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THE ANALYSIS OF CONVERSATIONAL IMPLICATURE THROUGH NON-OBSERVANCE MAXIMS IN THE INTERVIEW TRANSCRIPT BETWEEN MICHAEL JACKSON AND ED BRADLEY

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The thesis entitled

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is a scholarly work which I conducted under the guidance of Dra. Irna N. Djajadiningrat, M. Hum. and Fridolini, S.S., M. Hum. Since the thesis is not a plagiarism of another thesis works, a part or all of it, the contents of the thesis become fully my responsibility.

With all sincerity, I certify the statement in Jakarta on July 10th, 2006.

FEBIA SINAGA

PREFACE

The thesis entitled *The Analysis of Conversational Implicature through Non-Observance Maxims in the Interview Transcript between Michael Jackson and Ed Bradley* is a partial fulfillment of the requirement for the degree of undergraduate program.

I am truly aware that there must be weaknesses of the thesis from both contextual discussion and technical analysis. Therefore, I would be very grateful to accept some suggestions and constructive criticisms for its improvement.

Finally, I do really hope that it may not only be useful and beneficial for me but all readers as well in understanding how the speaker and the listener communicate successfully with each other.

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ABSTRACT

THE ANALYSIS OF CONVERSATIONAL IMPLICATURE THROUGH NON-OBSERVANCE MAXIMS IN THE INTERVIEW TRANSCRIPT BETWEEN MICHAEL JACKSON AND ED BRADLEY

The thesis discussed about the conversational implicature through non-observance maxims in interview transcript between Michael Jackson and the interviewer, Ed Bradley. I assumed that there was an implicature in this interview if the maxims were not observed. In order to point out my assumption, I conducted the research based on the theory of the implicature and the Gricean maxims of the Co-operative Principle.

In chapter one, I discussed the sequence of the research consisting of the background of the problem, the identification of the problem, the limitation of the problem, the statements of the problem, the objectives of the research, the methodology of the research, the significance of the research, and the sequence of the presentation.

In chapter two, I discussed some theories, concepts, and ideas that concern the theory of the implicature and the Gricean maxims of the Co-operative Principle including its illustration in details. The theories are supported by the other linguists, namely George Yule, Gillian Brown, Jean Stilwell Peccei, and Stephen C. Levinson.

In chapter three, I analysed the conversational implicature through non-observance maxims in the interview transcript between Michael Jackson and the interviewer, Ed Bradley.

In chapter four, I stated the findings of the research having relation with chapter two and three. The findings pointed out my assumption true that there was an implicature in this interview if the maxims were not observed. In the last chapter, I stated conclusion and summary of the thesis.

ABSTRAKSI

ANALISIS IMPLIKATUR PERCAKAPAN MELALUI PELANGGARAN MAKSIM DALAM WAWANCARA TERTULIS ANTARA MICHAEL JACKSON DAN ED BRADLEY

Dalam skripsi ini, dianalisis implikatur percakapan melalui pelanggaran maksim dalam wawancara tertulis antara Michael Jackson dan pewawancaranya, Ed Bradley. Penulis berasumsi bahwa terdapat implikatur dalam wawancara tersebut jika maksim dilanggar. Untuk menunjukkan asumsi ini, penulis melakukan penelitian berdasarkan pada teori implikatur dan maksim Grice pada Prinsip Kerjasama.

Pada bab satu, penulis membahas tentang rangkaian penelitian yang terdiri dari latar belakang masalah, identifikasi masalah, pembatasan masalah, perumusan masalah, tujuan penelitian, metodologi penelitian, manfaat penelitian, dan sistematika penyajian.

Pada bab dua, dibahas beberapa teori, konsep, dan gagasan mengenai implikatur dan maksim Grice pada Prinsip Kerjasama, berikut dengan gambarannya secara terperinci. Teori tersebut didukung oleh para linguis lain, seperti George Yule, Gillian Brown, Jean Stilwell Peccei, dan Stephen C. Levinson.

