

## Analysis of Conversational Implicature in “Burnt” Movie Directed by John Wells

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### Abstract

The objective of this research is to identify and describe the use of conversational implicature in the “Burnt” movie. The researcher used the implicature theory by Paul Grice to analyze the conversational implicature. The research methodology used in this research is a qualitative descriptive method. The source of this research is the data from the “Burnt” movie. To collect data, the researcher used several steps: watching the movie, pausing the movie that has conversational implicature, annotating the data, screenshotting the data, coding the data and the last is reducing the data to present the needed data only. The result shows that both generalized and particularized conversational implicature is identified with the flouting maxim and the utterance that flouts the maxim has speech function. The use of conversational implicature in the character’s utterances is useful to conduct good communication in the workplace. The characters use conversational implicature to make the intention conveyed politely and delivered quickly.

**Keywords:** *conversational implicature, movie, utterance*

### INTRODUCTION

In social situations, people frequently use language that conceals a deeper meaning. Interacting which requires people to understand the actual meaning of an utterance is called pragmatics. Yule (1996, p. 3), defines pragmatics as the study of the meaning of an utterance from the speaker or writer and interpreted by the listener or reader. The utterance that is meant is an utterance that cannot only be directly interpreted through spoken or written words. The utterances can be interpreted by knowing the context of the utterance. Pragmatics is usually applied by speakers to refine speech, insinuate indirectly, refresh the atmosphere, and so on. It can be concluded that pragmatics is the use of language in communication that is conveyed implicitly.

Implicature is an important aspect of understanding the conversation. The application of implicature is often used in some utterances. Most humans interact implicitly with others by using language for specific purposes, for example, to state something, to forbid the listener, to thank someone, etc. To understand more deeply the implied meaning of an utterance,

understanding implicature is necessary. Implicature is closely related to the context of a conversation. Implicature as one of the pragmatics discusses how an utterance is conveyed implicitly and can be understood by the listener. Therefore, implicature does not need to be expressed explicitly (Wijana, 1996, p. 68). The implicature theory was first proposed by Paul Grice in his article entitled *Logic and Conversation*. Grice in Cole and Morgan (1975, p.43) says that something said by humans may be implied, or what is said is different in meaning from what is said. Grice's concept is called the implicature theory.

Grice in Thomas (2013, p. 57) divides implicature into two types, they are conventional implicature and conversational implicature. Conventional implicature is an implicature that is obtained directly from the meaning of the word. It is related to the general meaning of language. It also does not depend on a specific context of language use and does not relate to the principles of conversation or maxims. Conventional implicature contains general, long-lasting implications. Meanwhile, conversational implicature is an implicature that is obtained to connect the speaker's utterance to the context of the conversation. The speaker's utterance that has hidden meaning behind it can be understood by knowing the context of the conversation. The conversational implicature does not contain general implications. The conversational implicature is also related to the cooperation principle and speech act. It considers that conversational implicature is flouting the maxim of the cooperative principle and it has functions in saying that. Grice in Cole and Morgan (1975, p.45) divides conversational implicature into two kinds, they are generalized and particularized. The generalized one doesn't need a particular context to interpret the implicature, and the particularized one is calculated with special knowledge of a particular context to understand the meaning of the implicature.

Martini states that conversational implicature might naturally occur in daily conversation (2018, p. 93). People constantly communicate using conversational implicature to deliver their ideas. In delivering ideas, the flouting maxim happens and it contains speech act function. When the maxim is flouted, it can lead to misunderstanding in the conversation, but there are some circumstances where it can still lead to communication (Zakiyah, 2020 p. 2). The flouting maxim that occurs gives implicit meaning to the speech that is given. The implicit meaning contains the speech function such as stating, prohibiting, ordering, etc. that is said by the speaker. Mey (1994, p. 110) claims that each utterance has a specific functional use of language. To understand the meaning and the function of utterance that contains the

conversational implicature, the listener needs to connect it to the context of the conversation. The message can be conveyed properly only when the interlocutor can understand the context of the speech. Each individual conveys an implicature, it has its purpose, such as being able to make the message conveyed efficiently or not causing many more questions when the listener understands the meaning of the implicature spoken. The use of conversational implicature can make communication better. However, some people do not understand the implied meaning of the speaker's utterance. The listener cannot find the function of the conversational implicature. It happens because the listener thinks the utterance that not being cooperative is only a mistake in using language. They only interpret that directly in the sentence without connecting them with the context of the conversation. This kind of problem can make communication not run well. It will occur from the listener asking about the meaning, and the speaker will explain again what the speaker really means. Because of failure in understanding the conversational implicature, it can cause wasting time. The use of conversational implicatures is also found in the entertainment industry, for example, in movies (Vikry, 2014 p. 2). A movie is one of the works created by humans to convey a problem or life phenomenon that can affect humans in behavior and language. Through movies, people can learn about the language and include conversational implicature. The use of conversational implicature in several movies is obtained as a reflection of how humans use languages in a good way to convey their ideas. The use of implicature also can make the movie interesting.

