

**THE ANALYSIS OF GRICE'S MAXIMS AND  
CONVERSATIONAL IMPLICATURE IN "LADY BIRD"  
MOVIE: A PRAGMATIC STUDY  
UNDERGRADUATE THESIS**

**BY  
KRESNA ANGGER MARZUQNA  
NIM 175110100111027**



**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
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**UNDERGRADUATE THESIS**

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in partial fulfillment of the requirements  
for the degree of *Sarjana Sastra***

**BY  
KRESNA ANGGER MARZUQNA  
NIM 175110100111027**

**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES**

**UNIVERSITAS BRAWIJAYA  
2021**

APPROVAL SHEET

This is to certify that the undergraduate thesis titled THE ANALYSIS OF GRICE'S MAXIMS AND CONVERSATIONAL IMPLICATURE IN "LADY BIRD" MOVIE: A PRAGMATIC STUDY by KRESNA ANGER MARZUQNA has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra.

Examination Date (dd/mm/yyyy): 16/07/2021

*Ida Puji Lestari*

Ida Puji Lestari, S.Pd., M.Pd., Chair/ Examiner  
Employee ID Number. 201007 800630 2 001

*Emy Sudarwati*

Emy Sudarwati, S.S., M.Pd., Member/ Supervisor  
Employee ID Number. 201009 830414 2 001

Acknowledged by,

Deputy Dean for Academic Affairs,



*Hamamah*

Hamamah, M.Pd., Ph.D.

Employee ID Number. 19730103 200501 2 001



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Malang, 8<sup>th</sup> July 2021

Kresna Anggra Marzuqna

## DECLARATION OF AUTHORSHIP

Herewith I,

Name : Kresna Angger Marzuqna  
NIM : 175110100111027  
Address : Jalan Rawi Sari Gang 1/No 5, Mulyorejo, Malang.

Declare that:

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Kresna Angger Marzuqna

NIM 175110100111027

## ABSTRACT

Angger, Kresna. 2021. **The Analysis of Grice's Maxims and Conversational Implicature in "Lady Bird" Movie: A Pragmatic Study**. Study Program of English. Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati, S.S., M.Pd.

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Conversation is something inseparable from human life. In this case, the Cooperation Principle and Conversational Maxim are needed from both parties to create a cooperative talk exchange. Even so, some non-observance of maxims were often done by speakers to achieve their goals. This study aimed to analyze non-observance of maxims and classify the types of conversational implicatures implied in them. The research instrument used is a film entitled Lady Bird. There were two aims in this research. Firstly, examining how much non-observance of maxims made by the movie characters. Secondly, to classify the types of conversational implicatures, and to explain the intent and purpose of these implicatures. This study used qualitative approach and content analysis method as a research methodology. The data of this study were obtained from movie scripts downloaded from the internet. The researcher only focused on the utterances of the characters dealt with conversational maxims. The researcher used the theory of Thomas (1995) and Grice (1975) to examine the non-observance of maxims and classify conversational implicatures, as well as to explain the implied meaning behind it. The results showed that there were 24 non-observance of maxims consisting of 14 Maxim Violations (1 Quality Maxim, 5 Quantity Maxims, 2 Relevance Maxims, 7 Manner Maxims), 8 Floutings Maxims (1 Quality Maxim, 1 Quantity Maxim, 1 Relevance Maxim, 5 Manner Maxims), 1 Maxim Infringement (Quality Maxim), and 1 Opting out of Maxim (Quantity Maxim). Thus, there were 24 conversational implicatures which covered 12 generalized implicatures, and 12 particularized implicatures. The researcher hoped that this research can be useful for readers, especially English Literature students. In the future, the researcher suggests to the next researcher to examine the observance maxim and non-observance maxim, as well as conversational implicatures using instrument other than movie.

## ABSTRAK

Angger, Kresna. 2021. **Analisis Maksim Percakapan dan Implikatur Percakapan dalam Film “Lady Bird”: Kajian Pragmatis**. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Emy Sudarwati, S.S., M.Pd.

