicature

A mutual understanding is inevitably by a speaker and a hearer in order to construct a good communication. Understanding an utterance syntactically and semantically is not sufficient since the meaning of utterance is not only stated but it also implied.

The notion of implicature was first introduced by Grice (1967), who defines implicature as anything that is inferred from an utterance but that is not a condition for the truth of utterance. A. Danis (1998) defines implicature as Grice's term for what a speaker does not say but rather communicates, suggests, implies, etc, in virtue of saying what she/he does. It also refers to the fact of something's being so communicated.

Grundy (2000: 97) states the contribution of notion of implicature is that it provides some explicit of how it is possible to mean (in some general sense) more than what is actually said (more than what is literally expressed by the conventional sense of linguistic expression uttered). Levinson (1981: 98) adds the notion of implicature promises to bring the gap between what is literally said and what is actually said. In the Gricean model, the bridge from what is said (the literal content of the uttered sentences determined by its grammatical structure with the reference of indexicals resolved) to what is communicated is built through implicature.

Yule (1996: 36) adds that implicature is a primary example of more being communicated than is said but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation. Furthermore, Grice as quoted by Levinson (1992: 97) explain that the term

of implicature to be a general cover term to stand in contrast to what is said or expressed by the truth condition of expression, and to include all kinds of pragmatics.

Levinson (1981) states that implicature are inferred based on the assumption that the speaker observes or flouts some principle of cooperative. Lakoff (1981: 106) states when maxims are blatantly flouted give rise to Gricean implicature. Grice divides implicature into conventional implicature and nonconventional implicature (conversational implicature).

2.5.1 Conventional Implicature

According to Grice, conventional implicature is the implicature have conventional meaning of the words used. Conventional implicatures are associated with specific words and result in additional conveyed. Conventional implicatures are not based on the cooperative principle or the maxims. They do not have to occur in conversation, and they do not depend on special context for their interpretation. The specific words are but, even, therefore, and yet (to these we might add some uses of for). Look at the following example:

... she was cursed with a stammer, unmarried but far from stupid.

Notice that although it is not actually that unmarried people (or, perhaps, people who stammer) are stupid, the word but definitely implies that this is the case.

2.5.2 Conversational Implicature

The research only focuses on the conversational implicature since the conversational can be extracted by calculating the maxim of

conversation. Conversational implicature is usually as shorthand. The term of implicature was introduced by Grice which refers to implied meaning from what is said. Levinso adds that, implicature provides some explicit account of how it is possible to mean (in some general sense) more than what is actually said. Moreover, implicature means a hint which a speaker indicates intentionally by means of language. In the case the message that the speaker utters may be not understood by the hearer.

The implicature which has been resulted by violating the cooperative principle is conversational implicatures. To understand the meaning of conversational implicature, sometimes we must relate it with situation or context where it's happening. Grice introduces a distinction between two types of conversational implicatures, those are generalized implicature and particularized implicature.

2.5.2.1 Generalized Implicature

Grice as quoted by Levinson (1992: 126) distinguished conversational implicature into generalized and particularized implicature. He asserts that generalized conversational implicature is implicature that arise without any particular context or special scenario being necessary.

Levinson (1983: 126) defines generalized conversational implicature occur without reference to any particular features of the context. In other words, special background knowledge or inferences are not required in calculating the additional conveyed meaning.

Grice (1998: 37) states this type of implicature is characterized by, the application of a certain form of words in an utterance (in the absence of special circumstances) would normally carry such implicature. Grice (1975: 56) adds that generalized implicature is a conversational implicature that is inferable without references to a special context, for example:

John walked into a house yesterday and saw a tortoise.

This expression implies that the house is not John's house.

In generalized conversational implicature, a speaker can use the maxim of quantity to invite the inference that no more can be said, as in:

A: "I wish you buy a bag and shoes"

B: "I buy a bag"

By the illustration above, it means that the speaker B do not buy shoes and it can be understood that the utterance is informative as required for the speaker. Generalized implicature are inferred on the basis inferential heuristics which are derived from Grice's Maxim. Grice (1975) defines heuristics act as guides to speaker on how to process the utterance.

2.5.2.2 Particularized Implicature

Particularized conversational implicature is the one of subclass of kind of Grice's conversational implicature. Lakoff (1993: 107) defines particularized implicature is implicature that needs context or cultural understanding must be assumed. The particularized

conversational implicature has been calculated without special knowledge of any particular context.

However, most of the time our conversation take place in very specific context in which locally recognized inferences are assumed. Particularized conversational implicature arise because some special factor inherent in the context of utterance and are not normally carried by the sentences used. Look at the example below:

A: "I'm so sorry for making you wait in a long time"

B: "That's fine, it just like waiting for one year"

In this context of situation shows that the speaker A requests an apologizing since making B waiting for him in a long time. But in particular context, the hearer B is getting angry even he says "*that's fine*" and he extremely bored as he says "*it just like waiting for one year*". Because there are basically most common, the particularized conversational implicature are typically just called implicature.