The researcher is interested in researching conversational implicature because it is necessary to understand the implied meaning behind an utterance that does not contain general implicature. Applying conversational implicature in an utterance can be really useful to make our conversation run well. The researcher wants to make the other understand how come the conversational implicature can be interpreted and avoid misunderstanding. And last, the researcher wants to present more about what sentences may not have been found that contain conversational implicature. The researcher uses the "Burnt" movie as the object of this research. "Burnt" movie is a 2015 American comedy-drama movie directed by one of the most prolific directors, John M. Wells, and written by Steven Knight, from a story by Michael Kaleniko. The "Burnt" movie presents a story of a professional chef named Adam Jones. He is a reliable chef and has been in the culinary world for many years. However, as the day progressed, he fell into drugs and women, destroying his career as a chef. A feeling of

guilt comes later, making him repent and start to find out what was wrong with him. He began to rebuild his life and work in London by looking for his friends who had been with him in the past. However, due to his past behavior, he is considered a bad person and arrogant by his friends. That makes it difficult to communicate with his friends and return to his life as a professional chef. Although Adam Jones feels very guilty, he still persuades his friends to build together the best restaurant that gets "Three Michelin Stars". The researcher uses the "Burnt" movie as an object of the research because in this movie the researcher found a lot of conversational implications between the characters. Analyzing the conversational implicature in the movie can introduce people to how conversational implicature is used to make communication run well in the world of work that really needs speed and courtesy such as a restaurant. Also, this movie presents how a human can make up with others so that they can make their dream become true. Besides that, this movie has never been used as an object by previous researchers so it can show us more utterances that applied conversational implicature that has never been found.

## FINDINGS AND DISCUSSION

### Generalized Conversational Implicature

#### Data 1

Duration (00:04:56)

Context:

Adam visits Conti at a restaurant that Conti owns. Conti is an old friend of Adam's since they were at Jean Luc's restaurant. They talk after a long time of not seeing each other. Conti doesn't seem to hate Adam. It can be seen by the behavior of Conti who wants to pour a drink to Adam but Adam refuses. Adam said he has given up drinking and other bad habits. Adam's disappearance turned out to rehabilitate him.

Adam	: Ah, I gave up drinking.
Conti	: Oh, good to you.
Adam	: Along with, uh, sniffing, snorting, injecting, licking yellow frogs, and women.
Conti	: <i>Three years without a word. Nothing. You bastard.</i>



Picture 1

Conti's answer to Adam seems irrelevant. Conti floats the maxim of relevance. Conti replies to Adam by intending to complain to Adam that he has taken actions such as giving up drinking, not consuming drugs, and others for three years without any news at all. The function is expressive because Conti intends to complain about Adam not contacting him for three years. The conversational implicature contained in Conti's utterance is generalized conversational implicature. Adam doesn't need special knowledge to interpret Conti's utterance because, in Conti's words, it has seen the meaning of his utterance.

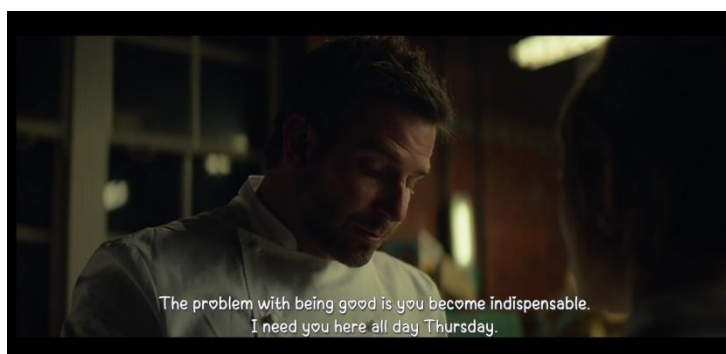
## Data 2

Duration (00:50:36)

Context :

Helene has gotten permission from Tony to take a day off on Thursday. Helene then says that to Adam.