Kata Kunci: Maksim Percakapan, Implikatur Percakapan, Lady Bird

Percakapan adalah suatu hal yang tidak dapat dipisahkan dari kehidupan manusia. Dalam hal ini, Prinsip Kerjasama dan Maksim Percakapan dibutuhkan dari kedua belah pihak untuk menciptakan pertukaran pembicaraan yang kooperatif. Pun demikian, beberapa ketidakpatuhan maksim juga sering dilakukan oleh penutur untuk mencapai beberapa tujuan mereka. Penelitian ini bertujuan untuk menganalisis ketidakpatuhan maksim dan mengklasifikasikan jenis implikatur percakapan. Instrumen kajian yang digunakan adalah film berjudul *Lady Bird*. Terdapat dua tujuan yang ingin pada penelitian ini. Yang pertama, meneliti seberapa banyak ketidakpatuhan maksim yang dilakukan oleh para karakter film. Kedua, untuk mengklasifikasikan jenis dari implikatur percakapan pada percakapan tersebut, serta menjelaskan maksud serta tujuan dari implikatur tersebut. Penelitian ini menggunakan pendekatan kualitatif serta metode analisis konten sebagai metodologi penelitian. Data dari kajian ini diperoleh dari naskah film yang diunduh dari internet. Peneliti hanya berfokus pada ucapan dari para karakter yang melanggar maksim percakapan. Peneliti menggunakan teori dari Thomas (1995) dan Grice (1975) untuk meneliti ketidakpatuhan maksim dan mengklasifikasikan implikatur percakapan, sekaligus menjelaskan makna tersirat dari implikatur tersebut. Hasil penelitian menunjukkan bahwa ada 24 ketidakpatuhan maksim yang terdiri dari 14 *Maxim Violations* (1 Maksim Kualitas, 5 Maksim Kuantitas, 2 Maksim Relevansi, 7 Maksim Cara), 8 *Maxim Floutings* (1 Maksim Kualitas, 1 Maksim Kuantitas, 1 Maksim Relevansi, 5 Maksim Cara), 1 *Maxim Infringement* (Maksim Kualitas), dan 1 *Opting out of Maxim* (Maksim Kuantitas). Demikian, ada 24 implikatur percakapan yang tersirat yang mencakup 12 implikatur percakapan umum, dan 12 implikatur percakapan khusus. Peneliti berharap agar penelitian ini dapat bermanfaat untuk para pembaca, khususnya mahasiswa Sastra Inggris. Ke depannya, peneliti menyarankan kepada peneliti selanjutnya agar meneliti kepatuhan dan ketidakpatuhan maksim, sekaligus implikatur percakapan dengan menggunakan instrumen selain film.

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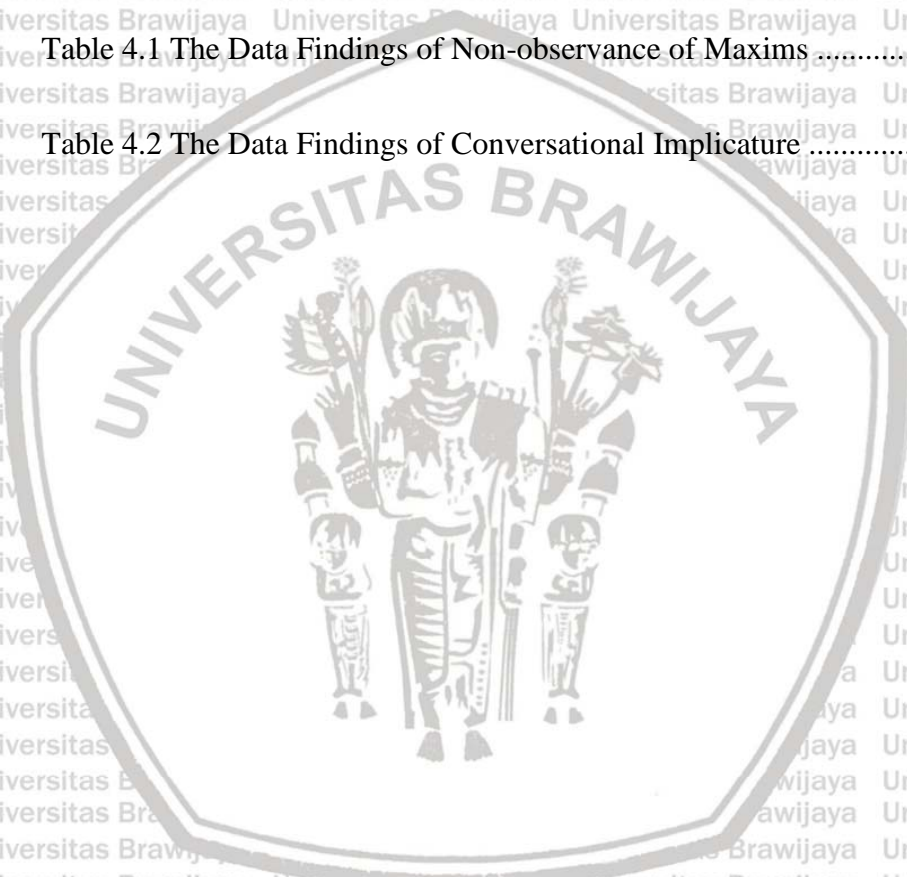
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## CHAPTER I

### INTRODUCTION

This chapter explained about Background of the Study, Problems of the Study, Objectives of the Study, and Definition of Key Terms.

