

Investigating the Importance of Conversational Implicature and Violation of Maxims in Daily Conversations

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Abstract

According to linguistic theory, conversational Implicature (CI) is the original intent of the speech expressed by a speaker. The assumption is that both the speaker and the receiver understand and respect the communication rules. In conversation theory, this is the significant component that has been the subject of discussion. This study investigates the importance of CI in various contexts of daily conversations. The focus of this study is to identify the violation of Grice's theory in the conversation. There is a shortcoming in literature to investigate CI in everyday conversations. Moreover, some studies focussed on specific discussions, which led to a literature gap. The study's outcome will assist researchers in exploring new ideas in conversational implicatures. In addition, it reveals the shortcomings of the usage of implicatures. In this study, the researchers analyzed a set of 77 daily conversations. The study showed that context is critical in determining the meaning of a person's thoughts. In addition, the finding suggests that particularized CI are primarily employed in daily conversations.

Keywords: Conversational Implicature, cooperative principles, pragmatic analysis, daily conversations, Grice's maxim

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Introduction

Conversational Implicature (CI) is one of the speaking abilities that require the participation of both communicator and communicant. An implicature is something that a speaker indicates or implies with an utterance, even if it is not explicitly stated in the speech. It is possible to communicate more effectively via the use of implication than it is through the use of explicit language. Pragmatics is a subdiscipline of linguistics that deals with this phenomenon. The notion of conversational implicature may be traced back to the work of Grice (1975), and in particular to his paper "Logic and Conversation," which was presented in 1967 and immediately became immensely influential, despite the fact that it was not published until 1975. CI effects have been one of the significant pragmatic issues (Khairunas, Sidauruk, Desi, & Dwi, 2020). It is an important conceptual and methodological problem in semantics. The degree to which the context of the sentence decides what is said is a related topic. To anticipate and understand CI and clarify how they occur and are understood, Grice developed a theory (Diliana, 2019). The core function of this theory is the Cooperative Principle (CP) and related maxims (Abdul-Kareem, 2019; Allan, 2001; Akmal & Yana, 2020). To some degree, Neo-Gricean theories change the concepts of Grice. The relevance theories substitute them with a communicative efficiency theory. The limitations such as efferescent, lack of determinism, collisions cause complexities to the communication. Usually, CI presents properties, including calculability, cancelability, and indeterminacy (Suryadi & Muslim, 2019). These characteristics evaluate whether a putative implicature is correctly defined in a way to offer a fail-safe test.

Curiosity includes various ideas people typically have about language and their influence on how they conduct their daily affairs (Milad, 2019; Khairunas et al., 2020). It explores the benefits of creating good language skills, a conscious understanding of how languages function, how people learn and use them (Abdel-Karim, 2020; Amirshuibani, Ghazanfari, Pishghadam, 2020; Diliana, 2019). Language awareness covers the facets of human life (Akmal & Yana, 2020; Yolanda, 2020). Multiple research studies were published in the linguistic field. Levinson (1983) stated that implicature is one of the instances of the linguistic phenomenon. He argues that implicature is an additional meaning that indicates the influential aspect of pragmatics as a linguistic feature. It presents the possible explanation for the utterances. Also, it affects the semantics of a sentence. It should be employed in a proper environment (Levinson, 2000). It reveals that the importance of implicature depends mainly on the consideration of different basic facts about language. Sometimes, the implicature can be meaningless for a specific conversation (Sadock, 1978; Pagin, 2019; Paltridge, 2006). Furthermore, he asserts that implicature is a type of pragmatic inference related to some general principles of cooperative conversation (Song, 2010). It goes above and beyond what is expressed explicitly in the process of interpretation.

An utterance is supported by an implication (Yule, 1996). A word or phrase might express more than what is uttered. In other words, even if the speaker does not state it clearly, there are specific implicit meanings that the speaker intends to convey. Allan (2001) agrees that CI is the primary method for reducing the number of vocabulary speakers use. Non-truth functional components allow the addressee to infer the speaker's opinions and intentions based on the utterance's non-truth-functional elements. According to Chen (2020), speaker communication is

significantly more complex than a speaker's explicitly communicated. The linguistic meaning of a discussion profoundly influences the message transmitted and perceived.

