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The Conversational Implicature Analysis on Into the Magic Shop Novel by Dr. James R. Doty

Analisis Implikatur Percakapan pada Novel *Into the Magic Shop* karya Dr. James R. Doty

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Article info

Abstract
Conversational implicature not only found in oral conversation, but it also can be found in writen conversation such as in literary works like novel. As in the novel by Dr. James R. Doty entitled Into the Magic Shop: A Neurosurgeon's Quest to Discover the Mysteries of the Brain and the Secrets of the Heart, the author inserts many conversations that contain conversational implicatures that can be recognized through the context narrated in the story. This study aims to find the type of conversational implicature used by the novel's character. The data was taken from Into the Magic Shop novel by Dr. James Robert Doty that published on 2016 by Avery New York. There are conversations found that contains conversational implicature. The data collected using the note-taking method. The study was conducted using descriptive-qualitative approach. A descriptive-qualitative approach used because it describes the linguistic phenomena found in the novel and observed the utterance expression conveyed in the Into the Magic Shop novel that interpreted using description. The result shows, from 27 conversational implicature found, 5 utterances categorized into generalized conversational implicature, 14 utterances into scalar implicature, and 8 utterances into particularized conversational implicature. The dominant type is scalar implicature as this novel is a life story of the author (Dr. Doty) who learn a skill and mostly used scale to express the topic of the utterances.

Abstrak
Implikatur percakapan tidak hanya ditemukan dalam percakapan lisan, tetapi juga dapat ditemukan dalam percakapan tertulis seperti dalam karya sastra seperti novel. Seperti dalam novel karya Dr. James R. Doty yang berjudul Into the Magic Shop: A Neurosurgeon's Quest to Discover the Mysteries of the Brain and the Secrets of the Heart, pengarang banyak menyisipkan percakapan yang mengandung implikatur percakapan yang dapat dikenali melalui konteksnya. diceritakan dalam cerita. Penelitian ini bertujuan untuk menemukan jenis implikatur percakapan yang digunakan oleh tokoh novel Into the Magic Shop karya Dr. James Robert Doty yang diterbitkan pada tahun 2016 oleh Avery New York. Pengumpulan data dilakukan dengan metode *note--taking*. Penelitian dilakukan dengan menggunakan pendekatan deskriptif-kualitatif. Pendekatan deskriptif-

kualitatif digunakan untuk menampilkan fenomena kebahasaan yang terdapat dalam novel dan mengamati ekspresi ujaran yang disampaikan dalam novel *Into the Magic Shop* yang diinterpretasikan dengan menggunakan deskripsi. Hasil penelitian menunjukkan, dari 27 implikatur percakapan yang ditemukan, 5 ujaran dikategorikan ke dalam implikatur percakapan umum, 14 ujaran menjadi implikatur berskala, dan 8 ucapan termasuk dalam implikatur percakapan khusus. Jenis implikatur yang dominan ditemukan adalah implikatur berskala karena novel ini adalah kisah hidup penulis (Dr. Doty) yang mempelajari keterampilan dan sebagian besar menggunakan skala untuk mengekspresikan topik tuturan.

INTRODUCTION

Language as an important aspect of human life works as a medium to share idea and information sometimes can cause misunderstanding. One of the Linguistics branches that can help people to understand the communicated messages between speakers and listener are Pragmatics. According to Yule (1996) Pragmatics is "The study of meaning as communicated by the speaker and interpreted by the listener". Pragmatics becomes the medium to solve any problem between the speaker and the hearer, especially related to the perspectives. Implicature consists of Conventional Implicature, Conversational Implicature, and Grice's Maxim Cooperative Principles. This study focuses on conversational implicature, that is is the utterance when the meaning is not intended to be found behind the word spoken, but from the overall utterance (Bilmes in Mey, 2001).

Paul H. Grice (1975) developed the concept of conversational implicature. He noted that in discussions, what is intended frequently extends beyond what is uttered, and that this additional meaning is inferred and predicted. He divided the conversational implicature into two types. Generalized conversational implicature and particularized conversational implicature. Yule in his book, *Pragmatic* (1996) enhance the type of conversational implicature into three types. Generalized conversational implicature, scalar conversational implicature, and particularized conversational implicature.

Conversational implicature not only found in oral conversation, but it also can be found in writen conversation such as in literary works like novel. Through the novel the author tells a story, both based on a true story and the author's imagination. Therefore, the novel is categorized as a work of fiction and non-fiction. Of course, in novels there are also conversations written by the author to make the story become live. A novel, in Eagleton's (2005:1) definition, is a work of prose fiction that is at least hundredth pages in length. A novel is a picture of actual life, manners, and the period it was written in (Kennedy, 1983:180). In other words, a novel is a type of literary work that often reflects a real-world situation. As it is type of literary works, novel also has it genre, such as romance, triller, historical, fantasy, self-fulfilment, social-criticism, etc. This study used the self-fulfilment genre of novel as it is telling a story of the novel's author to find themselves.

