CHAPTER I

INTRODUCTION

1.1 Background of the Study

Dialogue, according to Oxford 7th edition, is a conversation in a book, play or film. While the conversation itself is an informal talk involving a small group of people or only two. The oral dialogue is a dialogue which is produced by spoken language such as in a play or a film. Meanwhile the written dialogue is a dialogue which is produce by written language such as dialogues in a novel and in a script of a play or a film. When people do a conversation, the missed communication between them is often happened. One of the participants of the conversation also does not say what actually his mean is, even unrelated with previous utterance. With the experience or knowledge, the participants will draw an assumption in their mind, thus the speaker meaning or what the speaker means should be different with linguistics meaning or what the speaker literally says. If there is an utterance which conveys meaning beyond its literally meaning, it is called implicature.

Herbert Paul Grice began to develop his theory of implicature in his article The Causal Theory of Perception in 1961, and it was most fully explored in his 1967 William James Lectures on Logic and Conversation. Grice (1989:24) introduces as terms of art, the verb implicate and the related nouns implicature (cf. implying) and implicatum (cf. what is implied), he noted the point of this maneuver is to avoid having, on each occasion, to choose between this or that member of the family of verbs for which implicate is to do general duty. He added that an intuitive
understanding of the meaning of *say* in such context is associated with an ability to recognize particular verbs as members of the family with which *implicate*. Grice divides implicature into two categories: conversational and conventional. Conversational implicature is the utterances which the speakers convey that are above and beyond the literal meaning of the words that they speak. Meanwhile conventional implicature is generated by meanings of words used, it tries to make a point about a contrast, could be seen from the words *but, yet, or even* in the utterance.

The conversational implicature is subdivided into two types, those are generalized conversational implicature and particularized conversational implicature. Generalized means it does not depend that much on the context, hence no special knowledge is required in the context to calculate the additional conveyed meaning. The generalized conversational implicature can be seen in the following example:

Donovan : You know what I think, don't you? (234)  
Sherlock : *Always*, Sally. I even know you didn't make it home last night. (235)

The implicature in the dialogue above is included in generalized conversational implicature because Sherlock uses scalar implicature, mentioned by the word *‘always’* which is included in scale of frequency. Scalar implicature is a basis of a scale of value, in this term, one word is chosen in order to express one value. He implicates ‘not sometimes’ and ‘not often’. The participant fails to fulfil the maxim of quality. Sherlock says *‘Always Sally’* to insinuate Donovan, because they are always having quarrel when they meet. He deliberately ceases to apply the maxims to persuade his hearer to infer the hidden meaning behind the utterance, thus he flouts the maxim of quality.
Particularized implicature depends strongly on the context to implicate, because most of time the conversations take place in very specific contexts in which locally recognized inferences is assumed. The example of particularized can be seen bellow:

John : Are you still at Barts, then?
Mike : *Teaching now, yeah.* Bright young things like we used to be. God, I hate them. What about you, just staying in town till you get yourself sorted?

The implicature in dialogue above is included in particularized conversational implicature. When Mike answers *‘teaching now, yeah’* he implicates that +> yes, I am still at Barts and I am teaching there. In this dialogue John has to draw on some assumed knowledge, in order to make Mike’s response relevant. Since Barts is a medical school so that when Mike says *‘teaching now’* it means Mike is still at Barts and he is a teacher at Barts. In this dialogue, the participant fails to fulfil the maxim of manner. Mike tells the truth about what he is doing, yet he does not answer directly to the question *‘are you still at Barts, then?’*, hence he flouts the maxim of manner.

This *Sherlock* TV series has exquisite dialogues which come from the brilliant characters, such as the detective, soldier, sergeant, minister and even the murderer. It was written by Steven Moffat, a screenwriter and television producer. He won and also was nominated in many awards. He was nominated as *Primetime Emmy Award for Outstanding Writing for a Miniseries, Movie or a Dramatic Special* with his work *Sherlock – A Study in Pink*. He also won eighteen awards since 1991 until 2014, beside sixteen award nominations.
*Sherlock* is a British crime drama television (TV) series which held on BBC One, adapted from Sir Arthur Conan Doyle’s works which told about a detective named Sherlock Holmes. *Sherlock – A Study in Pink* is the first title from three other titles of the first season series. It was already broadcasted on 25 July 2010. Stared by Benedict Cumberbatch as Sherlock Holmes and Martin Freeman as Doctor John H. Watson. It is based on the first Sherlock Holmes novel entitled *A Study in Scarlet*.

The writer chooses this series because many people adore this series. It has bright dialogues which reflect the characters. Many awards and nominations received by *Sherlock*, and also the series have been sold to over 200 territories. Since this movie is included into crime drama, it means a drama that involves element of crime and investigations. It can focus on the police forces and law enforcement agencies, how they investigate crime with forensic scientists. The main character who is the detective produces many implicatures, which may make it difficult to understand the series. *Sherlock – A Study in Pink* is the first episode based on the first work of *Sherlock Holmes* novel written by Sir Arthur Conan Doyle. The writer thinks every first work has a big influence to the next works, so that this episode has a special value to be analyzed, beside it has many implicatures. This British TV series could show the daily life in London which reflected by the implicatures within their conversations. Investigate the implicature means investigate the things a speaker means but not say. Hence it is significant to be analyzed.
1.2 Problem of the Study

Based on the background of the study above, the writer finds some problems that appear in the study. It arises some questions, such as:

a. What types of conversational implicature are found in BBC One TV series *Sherlock – A Study in Pink*?

b. What do the speakers implicate in each implicature found in BBC One TV series *Sherlock – A Study in Pink*?

1.3 Objective of the Study

Related to the problems of the study above, the study is aimed to:

a. To identify the types of conversational implicature found in BBC One TV series *Sherlock – A Study in Pink*.

b. To explain the speakers’ implications in each implicature found in BBC One TV series *Sherlock – A Study in Pink*.

1.4 Scope of the Study

To avoid an overlapping and misleading discussion, the analysis is limited on analyzing the conversational implicature. Conversational implicature is one of the two branches of implicature which looks at the relation between what people say and what they actually mean in a conversation. There are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature. Beside to avoid an excessive discussion, the writer limits the scope from
conventional implicature is because conventional implicature is independent of the cooperative principle. The cooperative principle which is elaborated in four maxims, those are quantity, quality, relation and manner is also analyzed.

1.5 Significance of the Study

Through doing the analysis, the writer wishes this thesis can be useful information. Therefore, the significances of my thesis are stated as follow:

1. To enrich knowledge about conversational implicature.
2. To guide readers in studying conversational implicature.
3. To be a reference for the next researcher in analyzing the conversational implicature.