The study aims to identify the impact of CI in daily conversations. In addition, it classifies everyday conversations into Generalized Conversation Implicatures (GCI), Particularized Conversation Implicatures (PCI), and Scalar Implicature (SI). Furthermore, the proposed study will attempt to integrate the conversations from academic and internet sources.

The goal of this research is to provide both theoretical and practical insights. For the sake of academic advancement, it is anticipated that the findings of this study will widen pragmatics analysis to include more CI and develop new hypotheses that will enhance the current theory. Researchers believe that the proposed research expands knowledge on pragmatics and CI. Moreover, the outcome will be helpful for the readers to extend their research area in pragmatics study. This study's findings are expected to make a difference in the real world.

Additionally, it can serve as a resource for future academics interested in evaluating conversational implicature. Meanwhile, this work may help linguists, teachers, and students. The research questions of the proposed study are as follows:

Research Question 1 (RQ1): Why CI is applied in the conversation?

Research Question 2 (RQ2): How to classify the frequently used implicatures in conversations?

The organization of this study is as follows: The first section addresses the role of CI in expressing emotions and the objective of the research. The second section provides information about the existing literature and theoretical background of Pragmatics and CI. The third and fourth section covers the materials and methods used in the research. The fifth section highlights the outcome of the study. Finally, the investigation is concluded with its future perspectives.

Review of Literature

Martini (2018) focused on the everyday conversational Implicature of Indonesian students of the English Education Department of the University of Kuningan. Authors stated that individuals regularly use utterances that are not informative or don't convey enough or too much information. Observation and recording were the primary data collection methods in this qualitative study. These findings show that around 40 percent of the 80 utterances in this study belong to generic conversational implicature, while the other 60 % belong to particularized conversational implicature.

Ali (2019) presented a study in which CI and Grice theory were applied to Arabic dialogue. After translating it from Arabic to English, the author used Grice's CP to analyze the discussion. On the one hand, semantics is concerned with the meaning of a word or phrase. On the other hand, practical ideas are concerned with how a term or word is used in a sentence. The similarities and contrasts between semantics and pragmatics were examined by the author. Researchers found that Arabic speakers disregarded the cooperative principle and instead used CI in their discourse.

Diliana (2019) proposed CI research to examine Brebesnese friends' communication. The author discussed the type of CI and the proportion of its use in conversation. Both GCI and PCI are often used in the discussion. As a result, the proportion of PCI is more significant than that of the GCI. According to the findings, PCI accounted for 72.2% of the total, while GCI accounted for 27.7%. As a result, only a small number of people participated in the study. As a result, the percentage of GCI and PCI may vary with more participants.

Elizabeth & Radhika (2020) presented a study on an annotated CI dataset. It is from the TOEFL (Test of English as a Foreign Language) and IMDb (Internet Movie Script Database) that these discussions have been taken from. It was suggested by them that a speaker may avoid an implicature by explicitly stating a discussion. They also divided the CI into SI, GCI, and PCI categories. Researchers may now use the dataset for even more linguistic investigations, thanks to the study's findings.

Ali (2020) proposed a study to investigate CI in English communications. In this study, the author focused on the words used in a discussion to understand better how people communicate. The message was analyzed using a descriptive-pragmatic technique. Cooperative principles and their many forms were examined in detail by the writer. The discussions were primarily gathered via the use of the Internet and YOUTUBE. An essential finding of this research is that functional terms are necessary for CI generation.

Li (2021) investigated the usefulness of implementing the Conversational Implicature Theory in pragmatics to advise English majors on enhancing their listening comprehension capacity. It attempts to identify an effective teaching technique for conversational implicature. The theory of conversational implicature is examined in this paper. The results revealed that the experimental class's capacity to infer conversational implicature is clearly superior to that of the control class, increasing students' listening comprehension.

Astria & Fitrawati (2021) conducted descriptive, qualitative research that focuses on analyzing a single word. The results reveal two forms of Conversational Implicature: Generalized and Particularized Implicature, with the latter dominating. This style is more prevalent in everyday discourse since it is more effective. It is not necessary to have prior knowledge to follow the meaning of what is being said in everyday conversation. Quantity, quality, relationship, and manner are only a few of the many sorts of Maxims examined in this study. In daily communication, the speaker and the listener both need to trust their information.