To specify implicature in a written conversation, context and use of language play a very important role. As in the novel by Dr. James R. Doty entitled *Into the Magic Shop: A Neurosurgeon's Quest to Discover the Mysteries of the Brain and the Secrets of the Heart*, the author inserts many conversations that contain conversational implicatures that can be recognized through the context narrated in the story. This book is adapted from a life story of Dr. James Robert Doty. The book narrates Doty's life, back then he was twelve, he came into a magic shop accidentally, looking for a plastic thumb. He instead met Ruth, a lady who showed him a set of techniques to lessen his own suffers and manifest his greatest

desires. Ruth gave him final mandate that Doty should keep his heart open and teach the techniques to others.

Related study such conducted by Annisa Martini, published on Indonesian EFL Journal (2018), entitled *Conversational Implicature of Indonesian Students in Daily Conversation*, shows from 80 utterances indicating conversational implicature, the researcher found the utterances contains two types of conversational implicature, they are 32 utterances (40%) categorized as generalized conversational implicature and 48 utterances (60%) categorized as particularized conversational implicature. The researcher also found its function of the utterances in conversation causing different assumptions based on Tsuda's theory such as violation of Grice's cooperative principle, power and solidarity and joking indirect conversation. From the precentage, it can be seen that the dominant of conversational implicature in natural context of Indonesian students is particularized conversational implicature with the number of occurrences is 48 (60%).

Another related study, an international journal article by Du Jingjie, published on Studies in Literature and Language entitled *A Study on the Conversational Implicature in Sons and Lovers from the Perspective of Cooperative Principle* (2016). This study aims to analyze the conversational implicature with the application of the Cooperative Principles by Grice (1975). The data used was the conversation in the movie Son and Lovers, especially the main character's conversation, Paul and his parents, Mr. Morel and Mrs. Morel. The result shows there are 22 conversations that are divided into 4 cooperative principles point of view. There are 9 conversations generated by violating the maxim of quality, 6 conversations generated by violating the maxim of quantity, 5 conversations generated by violating the maxim of relation, and 2 conversations generated by violating the maxim of manner.

Riza Hanifah on her undergraduate thesis entitled *Conversational Implicature Analysis of The Woodlanders Novel by Thomas Hardy* (2016). examines that there were 42 utterances categorized as generalized conversational implicature, 58 utterances categorized as scalar conversational implicature, and 106 utterances categorized as particularized conversational implicature. The romance novel chosen by Hanifah used more particularized conversational implicature to created an aesthetic effect to the character when they were talking.

However, studies of conversational implicature in novel have been carried out by many researchers, most of the studies only discussed about the violating and adhering the cooperative principles. After reading the novel Into the Magic Shop, a life-story novel that have lot of daily conversations, it was found a number of conversational implicatures used by the character in the novel. This study aims to analyze the conversational implicature used in *Into the Magic Shop: A Neurosurgeon's Quest to Discover the Mysteries of the Brain and the Secrets of the Heart* by Dr James R. Doty.

METHODS

The data was taken from Into the Magic Shop novel by Dr. James Robert Doty that published on 2016 by Avery New York. There are conversations found that contains conversational implicature. The data collected using the note-taking method. According to Murray and Rockowitz (1998:3), taking notes is an important factor of generating an essay or research paper using notes or cards. The work method applied in this study, first by reading the Into the Magic Shop novel. Second, note-taking the utterances of the characters. Every utterance has a contextual setting for the utterance that comes after it in a sequential

order that important for the interpretation of the succeeding utterance. This contextual setting helps to divided the data to the conversational implicature types.

After all the data gathered, the data analyzed using Grice's (1975) implicature theory. The study was conducted using descriptive-qualitative approach. A descriptive-qualitative approach used because it describes the linguistic phenomena found in the novel and observed the utterance expression conveyed in the Into the Magic Shop novel that interpreted using description. The method used to show the types of the conversational implicature used in Into the Magic Shop novel's characters conversation, that divided to 3 types of the conversational implicature proposed by Grice (1975) that is generalized conversational implicature, scalar implicature, and particularized conversational implicature

RESULT AND DISCUSSION

Result

According to Grice's (1975), conversational implicature are divided into two types. Generalized conversational implicature and particularized conversational implicature. Yule in his book, Pragmatic (1996) enhance the type of conversational implicature into three types. Generalized conversational implicature, scalar conversational implicature, and particularized conversational implicature. Conversational implicature not only found in oral communication, but also can found in written text. The used type of conversational implicature are generalized conversational implicature, scalar implicature as the part of generalized conversational implicature, and particularized conversational implicature. In this novel, out of 27 data that analyzed, the number of generalized conversational implicatures found are 5 utterances, the number of scalar implicatures found are 14 utterances, and the number of particularized conversational implicatures found are 8 utterances.

