

Function of Conversational Implicatures in Saturday Night Live Talk Show

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Abstract:- Conversation is an interaction between two or more participants. To unravel the phenomena during the process of conversation, Language study presented the concept of implicatures. This present concept used to explore meaning which is hidden by speakers. By applying this present concept, people can easily uncover that what speaker said is not necessarily what speaker meant. Furthermore, this research purposed to analyzed conversational implicatures and the reason beyond the conversational implicatures on Saturday Night Live talk-show. The result of this research showed that there are 25 utterances which used function of conversational implicatures. They are: 1) power & politeness, 2) to give information, 3) to make joking or entertain the audiences, and 4) lack of specific information.

Keywords:- *Conversational Implicatures, Functions Of Conversational Implicatures, Saturday Night Live, Talk-Show.*

I. INTRODUCTION

People used interact with each other every day utilizing conversation. Levinson[1] explained that conversation as a type of hint conversation in which two or more contributors unreservedly take turns talking which generally takes place exterior certain organization settings. Conversation happened when people communicate and connected with each other. In communicating in some cases people can make botches. Of course, when interacting with each other, speakers tend not to precise the meaning of the speech explicitly, meaning that the speaker's discourse should be translated advance by others[2]. This can be called conversational implicature in pragmatics.

According to Mey[3], Conversational implicature is something that is assumed or purposefully implied in a discourse. In other word, conversational implicature is the meaning that is not conveyed directly but it is implied in utterances. Similarly, Griffiths[4] described that Making conclusions based on existing linguistic norms, such as the broad agreement that interlocutors should try to tell the truth when they speak in a dialogue, is known as implicature.

Yule[5] also adds implicature is a prime example of more being transmitted than is expressed, according to the author. Some basic cooperative principles must begin with be accepted to be in operation.

Conversation frequently happens in our everyday life since it is more often than not utilized by people to grant a reason[6]. In this scenario, what the speaker says is a verifiable meaning rather than a literal meaning. When we need to get it conversational implicature, we must consider the relevant figure. Grice[7] proposed that In order to infer conversational implicature with certainty, the speaker and listener must share information about the expression frame in which the implicature is to be deciphered, the members' roles and desires in the discussion, the discussion's setting, and the world around them that is relevant to their interaction. Concurring to Jung[8], the method including inducing is created on a set of sound and the agreeable principle, which all members within the discussion that are anticipated to watch for fruitful communication. Subsequently, implicature alludes to a relational word suggested by expression in a setting indeed in spite of the fact that it is non-part, not the entertainment of what said.

To get conversational implicatures, people automatically violated the role of cooperative principle because conversational implicatures can only exist by violating the four maxims. Furthermore, there are four maxim of Grice's cooperative principle were 1) violating maxim of quantity, it happened if the information given by speaker is not true and it cannot proof through the fact of live, 2) violating maxim of quantity, it happened if the information given by speaker more or less informative. It means that information must be in accordance with what is needed by the speaker[9]. 3) violating maxim of relevance, it happened if the information given by speaker is not relevance to the ongoing context[10], and 4) violating maxim of manner, it happened if information give is not clear or ambiguity [11].

Yule[5] states that it is imperative to identify the adage as implicit presumptions in discussion. The adages indicate what the members need to do in arrange to talk in a greatly

productive, sound, and agreeable way. They ought to talk earnestly, pertinently and clearly, whereas giving adequate data. Conversational implicature is common in personal, general, spoken, and written interactions. Social media, newspapers, magazines, and other forms of textual communication can all be found. Meanwhile, you may simply find the spoken discussion in conversation videos, television shows, and other places.

Some previous researchers conducted about conversational implicature they are: 1) Nanda[12] "Conversational Implicatures of The Presenters in Take Me Out Indonesia" aimed to describe types of conversational implicatures. Subjective strategy was utilized in preparing the translation of the 204 recorded implicature information. This research was finished by applying qualitative and descriptive method. The result proved that Generalized conversational implicature occurs more frequently in the participants' expressions than particularized conversational implicature. 2) Huda[13] "Conversational Implicatures found in Dialogue of Euro Trip Movie" purposed to identify conversational implicatures and to determine type of implicatures. In doing this research, the researcher used qualitative approach employing content analysis. Then, the result of the research found 28 data. There were 20 particularized conversational implicatures and 8 generalized conversational implicatures. It proved that conversational implicatures in movie were more frequently used in communication.