According to the findings of this study (Simaremare, Nainggolan, & Herman 2021), the Mulan movie has 29 utterances that reveal the consequences of speech in the film. Of the total, 17 take part in the conversation on a broad scale (59%), while the other 12 are more focused. It was included in the overall number of participants (41 %). Maximum character flouting violations in Mulan (2020) was discovered to be 17 data or 58%, more significant than the top violations except for the maximum manner violations of 9 data or 32%. Besides suspending a limit and violating an ultimate, the characters' dialogue in the movie does not have these other non-observances.

Grice, Searle, and Austin (1989) are the initial supporters of Pragmatics. They have either published a book or essay which has had a significant impact on the Pragmatics research, contributing to the growth of the field of study in linguistics in one sense or another. Many linguists and critics objected to the area rather than linguistics as a branch of philosophy because its proponents and originators are more philosophers than linguists, debating and implementing it from a metaphysical, logical rather than linguistic standpoint. Grice's theory of conversational implicatures (Na'mah & Sugirin, 2019; Yolanda, 2020) is one of the most well-known theories, in which Grice attempts to explain how the Person moves from what is said, or the word from the context, to the implied meaning (Na'mah & Sugirin, 2019; Yolanda, 2020).

Non-literal meaning is a term that includes many others, such as entailments, expectations, and consequences. Among them, special attention among pragmatists has been paid to the implications. According to Grice (1975), social rules play a significant role in implications to define the features of the ideal communicative exchange and decide the expectations of reasonable speakers about the other speakers' linguistic actions. Figure one illustrates the form of pragmatics and implicatures. Figure two outlines the type of CI in conversations.