A. Generalized Conversational Implicature

Generalized conversational implicature is implicature that does not require specific understanding in the context to calculate the understanding of the conveyed meaning. An example added by Yule (1996) to simplify Grice's (1975) implicature theory:

"I was sitting in **_a garden_** one day. **_A child_** look over the fence."

Yule, *Pragmatics* (1996:41)

The implied meaning in the case above is that the garden and the child are not related to the speaker. If the speaker had been able to be more particular, the speaker would have stated "my garden" and "my child."
Therefore, without requiring specific local or specific knowledge of the context, it is simple to interpret the implied meaning in generalized conversational implicature. This Type of conversational implicature found on *Into the Magic Shop* novel:

Data 1
Ruth : *"I'm Ruth,"* she said. ***"What's your name?"***
   (Her smile was so big and her eyes so brown and kind that I couldn't help but smile back at her, forgetting completely about my crooked tooth).
Jim : *"I'm Jim,"* I said.

(Until that moment I was called Bob. My middle name is Robert. I can't remember why I was called Bob. But for whatever reason, when she asked, I replied, "Jim." And this was the name I would go by for the rest of my life.)

Analysis:

In this conversation, Ruth just asks Jim's name. Grice in his book *Studies in The Way of Words* (1975:37), explained generalized conversational implicature is implicature that carried by saying of a proposition in p in most ordinary context of utterances. In this conversation, the p is the noun "name". The noun 'name' is a general term that does not need specific understanding to response the utterance. This utterance is categorized as generalized conversational implicature as the speaker utters something general to the listener that does not need a specific understanding to the listener to respond to the speaker. Ruth as the speaker asking the listener's name. Beside asking the name, Ruth's utterance also express that she wanted to know more about Jim, as in the story Ruth helps Jim to manage his life. From Ruth's utterance can be conclude (+> I want to know you).

Data 2

Ruth   : *"Do you live in Lancaster?" Ruth asked.*

Jim   : **"Yes,"** *I said,* **"but on the other side of town.** *I was just riding around looking for my brother and I saw your store and decided to come in."*

Analysis:

As explained before about generalized conversational implicature, in this conversation Jim's uttered a general speech, that he said 'on the other side of town'. Ruth uttered a chitchat between shopkeeper and the visitor. Ruth asked Jim about his address and Jim answered about his place can be categorized as generalized conversational implicature. Jim utterance explain about his place that Ruth can understand some other meaning from Jim's utterance such as Jim lived in Lancaster but a little far away from the magic shop. From Jim's utterance, the listener can conclude (+> not here).

B. Scalar Implicature

Other generalized conversational implicature are referred to as "scalar implicature" since they are frequently expressed using a scale of values. (Yule, 1996:41). This conversational implicature commonly spotted by these keywords, where terms are listed from the highes to the lowest value:

<all, most, many, some, few>
<always, often, sometimes>

Yule, *Pragmatics* (1996:41)

As the part of generalized conversational implicature, Yule (1996) give some examples to simplify the understanding, one of them:

*I got **some** of this jewelry in Hong Kong – um, actually I think I got **most** of it there.*

Yule, *Pragmatics* (1996:42)

When the speaker says "some," the speaker implies "+> not most," but then the speaker corrects herself by stating "most." However, it is still likely that the last statement will be understood with a scalar implicature (+> not all).

When communicating a certain piece of information, a term that expresses one value on a scale of values is frequently used. This is especially clear when it comes to conveying quantity where the speaker uses the most informative and truthful terms. This

type of conversational implicature is the dominant type as the data source is a novel of the author's (Dr. Doty) story mostly used scale to express the topic of the utterances.

Data 3
Dr Doty   :   *"Someone from the team will update you as we progress. I anticipate it will be a complete resection. I don't expect **any** complications."*

Analysis:
As explained by Grice (1975), scalar implicature, as part of generalized conversational implicatures are commonly communicated with scale of values. In this utterance, Dr Doty as the speaker, speaks toward the boy's mother. He informs about the chance of any complications that can be happen in the surgeon. The word "any" in his utterances can be categorized as scalar conversational implicature as it talks about scale of possibilities. The speaker said "any" which is the listener can proceed with the keyword of the scalar conversational implicature as the number of the complications expected to happen. The listener can easily understand uttered speech as it is an utterance that does not need specific understanding, with a scalar implicature (+> nothing).

Data 4
*"He's in **full** arrest!"* the anaesthesiologist screams.