Pada bab tiga, penulis menganalisis implikatur percakapan melalui pelanggaran maksim dalam wawancara tertulis antara Michael Jackson dan pewawancaranya, Ed Bradley.

Pada bab empat, dikemukakan hasil penelitian yang mempunyai hubungan dengan bab dua dan tiga. Hasil penelitian menunjukkan bahwa terdapat implikatur dalam wawancara tersebut jika maksim dilanggar. Pada bab terakhir, penulis mengemukakan simpulan dan ringkasan skripsi.

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The Interview Transcript between Michael Jackson and Ed Bradley
Short Biography of Michael Jackson
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CHAPTER 1
INTRODUCTION

1.1 The Background of the Problem

Pragmatics learns the meaning of an utterance communicated by a speaker and interpreted by a listener. Beside what is said, the listener is supposed to be able to get what is unsaid, as mentioned in *Pragmatics* (Yule, 1996: 3). In addition, according to Parker (1986: 11), pragmatics is the study of how language is used to communicate; it is different with grammar, which is the study of the internal structure of language.

As stated in *Pragmatics* (Levinson, 1983: 6 and 8), Searle, Kiefer, and Bierwisch (1980) describes that pragmatics is the study of language that gives an impression that something, which is quite specific and technical, is being talked about, it often in fact has no clear meaning. Besides, Katz and Fodor (1963) describes that pragmatics is concerned with the disambiguation of sentences by the context in which they were uttered.

In *Pragmatics* (Yule, 1996: 37), Herbert Paul Grice, a famous linguist, says that the speaker and the listener usually cooperate with each other. He proposes the cooperation as the **Co-operative Principle** which has four sub-principles, called **maxims**. It has proved to be one of the most influential theories in the development of pragmatics, as mentioned by Thomas (1995: 56). According to Kirsten (1995: 355), the number of sub-principles falls into four categories: **the maxim of quantity, quality, relevance, and manner.** Therefore, the participants need to follow the maxims to make the conversation successful, as in dialogue (1).

(1) Situation: A husband asked to his wife where the car key was.

Husband: *Where's the car key?*

Wife: *It's on the table on the hall.*

From the conversation above, the wife observes all the maxims, **the maxim of quantity, quality, relevance,** and **manner.** She gave just the right amount of information, answered truthfully, addressed directly and clearly her husband's goal in asking the question. She said precisely what she meant thus there is no additional level of meaning in her utterance.

Meanwhile, consider following dialogue:

(2) Situation: Allan had talked long enough with Lisa by phone.

Lisa: *You must remember your telephone bill.*

Allan: *Okay, goodbye!*

Unfortunately, the speaker may not follow the cooperative principle by giving information which is, for instance, insufficient, untrue, irrelevant, or ambiguous to the listener. It may appear as a conversational implicature; it is typically just called an implicature. From the conversation above, Lisa gave the additional meaning. She flouts **the maxim of relevance** by not being relevant to the dialogue. The implicature is **she wanted to close the telephone conversation.**

Therefore, Grice's theory is an attempt at explaining how the listener gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning.

According to Thomas (1988: 62), Grice does not suggest that people are always good and kind or cooperative in any everyday sense of that word. He simply notes that, on the whole, people observes regularities in interaction and his aim is to tell the speakers how they ought to behave

and to explain on particular set of regularities, those governing the generation and interpretation of implicature.

In my research, I take the interview transcript between Michael Jackson and the interviewer, Ed Bradley. The participants have different intellectual background. Besides, as the Number 1 pop-star in the world, Michael's issue attracts everyone, his fans or not. He has been in the spotlight because he was accused of sexually molesting 13-year-old boy at his Neverland ranch and using alcohol while molesting the boy. However, he denied the accusation. He was released on bail and awaiting his first appearance in court on February 22nd, 2004. The interview took place on Christmas Day in 2003 at a hotel in Los Angeles.

Michael Jackson, who was born on the August 29th, 1958 in Indiana, is one of the greatest artists in the history of popular music. He began his musical career at the age of 5 as a lead singer of the *Jackson 5* who was formed in 1964. The King of Pop has set many records throughout his career and won many awards.