Helene : I was hoping I could maybe miss the lunch service on Thursday.  
Adam : *The problem with being good is that you become indispensable. I need you here all days Thursday.*



Picture 2

From the data above, the conversational implicature can be seen in Adam's utterance. That sentence also seems to flout the maxim of quality by blatantly giving more answers to Helene. The meaning of the utterance is to prohibit Helene to take a day off on Thursday because he really needs Helene's presence that day to make the operation of the kitchen run well. Expressive speech acts in the data because there is an act to prohibit the listener. The type of conversational implicature contained in Adam's utterance is generalized conversational implicature. Helene does not need to connect Adam's utterance with context to interpret this data. It is because Adam's words can be interpreted by looking at the meaning of the Word.

### Data 3

Duration (00:59:33)

Context:

Tony goes into Adam's hotel room and sees that his room is very messy. Tony then asked Adam if the maid didn't come.

Tony : The maids don't come?  
Adam : *I always leave the, uh, "do not disturb" sign on.*



Picture 3

The conversational implicature can be seen in Adam's utterance. Adam deliberately flouts the maxim of relevance and quantity by blatantly giving irrelevant and more answers to Tony. The utterance that is flouting the maxim means Adam wants to state that he always puts a "do not disturb" sign on the door so that the maid can't enter Adam's room. An assertive speech act is used in the data because there is an act to state something. Understanding the meaning of the data can be seen directly from the meaning of the sentence. The type of conversational implicature contained in Adam's utterance is generalized conversational implicature. There is no need to connect Adam's utterance with the context of the conversation to interpret the implied implicature.

### Particularized Conversational Implicature

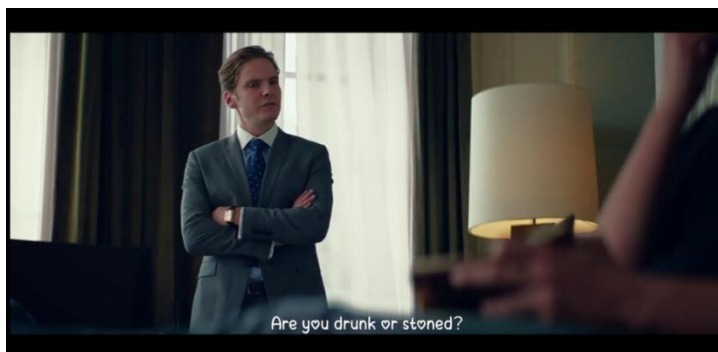
#### Data 4

Duration (00:03:23)

Context:

The conversations take place in a room in a hotel. Tony, the manager and the owner of the hotel enters the room of his former co-worker named Adam. Adam is a chef who used to work with Tony in a restaurant. Adam used to stop suddenly and disappear somewhere. His leaving makes Tony very disappointed. Adam then appears as a guest staying at Tony's hotel. Adam has just had breakfast at the hotel and he immediately gave his review about the food there right after Tony enters his room.

- Adam : The boudin noir was cooked yesterday. It was warmed up for five hours under a heat lamp. A little crust had formed around it.  
Tony : **Are you drunk or stoned?**



Picture 4

Tony's utterance above is conversational implicature. It can be seen that Tony replies to Adam with no relevance. Tony chose not to say that on purpose. The meaning of Tony's utterance is not asking if Adam was drunk or not, but to prohibit Adam that he shouldn't say his review first after a long time no see and for the mess he has caused in the past. Prohibiting function belongs to directives speech act. To understand what Tony means, Adam must understand the specific context first. Adam knows that they have not seen each other for a long time since Adam left the restaurant and his action makes Tony angry. Adam should have explained why he had disappeared first. Because Tony's utterance needed a special context to be interpreted, the data must be categorized as a particularized conversational implicature.

#### Data 5

Duration (00:03:43)

Context:

Adam greets Tony after a long time of not seeing each other. Tony, who has been betrayed by Adam, expresses his disappointment to Adam for the mess that Adam made in the past.

- Adam : Hi, Tony.  
Tony : **You know, after you disappeared, Jean Luc and I had to close the restaurant.** There were rumors you had been stabbed to death in Amsterdam. There were drug dealers. And Jean Luc's daughter claimed you made her pregnant.



Picture 5

The conversation shows that Tony flouting the maxim of relevance does not give a relevant answer. Tony answers Adam intending to blame Adam that the cause of Jean Luc's restaurant going bankrupt is Adam's quitting the restaurant. It considers that Tony doesn't welcome his coming, he still can't forgive him because the impact Adam has had on him is so bad. The function of the implicature belongs to the expressive because there is an act of blaming. Tony's utterance is categorized as particularized conversational implicature because to understand that, it is necessary to understand the particular context first. Adam must know that Tony is still disappointed by him because of his sudden quit from their former workplace, namely the Jean Luc Restaurant which went bankrupt after Adam quitting.