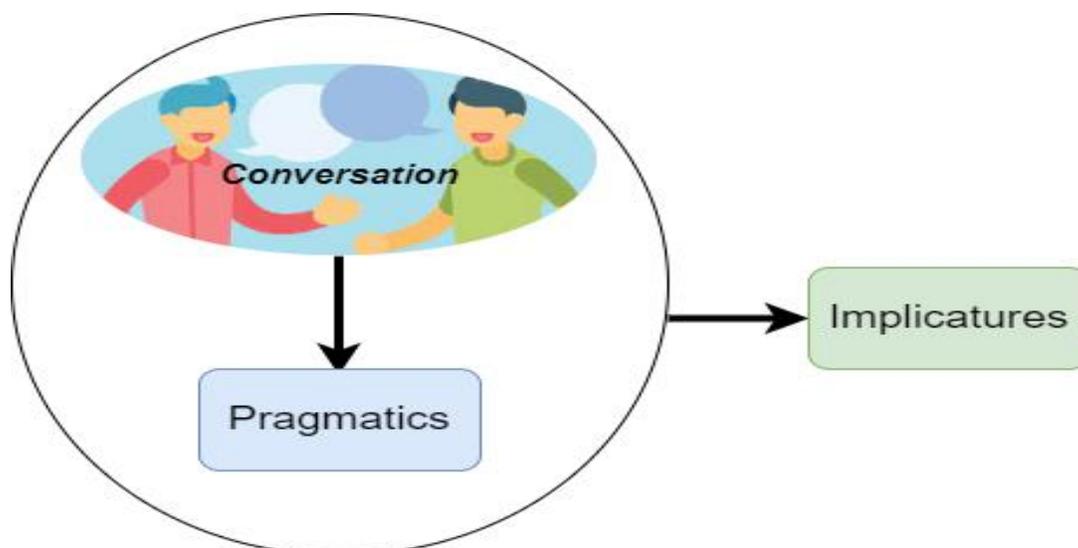


Figure 1. Pragmatics and Implicatures

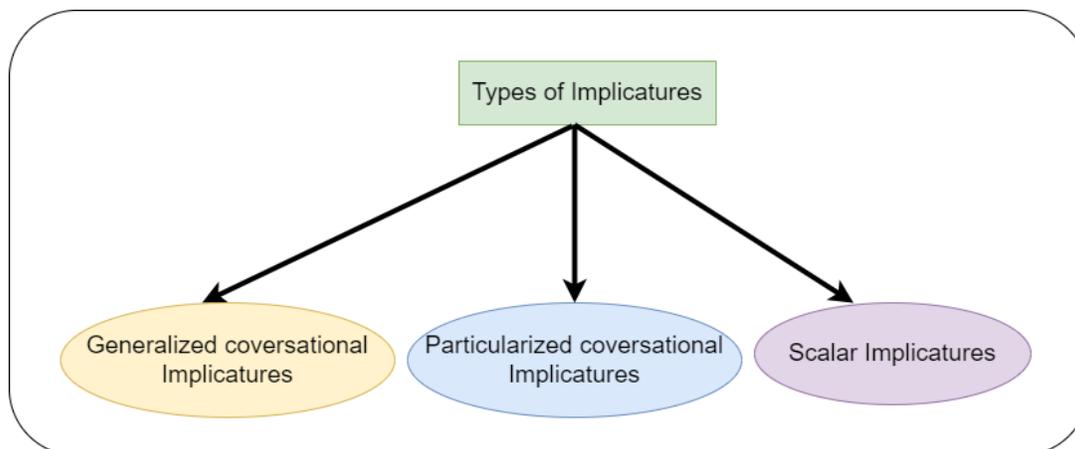


Figure 2. Type of Conversational Implicatures

Pragmatics illustrates speakers' particular events, deliberate actions at times, and locations, generally with expression. Typically, logic and semantics deal with the characteristics of terms of the token or their usage, nor do they, as we shall say, differ with the specific feature of their utterance to utterance.

Generalized Conversational Implicature (GCI) are inferences that apply to the non-explicit interpretation that exists by default in any type of situation (Grice, 1975). It is the knowledge in a prototype fashion as long as no specific evidence rejects or contradicts it. Particularized conversational implications (PCI), on the other hand, is intimately connected with specific or specific situations and is sometimes referred to as ad-hoc implicature. The efficiency of these inferences is tied to knowledge of certain contextual facts (Abdel-Karim, 2020; Akmal & Yana, 2020). For instance, if someone asked Person A, "are you going to visit person B tonight," and person A responded, "I have to take care of my kids," it indicates that they cannot visit person B. In contrast to traditional consequences, PCI and GCI have unique characteristics. The scalar implicature (SI) is centred on linguistic terms such as some or must, etc. Such phrases indicate an information-organized scale (Akmal & Yana, 2020; Abdul-Kareem, 2019; Ali, 2020). The scales such as <Must/may>, <Many/some/all>, <Often/always/sometimes>, etc (Chen, 2020). It centred between the utterance and its implication (Grice, 1975). For instance, "Some employees did not get their payment", in this utterance, the term "some" implicates that only a few employees received their payment, not all of them, which generates the SI.

Properties of Conversational Implicature

CI contains unique properties. The following part expresses the properties of CI.

- i. CP: It indicates that the structure of CI depends on CP. For context,
 - a. Person A has a car. b. Person A has one or more cars.

Here, (a) conversationally implicates (b). The hearer assumes that (a) is following the conversational maxims. In particular, the maxim of a quantity indicates that the speaker should be informative enough. In addition, according to the maxim of quality, the hearer understands the speaker. Therefore, the hearer will deduce that the speaker has the correct information.

ii. Cancellable: For instance, I got some compliments from Person A - however, I think I have covered most of the compliments.

In the above statement, the term "some" indicates that the speaker did not get all of Person A's compliments.

iii. Nondetachable: Expressions with the same linguistic meaning lead to similar implicatures relative to a fixed context. For instance,

- a. Can you write a letter for me? b. Please, write a letter for me.

The above example shows that the two different linguistic expressions convey a similar meaning.

Grice theory attempts to explain that how language is used to enhance efficiency in communication. The new generation of Gricean theorists has advanced the idea. In contrast, Krifka (2008) questioned Gricean explanations and created other theoretical models of meaning, including relevance theory. Alternatives are essential in arranging a clause's content, mainly when focusing on and contrastively presenting themes. Historically, alternative semantics views of focus have been highly influential in explaining linguistic phenomena and the description of language processing (Krifka, 2008).

According to Krifka (2008), the availability of various interpretations for linguistic phrases is indicated by the term "focus". A focus interpretation is anaphoric in that the language context must offer alternatives that can be easily accommodated in the context. Consider Person A chooses the biscuits, in which the capital denotes the importance of the word person A, i.e. the presence of a strong pitch accent. Since English uses prosodic prominence on a syllable within a focus expression to indicate focus, the subject of this sentence is "person A." Our statement assumes that "person A" is part of a larger, non-singular set of possible answers, such as "person A, person B," which may be inferred from the surrounding context. When we say something like, "person B chooses the biscuits," people usually interpret it to suggest incorrect alternative emphasis. Similar to scalar implicature, this excludes all possibilities that are not directly related to the focus. A clause's information structure relies on the usage of alternatives, particularly in emphasis and contrastive themes. When it comes to explaining linguistic phenomena, the alternative semantics approach of focus has been reasonably practical. There are many possible interpretations of a language statement, and concentration implies the presence of these options. Focus interpretation is anaphoric in the sense that the language context must present alternatives, or they must be easily accommodated from the context in which they are said.