In 1982, he released the world's largest selling album of all time, *Thriller*, with over 50 million copies sold worldwide. In 1984, the pop star won a record breaking 8 Grammy awards in one night. The awards were for his work on the *Thriller* album and his work on the narrative for the *ET Storybook.* And at the end of the 1980s, he was named *Artist of the Decade* for his success of his *Thriller* and *Bad* albums, as mentioned in *allmichaeljackson.com.*

In the mean time, Ed Bradley, the interviewer, is a CBS news correspondent as co-editor of *60 minutes.* His work on *60 minutes* has gained much recognition for career journalism excellence. Bradley, who was born on the June 22nd, in Philadelphia, was graduated from Cheney State College with a B.S degree in education.

1.2 The Identification of the Problem

As indicated by the background of the problem, I identify the main problem of the research is about the conversational implicature through non-observance maxims in the interview transcript between Michael Jackson and Ed Bradley. I assume that there is an implicature in this interview if the maxims are not observed.

1.3 The Limitation of the Problem

Based on the identification of the problem, this observation is limited to the conversational implicature through non-observance maxims which occur in the interview transcript, from *cbsnews.com* on its *60 minutes,* between Michael Jackson and the interviewer, Ed Bradley.

1.4 The Statements of the Problem

According to the limitation of the problem stated above, there are some questions rising, as follows:

1.4.1 Do the speaker and the listener observe the maxims?

1.4.2 Is there an implicature if the maxims are not observed?

1.5 The Objectives of the Research

According to the statements of the problem stated above, I analyse the conversational implicature through non-observance maxims in the interview transcript between Michael Jackson and Ed Bradley to point out my assumption that there is an implicature if the maxims are not observed. In order to meet the purpose, I conduct analysis steps, as follows:

1.5.1 Analyzing that the speaker and the listener observe the maxim.

1.5.2 Analyzing that there is an implicature if the maxims are not observed.

1.6 The Methodology of the Research

The methodology of the research is qualitative method. According to Moleong (2004: 6), its method is qualitative, consisting of words, not numbers, and descriptive, comprising data and theory (quotation) to give the description of the analysis.

The data corpus may be an interview transcript, document, or work literature. In this research, the data corpus is from the interview transcript, which is taken from *cbsnews.com* on its *60 minutes,* between Michael Jackson and Ed Bradley. Meanwhile, the methodology of collecting data is library research.

1.7 The Significance of the Research

I do really hope that the research will broaden one's linguistic knowledge of pragmatics, conversational maxims and implicature. I also hope that it can be useful and beneficial to the readers for a better comprehension of the knowledge.

1.8 The Sequence of the Presentation

CHAPTER 1 INTRODUCTION

This chapter deals with the sequence of the research consisting of the background of the problem, the identification of the problem, the limitation of the problem, the statements of the problem, the objectives of the research, the methodology of the research, the significance of the research, and the sequence of the presentation.

CHAPTER 2 THEORETICAL FRAMEWORK

This chapter covers the theory of the implicature and the maxims of the Co-operative Principle by Paul Grice, and

the explanation and the illustration related to the conversational implicature and maxims from the other linguists, namely George Yule, Gillian Brown, Jean Stilwell Peccei, and Stephen C. Levinson.

CHAPTER 3 THE ANALYSIS OF CONVERSATIONAL IMPLICATURE THROUGH NON-OBSERVANCE MAXIMS IN THE INTERVIEW TRANSCRIPT BETWEEN MICHAEL JACKSON AND ED BRADLEY

This chapter is composed of the analysis of conversational implicature through non-observance maxims in the interview transcript between Michael Jackson and Ed Bradley in order to point out my assumption that there is an implicature in this interview if the maxims are not observed.

CHAPTER 4 THE FINDINGS

This chapter describes the finding of the research on generalized conversational implicature and particularized conversational implicature.

CHAPTER 5 CONCLUSION

This chapter contains the conclusion and summary of the thesis.