Analysis:
As explained before that scalar implicature is the utterances where the speaker uttered a scale of values, this utterance can be categorized as scalar conversational implicature. This utterance happened in the boy's surgeon. The anaesthesiologist informs the surgeons in the room as the patient is in full arrest. The utterance can be categorized as scalar conversational implicature as is shows a scale of someone condition "full arrest" or totally arrest which means someone collapsed as in this situation the boy is in a surgery and he collapsed due to the veins ripped and the blood rushes out from the veins. The listener will easily understand the implied meaning, which the speaker said, in this context, the patient is in a danger situation, with a scalar implicature the listener will understand (+> totally).

Data 5
Ruth   :   *"Do you like magic?"*
Jim   :   *"I **love** it," I said.*

Analysis:
This conversation is between Ruth and Jim that happened when Ruth asked Jim about how he likes magic. Jim answered with "I love it" which shows he really likes the thing, in this case magic. Jim uttered the term 'love' as the mark of the scalar implicature. As explained before, the utterance where the speaker uttered a scale which makes all form that higher from the scale is implicated. The word "love" shows the scale of interest from the word 'like' which is present 'more than like.' The listener should infer the message of the uttered speech to get what the speaker conveys, with scalar implicature the listener would understand (+> more than like).

C. Particularized Conversational Implicature

Particularized conversational implicature is implicature that require local context to infer the meaning of an utterance. A particularized conversational implicature known as the utterance that conveyed by a statement of a proposition p in particular context. To simplify the understanding, Yule (1969) give some examples to the particularized conversational implicature proposed by Grice (1975), one of them:

Bert : do you like ice cream?
Ernie : is the pope catholic?

Yule, *Pragmatics* (1996:43)

Ernie's response does not provide a "yes" or "no" answer. The answer to Ernie's "pope" question is definitely "yes." The conclusion is therefore known, but Ernie's response also suggests that the solution was "Obviously, yes!".

As explained by Yule (1996:43) in his book, Pragmatics, to determine the message being transmitted, particularized conversational implicature inferences are needed. It indicates that certain circumstances must exist in order for what is stated to have any relevance. This type of conversational implicature also found more than the generalized conversational implicature as lot of specific or local understanding needed on the character's utterances.

Data 6

Jim : *"There used to be one. In the late sixties. I was just wondering if you knew anything about it or what happened to the owner."*
Shopkeeper : ***"Well, I was born in 1973."***

Analysis:

The context of this conversation is where Jim tried to find the magic shop that he visited on his childhood where he learns all Ruth's trick to manage his mind and life but he did not know that the shop already gone. The utterance of the shop keeper can be categorized as particularized conversational implicature as he response Jim's utterance with an utterance that Jim should draw a conclusion that the shop keeper didn't know about the magic shop Jim talked about as he was born in1973-far from the year he visited the magic shop. As the words spoken, the speaker hopes that the listener could draw an understanding (+> I don't know).

Data 7

Attorney : *"Well, how would you like me to proceed?"*
(He asked, no doubt surprised that I wasn't jumping up and down like a man who had just won the lottery. I did not know how much the stock in the trust would be worth, but I knew I would have been a millionaire again. All I needed to do was nothing.)
Jim : ***"I'll call you back,"*** *I said, and hung up the phone.*

Analysis:

This is the conversation between Jim and one of his attorneys. The context of this conversation is where one of his attorneys call Jim and said that he is going to win a lottery after all the investments he did. Jim response the question with particularized implicature and with his response, the attorney should draw a conclusion that he did not want to talk about the lottery or investments he did at the time as Jim uttered that he will call him back.

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This utterance needed a local context to understand. As the words spoken, the speaker hopes that the listener could understand (+> I don't want to tall about it at the moment).

CONCLUSION

After analysing the data, which is the types of conversational implicature used and its functions in Into the Magic Shop novel by Dr. James R. Doty, the conclusion drawn, Conversational implicature not only found in oral communication, but also can found in written text. The used type of conversational implicature used are generalized conversational implicature, scalar implicature as the part of generalized conversational implicature, and particularized conversational implicature. To spot the generalized conversational implicature and the particularized conversational implicature, it can be found from the structure and the content of the utterances. The generalized conversational implicature can be seen from the word the speaker used, which commonly shows the meaning implicitly but does not need the local context to understand the utterances. While the particularized conversational implicature can be found where the utterances that has a context of a specific understanding. Different with the two types, the scalar implicature, which is the part of generalized conversational implicature is easier to found by the use of scale of values in the utterances.

As this study is intended to raise the implicature phenomenon, which focuses on conversational implicature and its function on Into the Magic Shop novel. The suggested research can be performed in similar field, related to conversational implicature in different data source, such advertisement, brochures, movie, song lyrics, talk shows, and so on to expand the reach of the research. It is expected that this study will close the gap in this field of study when it is completed.

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