

**PARTICULARIZED CONVERSATIONAL IMPLICATURE USED BY
THE CHARACTERS IN THE VAMPIRE DIARIES SEASON 2**

THESIS

**Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Arts and Humanities
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declare that this thesis entitled "*Particularized Conversational Implicature Used by The Characters in The Vampire Diaries Season 2*" wrote to fulfill the requirement of bachelor degree in English Department, Faculty of Arts and Humanities State Islamic University of Sunan Ampel Surabaya is truly my original work. It does not incorporate any material that has been written or published by prior writer but indicated in quotation. As the writer of this thesis, I am the only person who is responsible for any objection or claim from others.

Surabaya, July 2018

The Writer



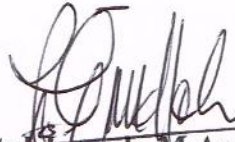
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enough to figure out the case of speaker's communicated meaning, especially in real conversation. Therefore we need to study on pragmatics, because by studying pragmatics we can find the meaning in a higher level which cannot be found in semantics.

A communication is called success when both parties understand each other, and the meaning of what the speaker said is delivered well to the listener. Concerning with the case of conversation, a linguist Grice proposes a rule known as Cooperative Principle aimed to create successful communication between the speaker and listener, and to avoid misunderstanding between them. He formulates four maxims that should be followed: maxim of quantity, quality, manner and relation. This maxims and principles ask the speaker to give a required contribution when the communication occurs. It should be clear, true, brief, relevant, and informative as is required.

In real conversation, people do not always follow these principles. People do not always deliver what they mean literally. In a certain situation they deliver their meaning implicitly. It means that there is a hiding meaning behind of what they literally said. In pragmatics, a study of implicit meaning explains in implicature which was proposed by Grice.

The term *implicature* is used by Grice to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown & Yule, 1983:31). Implicature is an additional conveyed meaning that more than just what the words mean. For example when a woman asks her

partner how she likes the hamburger she is eating in the middle of lunch, she said “*A hamburger is a hamburger*”. Behind of what the speaker literally said, there is a hiding meaning that she wants to convey. We can assume that the implied meaning of her utterance is, that she has no idea about the hamburger or it can be implied that she thinks all hamburger are same.

Grice divides implicature into two kinds: conventional and conversational implicature. Conventional implicature is the implicature that have conventional meaning of the word used, they do not have to occur in conversation, and they do not depend on special contexts for their interpretation. According to Yule (1996:45) Conventional implicature associated with specific words and result in additional conveyed meanings when those words are used. For example the word *therefore*, in the utterance “*He is Englishman, he is, therefore, brave*”. The conventional implicature of this utterance is that the case of being brave is a consequence of his being Englishman (Grice, 1989:25).

Different from conventional implicature, conversational implicature is an implicature that occurs in conversation. Ariel (2008:11) explains that conversational implicatures are often generated when the encoded meaning seems to flout some Gricean maxims. In other words, conversational implicature is an implicature contained in the conversation that appears as the result of flouting the conversational principles or maxims. So that, when the speaker does not obey the maxim in a conversation, it does not always mean that they are not cooperative. Therefore, listener should analyze it and have

the roast beef is gone, so it is possible for the dog to eat the roast beef. Therefore the woman actually implied the meaning that perhaps the roast beef was eaten by the dog.

The context is also important to determine the meaning of an utterance. Cook (1989:10) stated that context is knowledge of the world outside of the language which people used to interpret. So that, context entails the situation within which the communicative interaction takes place. In addition about particularized conversational implicature, Yule (1996:42) defines that the meanings of particularized conversational implicature can be calculated from the specific context. Thus, besides observing the flouting maxim, we also need to consider about the context when the utterance performed to calculate or interpret the implied meaning.

The study of implicature also has relation with the function of the utterance which was produced by the speaker. Levinson (1983:236) states that all utterances, in addition to meaning whatever they mean perform specific action. Thus, besides focuses on the theory of particularized conversational implicature, the writer also focuses on the function of each implicature based on the theory of speech act classification which was proposed by Searle. He introduces five functions of performing an utterance. These functions are representative or assertive, directive, commissive, declarative, and expressive.

There were a lot of studies which have analyzed about particularized conversational implicature. Among those studies, the writer found interesting study which was conducted by Kristiani and Emalia Iragiliati from State

University of Malang. They analyzed particularized conversational implicature that used by two main characters in *The Duchess* movie, the most flouted maxim, and the purposes of particularized conversational implicature utterances based on the theory of politeness strategy. The results showed that there were 27 utterances of particularized conversational implicature found in *The Duchess* movie, the most flouted maxim is the maxim of relation, and the purpose of producing the utterances is to give the listener an opportunity to interpret the speaker's intended meaning without being irritated or embarrassed.