#### Data 6

Duration (00:03:54)

Context:

Tony tells Adam that drug dealers were looking for him and there was also bad news during his disappearance from their workplace. Hearing that, Adam then told Tony that he was finally back to get his three stars. Three stars is a form of rating obtained by a restaurant or hotel based on certain criteria.

- Tony : You know, after you disappeared, Jean Luc and I had to close the restaurant. There were rumors you had been stabbed to death in Amsterdam. There were drug dealers. And Jean Luc's daughter claimed you made her pregnant.
- Adam : **And now I'm back. I'm going after my third star.**



Picture 6

Adam's answer is irrelevant. Adam flouts the maxim of relevance by answering Tony. The data is conversational implicature. The meaning of the utterance is to promise Tony that he will make amends for his mistake by working again with Tony as a chef to achieve his third star and not do bad actions such as drug consumption and so on like he did before. The function of the implicature belongs to the commissary because there is an act to promise. Because special knowledge is needed to understand Adam's utterance, the data above must be particularized conversational implicature. Tony has to know that Adam is a two-star chef and he gets that rating from Michelin because of working as a chef in a restaurant. The three stars



that Adam meant is also a form of ranking from Michelin too which is above the two stars. Tony is a person who works in the field of hospitality so he knows about the Michelin star. To achieve three stars, Adam must work as a chef again in a restaurant and must do his best to earn that.

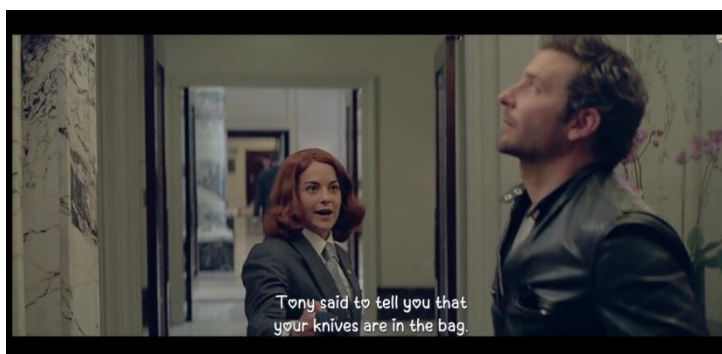
### Data 7

Duration (00:08:52)

Context:

After Adam says that his friend Tony would cover the cost of the room, Kaitlin, a trusted employee of Tony's, takes hold of a large bag belonging to Adam and gives it directly to Adam.

Adam : That's okay. I'm friends with Tony Balerdi.  
Kaitlin : **Tony said to tell you that your knives are in the bag.**



Picture 7

At first, there is no relationship between Adam and Kaitlin's speech above. Kaitlin's answer to Adam is not relevant. However, with understanding the context of the conversation, it turns out that Kaitlin's answer can be understood by Adam. Kaitlin's answer meant to command Adam to leave because Tony is the one who put Adam's stuff in a bag to kick Adam out of his hotel. The function of the implicature belongs to directives because there is an act to command the listener. The type of conversational implicature for Kaitlin's utterance is particularized conversational implicature. It is particularized because it needed a special context to understand Kaitlin's intent in the data above. Adam must have known that Kaitlin is one of Tony's trusted employees at the hotel, and he has clearly seen that the bag that Kaitlin is carrying is his bag with his valuable knife on it.

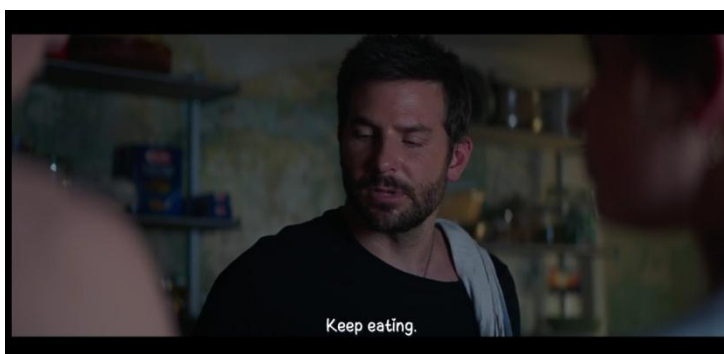
### Data 8

Duration (00:11:44)

Context :

Adam asks David to work with him. David agrees to join Adam because he wanted to learn a lot from him. After that, Adam then asks to sleep over at David's house. The next morning, he makes a special breakfast for David and his girlfriend. Adam makes food from escargot. David's girlfriend said something about the escargot to the scary two-star chef.