After comparing those previous researchers focused on analyzing the type of conversational while this present researcher focused on analyzing the function of expressing conversational implicatures. This present researcher also focuses on the talk show which is Saturday Night Live, NBC's Emmy Award-winning late-night comedy show, returns for its 46th season with more laughter, surprises, and outstanding performances. "SNL" has launched the careers of many of the greatest comic performers of their generation since its start in 1975, as The New York Times highlighted in 1999 on the occasion of the show's Emmy-winning 25th anniversary special. "In defiance of both time and show business convention, 'SNL' is still the most pervasive influence on the art of comedy in contemporary culture." "Saturday Night Live" was ranked seventh on Entertainment Weekly's list of the Top 100 Entertainers of the Past 50 Years at the end of the century.

II. LITERATURE BACKGROUND

2.1 Pragmatics

Pragmatics deals with semantics in relation with utterance and meaning[14]. Mey[3] expressed that the setup of society in terms of using their dialect in communication is related to pragmatics. Whereas, Yule[15] clarify that "consider of what speakers cruel, or speaker meaning, is called pragmatics". He moreover said that pragmatics is ponder of relevant meaning which investigations the translation of what individuals cruel in a specific setting and how the setting impacts what is said.

As a result, the researcher might conclude from some of these descriptions that pragmatics is one of the studies of meaning in language processes that are utilized to communicate between societies. It allows the listener to interfere with the speaker's ability to grasp or interpret what he or she is trying to communicate. Finally, the researcher came to the conclusion that pragmatics is the study of meaning from a scientific standpoint.

2.2 Conversational Implicatures

The concept of maxims began with Grice's theory of implicatures. The maxims make a principle known as the cooperative principles plain. A rule that must be followed in order to account for pragmatic interpretations, stating: "*Make your contribution such as it is required*" by the agreed-upon objective or direction of the discussion exchange in which you are participating at the time it occurs. Paltridge[16] explained that the inference a listener makes about a speaker's intended meaning based on the literal meaning of what the speaker said, the conversational principle, and its maxims is known as conversational implicature.

Grice divides Cooperative principles into four basic conversational maxims, namely the maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relevance. **1). Maxim of quality.** This maxim can happen if the information given by speaker is not true. We can be said the speaker should give information that can be proof based on reality or fact of live. **2). Maxim of quantity**

This maxim can happen if the information given by speaker is less or more informative. It means that the information should be as required. **3). Maxim of manner.** This maxim can happen if the information given by the speaker is unclear or ambiguity. **4). Maxim of relevance.** This maxim can happen if the information given by speaker is not relevance to the ongoing context.

Yule[5] stated that Grice distinguishes between two types of conversational implicature. There are two types of conversational implicature: generic and particularized. They are **1). Generalized conversational implicatures.** Because the context employed in this type is not broad, the listener requires indirect assistance to comprehend the meaning of a speech. Special conversational implicatures are knowledge assumptions that are necessary in a particularly specific context during a conversation. Lakoff[17] defines special implicatures as conclusions from listeners that can only be worked out or understood while sketch fully on the particular context of the utterance. This type can be used by speakers to create hidden contexts in some utterances in various situations and conditions, and **2). Particularized conversational implicatures.** This is a type which can be inferred without reference to the specific context. It is a sort of discussion in which the interlocutor does not need particular knowledge to comprehend the meaning of the conversation since the context is a broad discourse that allows the interlocutor to recognize implied meaning immediately. This means that general conversational implicatures are implicatures that do not depend on certain

features of the context but are usually associated with the expressed proposition. Levinson[1] stated that general conversational implicatures are implicatures that do not depend on certain features of the context. It means that calculating the additional meaning conveyed does not necessitate any unique background knowledge or conclusions.

2.3 Function of Conversational Implicatures

The Function of Conversational Implicatures might be divided into four points, they are as follows;

a). Power and Politeness

In general politeness can be defined as linguistic attitude which can make addressee feel at ease. Hence, the parameter of being politeness is the convenience in the part of the addressee. In relation with this matter, Brown and Levinson (1978) in their phenomenal book proposed the concept of face. Face is basic desire or needs that everyone want to satisfy. Politeness is a system used by the speaker in order to keep up to the addressee's expectations. According to Brown and Levinson[18] stated that every contact is marked by the presence of a 'face.' They claimed that in verbal conversations, everyone emotionally invests in the face, which must be kept in mind at all times. They go on to say that a speaker can dodge culpability by using conversational implicatures when performing a face-threatening act. Brown and Levinson[18] argued that politeness theory focuses on interaction in informal circumstances, while institutional contexts such as meetings are ignored.

b). To Give Information

Brown and Levinson[18] used language to send some information. They claimed that language can also be used to send a message from oneself to the listeners, either explicitly or indirectly. For example, in a Talk Show the speaker uttered a sentence "*Wow! Somebody just has a brand ford on TV, what was that?*" when the speaker knows the speaker's friend just stated a brand of a glasses when they were on air.