Different from that study, the writer found another interesting study which was conducted by Anisa Inayati et al. from State University of Padjajaran Bandung in 2014. They analyzed the conversational maxims and sub cooperative principle in each maxim which were flouted in particularized conversational implicature in drama serial *Gilmore Girls*. The results showed that the maxims flouted in 10 utterances of particularized conversational implicature found in *Gilmore Girls* are the maxim of relation and manner, and most of the speakers' utterances contained irrelevant utterance, obscurity of expression, ambiguity, and unnecessarily prolixity.

As we can see, both of the previous studies have different combination of the theory they used in analyzing particularized conversational implicature. The first study combines particularized conversational implicature with the theory based on Brown and Levinson about politeness strategy, while the second study focuses on theory of flouting conversational maxim based on the

can be said that context is the related factors that contributes to build the understanding about the intended meaning the speaker wants to convey.

Context is classified into situational context and linguistic context. According to Halliday (1989:46) situational context used to explain why certain things have been said or written in particular occasion, and what else might have been said or written. Therefore situational context consist in a bare set of features to answer the question about what, who, when, where, why and how the utterance produced.

On the other hand, linguistic context consist in a physical set of features such as referring pronoun in the text. Linguistic context also called as co-text. It is the context inside the text. For example “*a cat catches a bird and eats it*”. The linguistic context of that sentence is that the pronoun *it* refers to the bird.

Different from semantics which has the same learning about meaning, pragmatics has the wider concern in studying about the meaning. In pragmatics, the meanings of an utterance depend on certain situational context. Thus different situational context of an utterance can created different meaning. On the other hand, the meanings of semantics do not require the situational context of an utterance to be interpreted. It usually called as literal meaning.

Leech (1983:6) gives the distinction between the meaning of pragmatics and semantics. He stated that the meaning in pragmatics is defined relative to a speaker or user of the language, whereas the meaning in semantics is

of cooperative conversation, and also independent from contexts for their interpretation. In conversational implicature, the interpretation of its implied meaning is purely come from the properties of grammar and some specific words which have conventional meaning.

Bach (1999:333) gives some specific words which contributed as being part of conventional implicature. Some of them are the word *but, yet, even, still, manage, fail* and *too*. For example “*Sasha managed to start the car*”. The word “*managed*” in that utterance has conventional meaning that it is required some effort to start the car. Therefore, It is implied the meaning that Sasha made some effort to start the car.

Another example is the word “*too*” in the utterance “*Maher Zain was in Moscow last spring too*”. The word “*too*” in that utterance has conventional meaning that some other given person was in Moscow last spring. So that, it is implied the meaning that there is another person besides Maher Zain was in Moscow last spring.

2.1.4 Conversational Implicature

Conversational implicature is a kind of implicature that occur in conversation. This kind of implicature is regarded as one of the most important ideas in pragmatics (Levinson, 1983:97). It is because this implicature is one of linguistic phenomena that found and applied frequently in conversation.

According to Brown & Yule (1983:33), conversational implicature must be treated as inherently intermediate since they derive from a

supposition that the speaker has the intention of conveying meaning and of obeying the cooperative principle. It means that conversational implicature is an implicature which appears as the result of disobeying or flouting the cooperative principle. And in interpreting the implied meaning, the listener should suppose that the speaker is still tried to be cooperative.

The cooperative principle was purposed by Grice which aimed to create successful communication between speaker and listener and to avoid misunderstanding between them. Grice based his cooperative principle on four sub principles or maxims. These are the maxim of quantity, maxim of quality, maxim of manner and maxim of relation.

The maxim of quantity asks people to make their contribution as informative as is required for the particular purpose and not making it more informative than is required. The maxim of quality asks people to say only what they believe to be true and what they have evidence for. The maxim of relation asks people to make their contribution relevant to the interaction. And the maxim of manner asks people to be clear in what they say, avoid ambiguity, be brief and orderly in their contribution in interaction. In other words, this principle and maxims ask the speaker to give a required contribution when the communication occurs. It should be clear, true, brief, relevant, and informative as is required.

Furthermore, Grice pointed out that people may not follow the maxims. So when the speaker fails to obey the maxims, it possibly means that there is something special behind that. This case of breaking the maxims does

This drama series is set in the fictional town in Virginia. It follows the life of Elena Gilbert, a teenage girl who has just lost both parents in a car accident. Then she falls in love with a 162 years old vampire named Stefan Salvatore. Their relationship becomes increasingly complicated as Stefan's mysterious older brother Damon Salvatore returns, with a plan to bring back their past love Katherine Pierce, a vampire who looks exactly like Elena.