Analysis of conversation covers two or more speakers. For instance, look, gesture, body orientation, and combinations are also considered as an utterance. One of Grice's core ideas is to guarantee that communication is a cooperative endeavour. Grice defines such values as the Cooperative Principle. As per the maxim of quality, one cannot utter something without proper proof or evidence. A speaker should present a significant amount of knowledge and not more than the requirement. According to the maxim of relevance, only a speaker should convey only relevant information. Lastly, the maxim of manner educates speakers to express orderly. To decipher an intention to communicate with a speaker, one draws knowledge on the speakers' state of mind, on the premise that they followed Grice's Maxim.

The literature review reveals a research gap in the existing studies. On the one hand, most studies are based on movie conversations. On the other hand, there is a shortcoming in the literature. The current studies focus on the content rather than the context. For instance, movies are based on a specific theme, and most conversations are dependent on the context. Also, there are a few sets of studies that considered the CP. Thus, there is a demand for a survey to investigate CI and CP in daily conversations.

Materials

Researchers utilized a set of sources for collecting conversations. Initially, they recorded the conversations among students. Most students communicate in the Arabic language. Therefore, researchers translated the Arabic and Tamil conversations into English and stored them into a dataset. A total number of 20 conversations were collected from the students' conversations. Also, a dataset of George & Jasmi (2020) is employed and gathered a sum of 45 conversations. Even though the dataset is large, researchers selected the frequently used daily discussions. In addition, the Internet source is employed in order to increase the number of conversations. During this process, a number of 18 conversations were collected. Finally, a total of 83 conversations were collected. In addition, researchers requested a linguistic specialist to review the 83 conversations. After the review process, a total of 77 conversations were stored in the dataset.

Methods

Researchers adopted a qualitative approach for analyzing the conversations. Two phases of analysis were carried out in order to investigate CI and violation of maxims. In the initial phase, each conversation is analyzed manually. Each researcher reviewed both content and context. Figure three outlines the methodology of the research. In order to analyze the conversation, researchers read both context and utterances. Investigation of CI is based on the principles of CI and Grice's theory. Researchers classified the exchanges into GCI, PCI, and SI. For instance, during a conversation, a speaker applies a special meaning and complete information to another speaker, the discussion will be classified into PCI. Similarly, each conversation will be organized into GCI, PCI, and SI.