2.6 Previous Study

The writer uses two research papers which correlate with the conversational implicature to develop her thesis. First, Huda (2013) conducted a research entitled "Conversational Implicature Found in Dialogue of Euro Trip Movie". The research focuses on analyze conversational implicature in dialogue of Euro Trip Movie used theory of conversational implicature based on theory Grice (1975) and the second function of utterances based on speech acts theory which is proposed by Searle (1975).

Huda's thesis finds 28 conversational implicatures occur in the dialogue Euro Trip Movie. There are 6 conversational implicatures which belong to generalized implicature type and 22 conversational implicatures which belong to particularized implicature type. Then there are 16 implicatures have the representative function, 5 implicatures have the directive function, 6 implicatures have the expressive function, 1 implicatures have the commissive function and there is no implicature has declarative function.

Second, Chotimah (2015) conducted "An Implicature Analysis in The Conversation of The Little Rascals Save The Day Movie". This paper analyzed all of the conversational implicature which appeared in the movies conversation in the form of script. She found that the particularized conversational implicature in the participants expression occur more often than generalized conversational implicature. The comparison of the occurrence is 59, 8 % particularized implicature and 40, 2 % generalized implicature.

In this paper the writer conducts some theories that are being applied by on those previous studies above. They are type of implicature based on the theory of Grice (1975) The differences between this paper and previous studies are located the subject that is being observed, Huda uses type of implicature in dialogue of Euro Trip Movie as her object of research. Then Chotimah uses type of implicature in script of The Little Rascals Save The Day Movie as her object of research.

In this research, the writer uses Taliwang daily conversation dialogue as object the research. The writer gives explanation how to calculate the implicature.

CHAPTER III

RESEARCH METHOD

3.1 Research Desain

The study concerned with the conversational implicature that occurred in the dialogue of daily conversation in Taliwang. This research uses the theory of implicature which is proposed by Grice (1975) to identify the forming process of conversational implicature and determine the type of conversational implicature.

The study used qualitative approach and content analysis as the research design. In other words this research describes more about its content as Arikunto (2009: 234) states that, qualitative descriptive method is a research method that gives more information about an object clearly by illustrating the object itself. The research design is qualitative because the descriptive data which are the form of words, in this analysis are Taliwang daily conversation. As descriptive research, it was intended to explain the meaning of the implicature in Taliwang daily conversation. So, the research objectives are to understand what is implied intent of the Taliwang daily conversation was meant to be.

3.2 Data Sources

This study consists with conversational implicature about types of conversational implicature and flouting of maxims in Taliwang daily conversation.

3.3 Research Location

The location of the research was in Taliwang Sub-district, West Sumbawa District. The location Bugis Village and Tana Mira Market .

3.4 Method of Data Collection

Method of data collection is research is very important. Supply data is an attempt by a researcher to provide data directly related to the problem in question (Sudaryanto, 1993: 5).

To obtain the required data, the witer uses several methods for collecting data, as follows:

3.4.1 Observation

Observation is a technique or method of collecting data by making observations ongoing activities. In this research, the writer conducted the data by observation in Bugis Village and Tana Mira Market to find out whether there were still many people used conversational implicature.

3.4.2 Documentation

Documentation is one method of collecting data by collecting and analyzed documents, both written documents, pictures, or electronic.

In this research, documentation technique will by applied to find of the related data such as the meaning of Taliwang language and types of implicature.

3.4.2.1 Recording the conversation

In this research, the writer will record the conversation of two or more natives of Taliwang dialect about the implied meaning of conversational implicature.

3.4.2.2 Related literatures

Related literatures used in this research are theses, research reports, and journals.

3.4.3 In-Dept Interview

According to Johnson (2002: 104) in-dept interview in peace research are usually used in combination with other methods for collecting data, there are as the sole source of data. In-dept interview involve not only asking questions, but the systematic recording, documenting, and notes to obtain data of responses coupled with intense probing for deeper meaning and understanding of the responses.

In this research, the writer conducts in-dept interview about implied meaning of conversational implicature. The writer can ask many questions about conversational implicature that occur in the villages.

3.5 Data Analysis

There were also some stages on how to analyze the data, Miles and Huberman (1994) reveal three current flows of data analysis, namely data reduction, data display, and conclusion drawing/verification.

3.5.1 Data Reduction

In this step, the writer chose relevant utterances in dialogue of Taliwang daily conversation. The writer only focused on types of implicature and flouting of maxim. Therefore, the writer reduced the data or utterances which do not types of implicature and flouting of maxim since the data would give no contribution and result to implicature analysis.

3.5.2 Data Display

The writer the classified these utterances based on types of implicature and flouting of maxim. In data display, some devices such as table and particular codes (alphabetical letters) were used.

The data will be classified based on the flouting of maxim as follows:

No	Utterance	Flouted maxim				Implicature
		Ql	Qt	Mn	Rl	

Notes :

Ql : Maxim of Quality

Qt : Maxim of Quantity

Mn : Maxim of Manner

Rl : Maxim of Relevance

The data will be classified based on type of implicature and function as follows:

Data	Utterance	Implicature	Type of Implicature	
			GCI	PCI

Notes :

GCI : Generalized Conversational Implicature

PCI : Particularized Conversational Implicature

3.5.3 Conclusion Drawing

Finally, the writer drew a conclusion in relation to process of forming implicature, the types of conversational implicature and flouting of maxim.