

The Role of the Conversational Implicative in Linguopragmatics on the Basis of Formal and Informal Letters

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Abstract: *Aim and tasks of research: to show the objectives of the study which are to find out the implied meaning uttered in the two main types of letters (Formal and Informal) and to discover the reasons of breaking the Cooperative Principle in them. The importance that the writer expected in this study, they are two: theoretical and practical. Theoretically, this study is expected to increase our understanding of Conversational Implicative by giving some instances from the utterances in two types of letters (Formal and Informal) and is aimed to be guidance for students who are interested in conducting further researches on Conversational Implicative. Meanwhile, practically this study can be used as a reference to increase students' interest in learning English language, especially about Pragmatic study.*

Keywords: *Linguopragmatics, the Cooperative Principle, conversational implicative, to convey message, Grecian maxims, formal letters, informal letters, maxim of quantity, maxim of quality, maxim of relation or maxim of manner.*

Introduction The philosopher Grice introduced the term conversational implicative. According to Grice, Speech acts are guided and ensured by four factors, known as the Cooperative Principle, which Grice calls maxim. Cooperative Principle is a kind of tacit agreeing by speakers and listeners to cooperate in communicative language use. In the extent of this study, the writer will breakdown the theory of this research under the title ***“The Conversational Implicative and its maxim between two types of letters”*** as Pragmatic study. In this paper, the writer discusses conversational implicative in *Formal and Informal letters*. The reason for choosing these 2 types of written discourse for **the purpose of analysis** was their contradicting genres. From the author's perspective before doing the next research, as it is common in most written discourses, one person is favourably and expectedly to have the most loquacious character, the participant of conversation will break at least one cooperative of principle, either maxim of quantity, maxim of quality, maxim of relation or maxim of manner, to get their purpose understood. Then, there is a great opportunity to break the maxims, that he/she repeatedly either violates or floats the conversational maxims. Thus, it is worthwhile to take a close look at conversational exchanges in these types of letters. This research is an extended research, which the previous researches are done by other writers with the same theory, Cooperative Principle, introduced by Paul Grice, a pragmatic study and has been used in the different object.

In this research, the writer narrows **the problem of violation** and flouting the maxims only between two main types of letters (Formal and Informal). The writer will collect and analyze the utterances, which break maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Besides, both of them have the most loquacious part and the most violating and flouting

maxims. By narrowing the problem, the writer could be more focus on analyzing the utterances. In this research, the writer takes some **research questions** in order to analyze the data, namely:

- a. What are the meanings implied in the utterances between the writers both of Formal and Informal letters?
- b. What are the reasons of breaking the Cooperative Principle between the two writers in both styles of letters?

The objectives of the study are to find out the implied meaning uttered in the two main types of letters (Formal and Informal).and to discover the reasons of breaking the Cooperative Principle in them. **The importance** that the writer expected in this study, they are two : theoretical and practical. Theoretically, this study is expected to increase our understanding of Conversational Implicative by giving some instances from the utterances in two types of letters (Formal and Informal) and is aimed to be guidance for students who are interested in conducting further researches on Conversational Implicative. Meanwhile, practically this study can be used as a reference to increase students' interest in learning English language, especially about Pragmatic study. In this research, there are two **definitions of terms** to make a scope for this study.

1. Violation of maxims is one from two ways of breaking the Cooperative Principle. It is intentionally used by the speaker to create misunderstanding or to achieve some other purposes.
2. Flouting the maxims is the second way of breaking the Cooperative Principle. However, this is unintentionally done, the speaker desires the greatest understanding in his/her recipient because it is expected that the interlocutor is able to uncover the implicit meaning behind the utterances. To identifying and classifying the phenomenon of implicative, Grice developed a theory designed to explain and predict conversational implicatures. He also sought to describe how such implicatures are understood. Grice (1975: 26–30) postulated a general “Cooperative Principle,” and four “maxims” specifying how to be cooperative. It is common knowledge, he asserted, that people generally follow these rules for efficient communication. Cooperative Principle contributes what is required by the accepted purpose of the conversation. They are:
 - a. Maxim of Quality. Make your contribution true; so do not convey what you believe false or unjustified.
 - b. Maxim of Quantity. Be as informative as required.
 - c. Maxim of Relation. Be relevant.
 - d. Maxim of Manner. Be perspicuous; so avoid obscurity and ambiguity, and strive for brevity and order.

Grice viewed these rules not as arbitrary conventions, but as instances of more general rules governing rational, cooperative behaviour. For example, if a woman is helping a man build a house, she will hand him a hammer rather than a tennis racket (relevance), more than one nail when several are needed (quantity), straight nails rather than bent ones (quality), and she will do all this quickly and efficiently (manner). (George Yule & Brown Gillian. 1983, Discourse Analysis).