The Vampire Diaries produced 171 episodes over eight seasons. Each season have twenty two episodes except the third season with twenty three episodes. The first season of The Vampire Diaries was released on September 10, 2009. And this second season was aired on September 10, 2011 until May 2013 with twenty two episodes with different title. They are The Return, Brave New World, Bad Moon Rising, Memory Lane, Kill or Be Killed, Plan B, Masquerade, Rose, Katerina, The Sacrifice, By the Light of the Moon, The Descent, Daddy Issues, Crying Wolf, The Dinner Party, The House Guest, Know Thy Enemy, The Last Dance, Klaus, The Last Day, The Sun Also Rises, and As I Lay Dying.

The show of The Vampire Diaries has received have attracted the largest audience for The CW of any series premier since the network began in 2006. The first season average 3.60 million viewers. It also has received numerous award nominations such as winning four People's Choice Awards and many Teen Choice Awards.

2.2 PREVIOUS STUDIES

The writer uses two previous studies related with the study about particularized conversational implicature to develop her thesis. First is the study which was conducted by Kristiani and Emalia Irigiliati from State University of Malang. In conducting the study, the writers used descriptive qualitative method which aimed to discuss particularized conversational implicature, by analyzing the maxim that mostly flouted found in *The Duchess* movie. They limited the analysis by focusing on the two main characters. The writers then analyzed the function of uttering the particularized conversational implicature in the case of politeness.

As the result, the writers found that there were 27 utterances of particularized conversational implicature uttered by the two main characters in *The Duchess* movie. The mostly flouted maxim is the maxim of relation. The result also showed that the function of applying the particularized conversational implicature used by the two main characters in *The Duchess* movie is to reduce the threat which could possibly damage the speaker and hearer's face.

The difference between this study and the writer study is on the combining theory they related. On their study, they combine particularized conversational implicature with the theory of politeness based on Brown and Levinson about politeness strategy. While the writer combines the particularized conversational implicature with their function based on Searle's speech act classification.

Second is the study which was conducted by Anisa Inayati et al. from State University of Padjajaran Bandung in 2014. In this study, the writers analyzed the conversational maxims which are flouted in particularized conversational implicature appears in drama serial *Gilmore Girls*. In conducting this study, the writers used descriptive qualitative method, based on the theory developed by Grice and Yule about particularized conversational implicature.

The objectives of the study are to find the types of maxims which are flouted in *Gilmore Girls* drama serial, and the types of sub-cooperative principle in each maxim which is flouted in *Gilmore Girls* drama serial. The result showed that particularized conversational implicature flouts two kinds of maxims that are maxim of relation and manner. And most of the speakers' utterances contain irrelevant utterance, obscurity of expression, ambiguity, and unnecessarily prolixity which is a phenomenon of flouting maxim as cooperative principle.

The difference between this study and the writer's study is that they focus on flouting conversational maxim as the result of particularized conversational implicature, while the writer combines particularized conversational implicature with the function of each implicature based on Searle's theory of speech act classification.

relation maxim. The characters in *The Vampire Diaries* season 2 were often flouted relation maxim. They often gave irrelevant information or response from the previous topic.

Besides flouting the maxim of relation, the characters in *The Vampire Diaries* season 2 were often flouted the maxim of manner. There were found six particularized conversational implicature utterances as the results of flouting the maxim of manner. The characters often used obscurity, unclear and brief less responses towards another characters. The last data of PCI utterance appeared as the result of flouting the maxim of relation and manner. The character used irrelevant and obscurity utterance to response other character. But by flouting the maxim of relation and manner, the characters did not really want to break the conversation, but they actually tried to be cooperative in their conversation. They wanted the listener to be aware of their implied meanings.

In analyzing the data, context was very important thing to interpret the implied meaning of each particularized conversational implicature utterance. Without understanding the context surrounded the utterance the writer will be difficult to interpret the implied meaning. It included the topic of the conversation, the character's relation to other characters, where, when, and why the utterances were produced. Besides context, some local and specific knowledge are also important to help the writer in calculating the additional conveyed meanings.

The writer uses the theory of Searle's speech acts classification to identify the function of PCI utterances. They are representative, directive, commissive, expressive, and declarative function. And from five functions of speech act classification, there are four function found in Victorious season 4. There were ten utterances included into representative function, two utterances included into directive function, one utterance included into expressive function, one utterance included into commissive function, and there was no PCI utterances included into declarative function. By applying PCI utterances the characters use it in order to inform, to express, to ask and to refuse something from other characters.

5.2 Suggestion

The writer suggests the next researchers who want to conduct a study of particularized conversational implicature to apply this theory with other interesting theory. The next researchers can relate the theory of PCI into other linguistic phenomena such as metaphor, sarcasm or verbal irony. The writer also suggests the next researchers to apply the theory of PCI in other different object with more short duration such us a movie. The last, the writer hopes that this study will gives benefits to the readers in adding their knowledge about particularized conversational implicature.