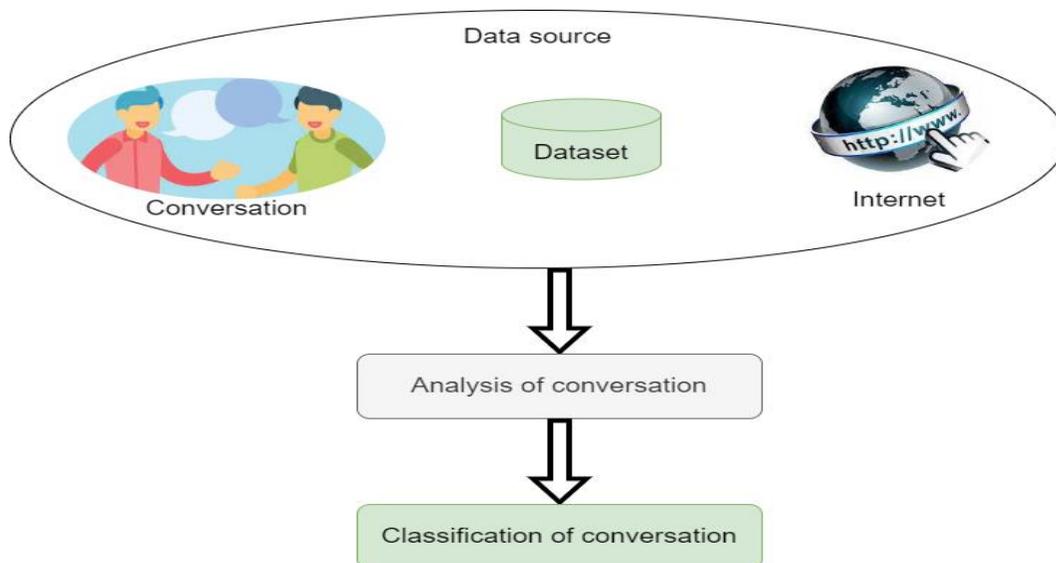


Figure 3. Research Methodology

In the second phase, researchers identify the maxim violation in each conversation using CP. A total of 77 conversations were recorded in the proposed study in order to investigate the violation of maxims. Each talk is analyzed carefully, and utterance violated the maxim will be identified. The process is repeated for exploring the whole set of words.

Results

Pragmatics represents the particular events, deliberate actions of speakers at specific duration, and locations, generally with expression. Typically, logic and semantics deal with terms or their usage characteristics. It depends on the particular context of the conversation. Social rules define the ideal communicative exchange and decide the expectations of reasonable speakers about others linguistic actions. This section outlines the findings of the study.

Classification of Conversational Implicature

Researchers classified the CI into PCI, GCI, and SI in this study. Moreover, CP is applied to investigate the violation of Grice's maxim in the conversations.

Particularized Conversational Implicatures

PCI is analyzed with reference to detailed background information. It requires an inference for each utterance. Some responses may deviate from relevance, as illustrated in the following table one.

Table 1. Analysis outcome - PCI

Dialogue	Inferences
Person A: Did you enjoy the movie? Person B: There's nothing on the movie	Person B replied that they were not happy with the movie in this situation.
Person A: Please, take care of the patient Person B: I will do my best.	In this local context, Person B understands Person A intention. Thus, Person B replied that he/she would do their best.

Person A: Did you grill the fish? Person B: Person C looks happy.	Person B responded that Person C will be happy after seeing the grilled fish in this conversation.
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Generalized Conversational Implicatures

GCI does not require a specific rule to express the speaker's emotion. Speakers can express their feelings without any special rules. Table two illustrates some examples of GCI.

Table 2. *Analysis outcome - GCI*

Dialogue	Inferences
Person A: I couldn't see you. Person B: I had been shopping with my kid.	In this example, person A asks Person B a question without any specific time or day.
Person A: Are you coming to the school? Person B: Well, I will come with person C.	Person B does not want to accompany Person A. Thus, they employ the term "well" and intimate person A about his plan.

Scalar Implicatures

Scalar implicatures are formed through communicating information by expressing a scale of values. Speakers chooses a suitable one from the scales : < excellent, good >, < hot, warm >, < always, often, sometimes >, < must, should, may >, < cold, cool >, < love, like >, < none, not all > and make decision on the basis of informativity and truthfulness. Table three presents the conversation and its implicature using SI.

Table 3. *Analysis outcome – SI*

Dialogue	Inferences
Person A: Did you meet Person C? Person B: Person C often visits the shopping mall nearby my house.	In this example, Person B confirms that Person C visits the shopping mall frequently. The term "often" is used to illustrate the situation.
Person A: Do you have a car? Person B: I drive many cars.	Using the term "many", Person B implicates that they know to drive the car.

Cooperative Principles and Implicature

The foundation of a good conversation is cooperation, which may be seen as an essential aspect of the interaction between language users. The antecedent is the listener's expectation of what the speaker will do. This occurs when a speaker aims to convey more than the literal meaning of their words. As previously said, when individuals communicate with each other, they do it following CP. On the other hand, participants may not always adhere to the maxims above. The speaker may transmit an additional meaning rather than the exact meaning of his remark if he violates a principle. Some instances of maxims are illustrated in the following example.

Quantity: The speaker should convey meaningful information during communication. Table four illustrates some examples of violations of quantity maxim.

Table 4. *Analysis outcome - Quantity*

Dialogue	Inferences
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Person A: What is your major? Person B: Applied Linguistics.	Person B's response is based on the maxim of quantity. They provided sufficient information.
Person A: What are you doing? Person B: I have built a new house recently.	In this example, person B conveys irrelevant information to person B.

Quality: The speaker should convey facts and necessary contributions to the conversation. Table five shows some instances of quality maxim.