Pragmatic Theory Pragmatics is a subfield of linguistics which studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicative, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the

linguistic knowledge (e.g. grammar, lexicon etc.) of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time etc. of an utterance. The ability to understand another speaker's intended meaning is called pragmatic competence. An utterance describing pragmatic function is described as met pragmatic. (Joan Cuttin 2002, *Pragmatics and Discourse*). **Violation and Flouting the Maxims Theory** Violation, according to Grice (1975), takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes. The following are examples of violation in the four aforementioned maxims:

- Mother: Did you study all day long?
- Son who has been playing all day long: Yes, I've been studying till know!

In this exchange, the boy is not truthful and violates the maxim of quality. He lies to avoid unpleasant consequences such as; punishment or to be forced to study for the rest of the day. Unlike the violation of maxims, which takes place to cause misunderstanding on the part of the listener, the flouting of maxims takes place when individuals deliberately cease to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; that is, the speakers employ implicative (S. C. Levinson, 1983). In the case of flouting (exploitation) of cooperative maxims, the speaker desires the greatest understanding in his/her recipient because it is expected that the interlocutor is able to uncover the hidden meaning behind the utterances. People may flout the maxim of quality so as to deliver implicitly a sarcastic tone in what they state. As in:

Teacher to a student who arrives late more than ten minutes to the class meeting:

- ✓ Wow! You're such a punctual fellow! Welcome to the class.
- ✓ Student: Sorry sir! It won't happen again.

It is obvious from what the teacher says that he is teasing the student and his purpose is, by no means, praising him. He exploits the maxim of quality (being truthful) to be sarcastic. Likewise, the student seems to notice the purpose behind the teacher's compliment and offers an apology in return. This research has a framework to describe how the theory works on the topic. To identifying and classifying the phenomenon of implicative, Grice developed a theory designed to explain and predict conversational implicatures. He also sought to describe how such implicatures are understood. Grice (1975: 26–30) postulated a general "Cooperative Principle," and four "maxims" specifying how to be cooperative, maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

In movie *The Proposal*, the writer finds some conversations especially between the two main characters, which violated or flouted the maxims. The writer will explain the strategy of analyzing datum to know the violation or flouting the maxims, as follows:

Main part .Research method In this study, the writer applies descriptive-qualitative research method. The data is taken in written form and conversational implicative uttered between writers of 2 types of letters (Formal and Informal). The source of data is from the letters given and the supporting data is knowledge and comprehension of the writer as the researcher and theories related with this study. In method of collecting data, the writer uses "recording technique" as the basic technique, the first continuing technique is "non participant observing technique" , and continued by "noting technique" . Meanwhile, the writer uses contextual research in analyzing data and uses the theory of conversational implicative generated by four maxims. Those are

maxim of quantity, maxim of quality, maxim of relation and maxim of manner. **Instrument** In this study, the writer uses books, pen and personal computer from collecting data, identifying data until analyzing data. **Source of data** The source of data in this study consist of two types of data; primary source and secondary source.

- a. The primary source of data in this research is 2 types of letters (Formal and Informal) from _____.
- b. The secondary source of data is obtained from the other connected data that support this research.

The data is collected naturally by reading the conversation of the taken 2 types of letters (Formal and Informal) to find out the implication and the maxim in the conversation and to discover the reasons of breaking the Cooperative Principle. **Technique of collecting data** In this research, the writer uses "Note-Taking" as a technique by reading the discourse from the given letters to find out the implication and the maxim in the conversation and to discover the reasons of breaking the Cooperative Principle. The writer plays role as an reader. **Technique of analyzing data** In this research, the writer used the descriptive method in order to interpret the meaning implied in the conversation. There are some steps in analyzing and identifying the data, as follows :

- a. Read the taken 2 types of letters (Formal and Informal)..
- b. Identify the utterances which used between authors of the letter.
- c. Make some notes of the identified data related to the implicative theory.
- d. Analyze the maxims in the conversation.

Analysis of Conversational Implicative in Formal letters

1. Ordinary Business letter:

Dears Sirs,

Though the courtesy of your embassy in China, we learned that your firm is interested in establishing business relations with a Chinese firm to sell various light industrial products of your country to China. We have been engaged in import business for many years and are well connected with all the major dealers here. **We, therefore, feel sure** that we can sell large quantities of your goods if your offers are favourable.

We would like you to send us a catalogue and pricelist, and possibly some samples of the goods that you are principally interested in selling, so that we can study the sales possibility in our market. As to our credit standing, **please** refer to Bank of China, Beijing. We look forward to hearing from you.