David's Girlfriend : David says escargot is old-fashioned  
Adam : **Keep eating.**



Picture 8

The conversation above is uncooperative. Adam flouts the maxim of relevance and manner with an irrelevant and unclear answer. The utterance "Keep eating" is actually a rising conversational implicature. Adam says that wants to prohibit David's girlfriend from saying something that makes him feel insulted like that by telling him to keep eating the food. The function of the implicature belongs to directive because there is an act to prohibit the listener. To understand the meaning of Adam's utterance, David's girlfriend must understand the context of the situation that she has made Adam angry with her words, she should not have said that to Adam, a scary two-star chef. When an utterance raises conversational implicature and needs a particular context to interpret it, it must be particularized conversational implicature.

### Data 9

Duration (00:12:59)

Context:

The conversation takes place in a Burger King. Adam asks an extraordinary cook named Helene to join his kitchen team. Before he asks her, Adam offers lunch to Helene. However, Helene refuses Adam's offer because she doesn't want to eat at a place like Burger King.

Hearing that, Adam then argues with Helena. Adam's utterance makes Helene a little bit angry.

- Adam : Burger King is peasants doing what peasants do, giving a cheap cut of meat a little style. Goulash, bourguignon, cassoulet. Shall I go in?
- Helene : **I really have to go.**



Picture 9

The data shows that Helene flouts the maxim manner which gives an unclear answer to Adam. Helene's utterance above raises a conversational implicature. It has another meaning behind that utterance. The data above has meaning that Helene refuses to argue with Adam and she doesn't want to join Adam's team. The function of the implicature belongs to directives because there is an act to refuse. The data include particularized conversational implicature. The implicature requires a particular context to understand what Helene means. Adam must understand the situation that his words have disappointed Helene and made Helene not want to join him because Helene considers that they have different thoughts.

Based on all the findings above, both generalized and particularized conversational implicature by Grice's theory is found in the "Burnt" movie with the existence of flouting maxim and speech act function. The implicature is called a particularized implicature when the participant needs to understand the background knowledge to infer the intended meaning of the speaker. The implicature is called generalized implicature when the participants hear the information from the speakers, and they do not need to connect that to background knowledge to infer the speaker's intended meaning. To make sure that the data include as generalized or particularized conversational implicature, the researcher supposed to pay more attention to the particular context to determined the data. The researcher described the context utterance to help the researcher interpret the data in order to answer the research question. Particularly conversational implicature is the most used in the "Burnt" movie because to know the implied meaning of the utterance of each character in this movie mostly depends on

the context of the situation, the speech partner must know the specific context in the conversation.

The conversational implicature can be identified by the flouting maxim of cooperative principles. The characters in the movie tend to flout maxim on purpose. In doing the implicature, the characters are flouting maxim with giving more or less answers to the listener, telling a lie, giving an irrelevant answer, and giving unclear answers to the listener. The existence of flouting maxim in the movie occurs with the intention of conveying the message implicitly. In conveying an idea, the implicature that is said by the speaker certainly has a purpose. To determine the function, the researcher applied speech act theory. The characters tend to apply conversational implicature to state something, prohibit the listener, refuse the offer, etc. The existence of the speech function in conveying conversational implicature deals with the speech act. The results of this research show that this movie uses a lot of conversational implicature, this can be seen from the language used by the characters. In conveying an idea or message, the characters often flout maxim. The flouting maxim tends to convey an idea in an implicit way. To understand the meaning and knowing the function of the conversational implicature, the listeners must have to know the context of the conversation to interpret that.

## **CONCLUSIONS**

Based on the finding and the discussion of the data above, the researcher draws conclusions related to the objective of the research. The research aimed to identify and describe how conversational implicature is used in "Burnt" movies based on Grice's theory. To identify the conversational implicature, the researcher pays attention to the utterance that is flouting maxim. To describe the data, the researcher explains the implied meaning by connecting them to the context of the conversation and then the researcher determines the function of the implied meaning. If the data do not need the special or special context to interpret that, it can be categorized as the generalized conversational implicature. Meanwhile, the particularized conversational implicature can be detected with the need of a particular context of special knowledge to interpret the data. From the findings, each character that applies the conversational implicature can easily convey their intentions. The data can be interpreted by the listener because the listener knows the context behind the conversation. The use of conversational implicature in the character's utterances is useful to conduct good

communication. Good communication has made a good relationship between the characters and has made the workplace run well. In short, the character uses conversational implicature to make the intention conveyed politely and delivered quickly.

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