Whereas, they might not mention any kind of brand during the show except, that the brand is supporting the show at the time. This kind of utterances is implicitly stated that the speaker is informing the listener that the listener is forbidden to mention any kind of brand which is not supported the talk show. It means that the speaker can give hidden information to the listener by using conversational implicature.

c). To Entertain the Audiences (Joking)

As cited in Brown and Levinson[18], Joking is a basic kind of positive politeness. Joking is frequently used to express friendliness, particularly in Western cultures. Indirect utterances were sometimes made in order to amuse others through joking. When communicating, especially in informal settings, people may prefer to make jokes in order to create a comfortable atmosphere. Furthermore, if the speaker constantly speaks formally and is able to comfortably collaborate in the conversation, a joke is

employed to avoid the listeners feeling embarrassed. Furthermore, the objective of a talk show's discourse and certain jokes is to entertain and make the audience pleased during the show.

d). Lack of Specific Information

Sometimes, speaker uses implicature to convey meaning in situations where they do not have at their disposal the necessary words or phrases for the concept they wish to express. For example, the word "samiest" will never found in a dictionary but uttered by speaker because the speaker does not know the appropriate word. Another example of an utterance which less of information is like the use of word "Alright!" in order to give an opinion. It is not relevant enough because it has no information on it. The listener will; not have any idea about it. Moreover, the listener cannot take any conclusions but they can probably assume from the way the speaker utters that word.

III. METHODOLOGY

This research utilized qualitative research method[19]. Qualitative methods emphasize the observation of phenomena and focus more on the substance of the meaning of these phenomena[20]. The analysis and intuition of qualitative research are unequivocally affected by the strength of the words and sentences utilized.

Qualitative research is an exploratory research [21]. It provides insights into the problem or helps to develop ideas or hypotheses. It is also used to explain thought and opinion, and dive deeper into the problem. In using this methodology, the researcher explained the issues that occur in the poetry by collecting the whole data in details, in this case the data were words, phrases, descriptions, and so on.

The researcher collected the data by downloading the latest video of Saturday Night Live talk show on YouTube; second, watching and transcribing the utterances from the video into written text; third, reading the utterances carefully and selecting which function of conversational implicatures they belong.

After the process of collecting data, the researcher analyzed the data. There were several steps that were used in order to analyze function of conversational implicatures. The first step was to do intensive reading on the utterance. The second step in applying the usage of theory in order to identify all function of conversational implicatures that can be found in talk show. The last step was to draw conclusion from the data analysis.

IV. FINDING AND DISCUSSION

4.1 Findings

This sub heading discussed the finding derived from the research problems in which focused on analyzing the function of conversational implicatures in Saturday Night Live talk show. The researcher found 22 utterances which showed function of conversational implicatures.

Table 1. Power and Politeness

No	Utterances	Implicatures
Datum 3	Trump cannot win. We must do better than that spray tan super spreader. I will win, because I'm a baller.	Joe Biden is better than Donald Trump.
Datum 18	Actually, you're right. Maybe I should try them on first.	Pete will buy the expensive underpants.
Datum 20	Get out of my store, get out of my store.	He did not know Rick Moranis.

Table 2. To Give Information

No	Utterances	Implicatures
Datum 4	I know.	Kamala is an American politician and the first female vice president.
Datum 7	My god, it's the headless horseman. The one I've heard tell of in ghastly stories.	A headless horseman existed in the past.
Datum 16	It's full of puritans for me, where the most sexually repressed people in history.	People cannot be separated from the history.
Datum 17	At the souvenir store and time square during the pandemic. Aaaa it's not great.	His business was getting worse.
Datum 21	I'm especially hopeful now because we only have three days more three more days to the election.	American should prepare for the election day.
Datum 23	Tinder.	John did not use website to find a girl.

Table 3. To Entertain the Audiences (Joking)

No	Utterances	Implicatures
Datum 1	But your real advantage is you're not a woman, you're a man!	The man will have difficulties in debating with the woman.
Datum 2	Taxes.	Americans have a problem related to taxation
Datum 5	Oh, an egg! It's trying to be nice so we have breakfast.	Eggs are a suitable food for breakfast.
Datum 9	Okay, look. I've been trying to do it to myself with my regular attached head. I tried yoga and stretching. I even had the town doctor remove two of my ribs.	Normal people can do many things by head.