Table 5. *Analysis outcome - Quality*

Dialogue	Inferences
Person A: Where are you? Person B: I am at school.	Here, Person B conveys necessary information to person A. Hence, it follows the maxim of quality.
Person A: Where are you? Person B: I am at a shopping mall.	In this example, there is a violation of the maxim of quality. Person B conveys a weaker statement to Person A.

Relevance: The speaker should convey relevant information through their utterance. Table six illustrates the instances of relevance maxim.

Table 6. *Analysis outcome - Relevance*

Dialogue	Inferences
Person A: Did you get the results? Person B: Yes, I got it on time.	Person B followed the maxim of relevance and conveyed relevant information to Person B.
Person A: Did you get the results? Person B: Your voice is good.	Here, person B violates the maxim of relevance. They did not provide the necessary information to Person A.

Manner: The speaker should not provide obscurity and ambiguity in the conversation. Table seven shows the instances of the manner maxim.

Table 7. *Analysis outcome - Manner*

Dialogue	Inferences
Person A: How old are you? Person B: I am 46 years old.	Person B conveyed a clear message to Person A. They did not convey any ambiguity in the statement.
Person A: How old are you? Person B: I am still working.	In this example, Person B caused ambiguity in their statement. Hence, the maxim of manner is violated.

Researchers classified the conversations and found 34 PCI, 26 GCI, and 17 SI, respectively. In addition, 40 conversations were violated by the CP. In particular, 14 utterances were violated the maxim of quantity, whereas 12 utterances were violated the maxim of quality. Furthermore, 13 utterances have violated both maxims of relevance and manner.

Discussion

Researchers presented a solution for RQ1 by investigating the daily conversations. They found that context plays a crucial role in applying CI in discussions. According to Martini (2018), individuals routinely use non-informative utterances that don't convey enough or too much information. The essential data gathering methods in this qualitative study were observation and recording. On the one hand, according to Ali (2019), semantics focuses on the precise meaning of a given the word or phrase. On the other hand, pragmatic notions are concerned with how a term or word is utilized in a phrase. He discovered that Arabic speakers ignored the cooperative principle in their speech and instead employed CI. The outcome of the proposed confirms the findings of (Martini 2018; Ali,2019).

Moreover, GCI and PCI are often employed in the conversation, according to Diliana (2019). According to the data, PCI accounted for 72.2 % of the total, while GCI accounted for 27.7%. Likewise, the present study's findings also obtained a more significant number of PCI rather than GCI and SI.

The findings of Elizabeth & Radhika (2020) stated that a speaker could prevent an implicature by saying a discussion directly. They also classified the CI into three categories: SI, GCI, and PCI. It also supports RQ1.

In addition, the findings of RQ2 is supported by studies (Ali,2020; Li,2021; Astria & Fitrawati,2021). Ali (2020) focused on the words that are used in a debate. A descriptive-pragmatic technique was used to analyze the message. The findings indicated that the use of functional terms is critical for creating CI. According to Li (2021), the experimental class's ability to infer CI is better than the control classes, which can help students improve their listening comprehension. Astria & Fitrawati (2021) emphasized that PCI dominates GCI and SI. Both the speaker and the listener must trust the information they are getting in regular communication.

In contrast to the findings of RQ2, the breach of maxims in the Mulan film was presented by Simaremare et al. (2021). They demonstrated that the maxim of manner was severely breached. However, the findings of the proposed study are highly dependent on the daily conversations, which differs from the movie.

Conclusion

The study intends to investigate the importance of conversational implicatures in daily conversations. In addition, it identifies how speakers violate the cooperative principle. Consequently, several everyday conversational implicatures in a variety of settings were examined. Seventy-seven conversations were recorded from multiple sources such as the existing dataset, students' discussions, and Internet sources. A large number of particularized conversational implicatures is used in daily conversation compared to generalized and scalar implicatures. The study's findings reveal that context is the most crucial factor in generating implicatures. Context-dependent conversational implicatures were the most common type of implicature in categorizing implicatures. Scalar implicatures are also reliant on the context to some extent. It was found that the conversational implicatures are, in most cases, context-dependent in the examination into the violation of the Grice maxims. Because implicatures enable language users

to interact collaboratively, scholars emphasize the importance of this aspect of communication. This study's conclusions are also based on the discussions gathered from the data sources.

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