

CHAPTER 4

CONCLUSION

In a conversation, people do not express the information directly. It's hidden or explicitly stated. Therefore everybody should be able to understand the purpose and meaning of what the speaker said. It requires similar understanding about perspective, culture, and background.

In Gricean maxim, there are four conversational maxims or observe the maxims that have to be obeyed by the participants of the conversation. There are maxim of quality, quantity, relation, and manner. In doing that, Grice believes that participants will get the intended meaning by what is said. Meanwhile, participants sometimes break the rules by saying out of topic from what is requested of said. As contraction from observing the maxim, Grice formulated non-observance of the maxims, they are flouts necessitated by a clash of maxims, flout exploiting a maxim of quality, quantity, relation, and manner, violating maxims, infringing a maxim, and suspending a maxim.

In order to avoid the occurrence of non-observance on the maxim, Grice makes cooperation the principle that allows the conversation to go well and smoothly so that no obstacles or misunderstandings. In this case, Lady Gaga disobeys the conversational maxim. She violates conversational maxims. When she disobeys the conversational maxim, then she will create a side meaning which called implicature.

The implicature will rise at the time when the participant disobeys the maxim which it will turn onto the personal communication. There is the basic reason in which becomes the background of aspects (like social, mental, and cultural aspect) which guide to the interpretation of the language. In addition, when making a conversation, we need to explore more by not merely just seeing it as an utterance, but we also must obey the conversational maxim in order to reach the main goal of delivering the information as informative as required.

I discovered that not every conversation which violating conversational maxim generates conversational implicature. This happens because they have the same knowledge between Stephen Fry and Lady Gaga. On the other hand, if there is no cooperation between the speaker and the listener in communication, there will be a misunderstanding. This happens because they do not have the same knowledge that generates conversational implicature.

This research shows that Lady Gaga is violating the maxim because she has different shared knowledge with Stephen Fry. In this case, it happens because of some aspects that cause misunderstanding and misinterpret. There are aspects of different culture, different job, and

different perspective. Stephen Fry as a comedian from English and Lady Gaga as a singer from America, they could have different perspective because they are from different job and different country. The different job of Stephen Fry and Lady Gaga is affecting the violation of maxim because they live in different county, meet with different people, talk with different topics, and work in different place.

As the proof from what I have said, I analyze Grice's theory about maxim in conversation of Stephen Fry who interview Lady Gaga in Lanesborough Hotel, London. In the interview that I analyze, for instance, when Stephen Fry asks Lady Gaga about the meaning of the title of the album, whether the title is about being reborn or not. Then, she answers the question more informative than is required. She is not straight to answer the question, but for first, she gives an explain about sexuality and the meaning of 'gay'. After giving that explanation, she answers the question. By doing that, she fails to observe the maxim of quantity.

I also analyze about the occurrence of conversational implicature that occur because Lady Gaga violates conversational maxim. For instance, when Stephen Fry asks Lady Gaga whether she sees the flowers in the front of the store of Alexander McQueen or not. Then, she says, "*I was on my way to London to see him.*" By saying this, she fails to observe the maxim of relation, and she generates an implicature that she is not see the flowers in front of the store of Alexander McQueen because she is on her way to London to see him.

The research proves that conversational implicature can be generated in sort of aspect that the speaker disobeys the conversational maxim or non-observance of the maxims. The research also proves conversational implicature can occur when both speakers have different shared of knowledge or intellectual background, and context from the conversational itself.