Datum 11	He already asked that.	Beck tried to turn William's attention into other topic.
Datum 12	I have real teeth.	He is not a kind of men in this new era.
Datum 14	Personal connection?	Boys imagine vulgar thing is a natural thing.
Datum 19	Don't worry, that homeless guy staying at a nearby luxury hotel will chase her off.	The girl in front of the store would never enter into store.
Datum 22	Fuck! Exhibit "A." My perfectly handsome day in my profile pic is nothing to be ashamed of.	John refused Chloe's statement.

Table 4. Lack of Specific Information

No	Utterances	Implicatures
Datum 6	I don't know. Dammit!! I don't know, but kiss me.	He did not care about the situation around them.
Datum 8	To what?	Refuse John's question.
Datum 10	Excuse me?	Beck refused to answer that kind of question.
Datum 13	No! I mean... Yes.	Beck could control his own head.
Datum 15	What are you talking about?	Beck tried to answer this kind of unimportant question.

4.2 Discussion

After presenting the findings, the researcher continuously discussed the possible function of conversational implicatures which existed in the findings.

Firstly, is to give power and politeness which appear because the speaker used his or her high social status to get attention. For instance:

Datum #3

Michael: If you got a platinum record, you can plan on him doing a photo with you.

Jim: Trump cannot win. We must do better than that spray tan super spreader. I will win, because I'm a baller.

By violating maxim of relevance, Jim implied that Joe Biden is better than Donald Trump. Furthermore, Function of creating implicature is *to create power* because it often correlated with status and regarded as an influential aspect of situated speech, the working of exercise of power. This function is usually using in informal situation so it correlated with *Saturday Night Live* talk show.

Secondly is to give information. Speaker sometime used implicature to give information to audiences indirectly. The example can be seen above:

Datum #17

Chris: Hey man! How's your business?

John: At the souvenir store and time square during the pandemic. Aaaa it's not great.

By violating maxim of quantity, John implied that his business was getting worse. The function of the sentence "**At the souvenir store and time square during the pandemic, Aaaa it's not great**" is to give information that covid-19 gave many disadvantages not only in big company but also in some stores. In their conversation, the use the implicature to give the information based on the ongoing topic in *Saturday Night Live* talk show.

Third function of conversational implicature is to create a joke. For instance:

Datum #1

Jim: Time it's different. I can win. People know I have a plan.

Kate: But your real advantage is you're not a woman, you're a man!

By violating maxim of relevance, Kate implied that the man will have difficulties in debating with the woman. So, function of this utterance is to create a humor. By joking, Kate's utterance "**But your real advantage is you're not a woman, you're a man!**" also tried to get audiences to relax in facing the next presidential election. Kate tried to make a joke in order to change relaxation atmosphere also to make audiences happy along the show.

Fourth, lack of specific information. The example can be seen above:

Datum #6

Kate: Is this the lesson about man's lack of respect for nature?

John: I don't know. Dammit!! I don't know, but kiss me.

By violating maxim of quantity, John implied that he did not care about the situation around them. Function of the implicature of the sentence "**I don't know. Dammit!! I don't know, but kiss me**" is to give the right amount of information because John did not give specific information. In this conversation, the speaker used this function because they have no opinion on what words or phrases are required to represent the concept they want to convey.

Farther, in *Saturday Night Live talk* show people the function of conversational implicature that dominated mostly is to make a joke. In fact, the purpose of talk show is used to convey criticism, but not in an abusive or hurtful way. Joking is very interesting, funny and memorable. This might be the reason why people use joking in talk show to bring up conversational implicatures.

V. CONCLUSION

The process and results of analyzing conversational implicatures using Grice's theory of conversational implicatures led to several findings. The conversational implicatures existed because the utterances violated maxims of conversation and it goes to the function of conversational implicatures. Furthermore, the researcher found that purpose of creating implicatures are 3 data to *Power and Politeness*, 6 data to *Give Information*, 9 data to *Entertain the Audiences*, and 5 data *Lack of Specific Information*. The number of utterances which have implicatures is 23 data. It can be said that people dominated used implicatures to entertain the audiences so people can enjoy the *Saturday Night Live* talk show.

Finally, the researcher can conclude that the informal communication especially in talk show, the speaker and the listener of that violated maxims of Grice's cooperative principle in order to create implicature. Besides, people who create implicature have their own purpose to it. Further, implicature is one of the compelling ways to passing on message since the speaker does not get to allow long explanation to specific idea. The speaker got to deliver small articulation which contains the clues related with the context of information.

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