Yours faithfully

Analyze: As here in the ordinary business letter the information is clear, in right order , relevant to the given aim of the letter which shows there is no sample for violation of maxims . in contrast we can see highly pointed expressions to the usage of maxims : **We, therefore, feel sure** –_shows the maxim of quantity .In addition , we can see some linguistic expressions which show politeness (**We would like, please** etc.)Which is not relevant to the topic Implicative?

2. E-mail: a) Hello Nick,

My name is Tom Haverford and **we spoke last week about Sweetums' proposal to be the exclusive supplier of lemonade to all Indiana parks in 2019. I'd like** to get a meeting on our respective calendars to discuss the following:

- When lemonade would be delivered to park refreshment centers
- Lemonade sizing and pricing
- Recycling efforts for used lemonade cups

Please feel free to book time on my calendar here: [Link to calendar] **Kind Regards,**

Tom Haverford

Administrator, Pawnee Parks & Recreation

123-456-7890

Analyze : In this email , we can also find out that there is no any hint to the violation or flouting of maxims , however , vice versa can be seen as information is enough in quantity , based on the facts (*we spoke last week about Sweetens' proposal to be the exclusive supplier of lemonade to All Indiana parks in 2019. Kind Regards,*

Tom Haverford

Administrator, Pawnee Parks & Recreation

123-456-7890), related to the given topic (about meeting and its details), in the right order which is according to the formal email writing pattern. As I mentioned above, in addition, we can see some linguistic expressions which show politeness (*I'd like, please* etc.)Which is not relevant to the topic Implicative.

b) Hello Ron,

My name is Donna and we spoke at Carpenters of Indiana event last week. I'm currently collecting bids for the following projects:

- 50 park benches
- 3 pergolas
- 8 gazebos

I need these projects done no later than **June 6, 2019** and I'm requesting all bids be returned by **March 15, 2019**. Your work is impressive, and I hope we receive a bid from you. Regards,
Donna Meagle

Analyze : In the another email sample also , we can see that there is no any hint to the violation or flouting of maxims , however , vice versa can be seen as information is enough in quantity , based on the facts (*June 6, 2019 ,March 15, 2019*) , related to the given topic (about the project and its details), in the right order which is according to the formal email writing pattern.

Analysis of Conversational Implicative in Informal letters

1. Ordinary :

Dear Tom

I'm just writing to let you know I quit my old job and **found something new**.

I was really fed up with being a brain surgeon because it wasn't really much of a challenge anymore. You know me; if I'm not learning new tricks, I get bored too easily and have to find something new. I'm now teaching English as a foreign language in Vietnam and it suits me down to the ground. I teach two adult classes and a kindergarten class, which is not only challenging but also rewarding too. Can you believe it?I also have some other amazing

news- I'm getting married. She was one of my first ever students and I guess it was love at first sight for both of us. Make sure you keep the first weekend in July free, so you can come and celebrate with us. Keep in touch Chris **Analyze** :In the above given ordinary informal letter we can see some violations of manner maxim as the information is not clear (*found something new*), of quantity maxim as the given information sometimes is too long in quantity (*I was really fed up with being a brain surgeon because it wasn't really much of a challenge anymore. You know me; if I'm not learning new tricks, I get bored too easily and have to find something new*), the relevance maxim as the aim of the letter was to inform only about quitting the previous job and to share details about newly found job but later we can see additional information about marriage .

2. E-mail:

Hi there, Doreen **Long times no see**. Hope all's well in your world! I haven't been to **JALT** all year, shame on me, but I needed the break.

I still see the guys and I'm going to the national, so don't write me off

Yet! I was trying to remember who you've published within the past, and I

Wondered if you had any contacts at **Nan'Un-Do**. I want to send a

Proposal to them but have no names, and the personal touch is always

Best! **I might go to see Jane Willis, family commitments permitting, any plans in that direction? Going to Shizuoka** I presume? _Bye for now

All the best

S

Analyze: In this informal email, we can also find some examples for the violation of Grice's maxims: the violation of manner maxim as some given grammatical expressions are not clear if the person is not a native speaker or does not have deep knowledge in grammar the given information will not be understood (*Long time no see, Going to Shizuoka*) and some abbreviations are also not clear (*JALT ,Nan'Un-Do, S*). The last sentence seems not to have relevance to the above mentioned information (*I might go to see Jane Willis, family commitments permitting, any plans in that direction?*) which shows the violation of relevance maxim.

Conclusion To conclude, according to the research question there were analyzed two types of letters: formal and informal. The analysis showed that mostly Grice's maxims are violated in the informal type of letters rather than formal ones. In contrast, formal letters mostly try to show the usage of maxims in the right way to show the effectiveness of this type of letters. There may be other samples which can contradict the result of this research as, the conducted research analyzed not all the letters but some samples of the given type letters (formal/informal)

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