#### 1.1 Background of the Study

Communication is an indispensable and essential activity that cannot be avoided by human being in daily life. People use language as one of their media in purpose of conveying the message and expressing their ideas or feelings towards the other people. The form of communication itself is various, which can take the form of sign language, speech, facial gestures, text, etc. When we do conversation with other people, contextual meaning is something that cannot be separated from what we say. It explains that every utterance we made from words does always have meaning. The study that learns about contextual meaning of conversation is called as Pragmatics. The definition of Pragmatics itself is explained by Yule (1996) as the study of the aspects of meaning and language use which communicated by the speaker or writer and then subsequently interpreted by listener or hearer.

In making a good conversation, the speaker and listener are supposed to have a mutual connection and understanding of one with each other.

Speakers are supposed to convey the utterance well and the listeners can capture the meaning of that utterance. The cooperation between speaker and listener on making a cooperative conversation by producing such understandable utterance is well known as the Cooperative Principle. Paul Grice (1975) postulated the Cooperative Principle as a situation whereby those involved in communication assume that both parties will normally seek to cooperate with each other to establish agreed meaning. Since meaning is always needed while communicating, implicature is something inseparable that will always be adhered to what the speaker said.

Implicature itself is a technical term for something that refers to what speaker suggests or implies in her or his utterance. Implicature is divided into two types; conventional and non-conventional (conversational). Conventional implicatures are the non-truth conditional inferences and they are not derived from the maxims of conversation (Levinson, 1983). The hearers do not need to figure out of what speaker says as they can understand directly because there is no hidden meaning behind it. Meanwhile, Conversational Implicatures are the properties that convey additional meaning which is behind the semantic meaning of the words (Thomas, 1995). Since this study will only deal with conversational implicature, conventional implicature will not be featured in the next chapter.

In order to make a good conversation, there are four maxims proposed by Paul Grice that are needed to fulfill by the speaker. Maxims are the notions that people must fulfill in order to make a conversation runs well

and can be understood in a direct and basic level (Andresen, 2013).

Conversational maxims comprise of the maxim of *quality* (truthfulness), *quantity* (amount of information), *relevance* (relevant), and *manner* (avoid ambiguity). Cooperative Principle is only can be achieved when those aforementioned maxims are observed by the speaker. Speaking of observing conversational maxims, there is also what so called as non-observance of maxims. It is a condition when conversational maxims are either violated, flouted, infringed, opted out, or suspended by the speaker. The clear definition of observance and non-observance of maxims will be explained in the next chapter.

Before conducting this study, the researcher had read some previous studies as his references. Eventually, he chose these two research as his previous studies, since these two research provided detailed explanation about Gricean maxims (Hayder's thesis) and conversational implicature (Vikri's thesis). The first previous study was Hayder's thesis (2013) entitled *A Pragmatic Study of The Cooperative Principle and Grice's Maxims In Lois Lowry's The Giver*. This study was conducted to examine amount of the Gricean maxim observance and non-observance. The findings of this study showed that observance of maxims was less than failure to observe. Lowry had his characters failed to observe maxims for specific purposes.

The second previous study was Vikri's thesis (2014) entitled *An Analysis of Conversational Implicature in Iron Man 3*. The intentions of this study were to investigate two major problems, which were: (1) To find

out amounts of non-observance of maxims and (2) Classifying the kinds of conversational implicature. The researcher used descriptive qualitative method for this study. The results of this study showed that there were 15 conversational implicatures which consisted of 2 generalized conversational implicature and 13 particularized conversational implicature.

By conducting this study, the researcher is interested in examining how much non-observances of Grice's maxims and what kinds of conversational implicature that can be found in characters' utterance in the "Lady Bird" movie. This movie itself portrays the phenomenon about a relationship between a teenage girl and her mother in the modern era. Since it was a drama movie, it was expected to provide many maxim non-observances that can be examined by the researcher through the dialogues made by the characters. The main reason why the researcher chose this topic for his study was because (as far as the researcher knows) the research which have investigated the non-observance of maxims, plus investigating the kind of conversational implicature were not that much. Most of them merely examined maxim violation or maxim flouting on their study or research.

### **1.2 Problems of the Study**

Based on the background of the study, this study was conducted to investigate some research problems. Therefore, the problems were summarized into the following questions:

1. What are the non-observances of maxims produced by the characters in the Lady Bird movie?
2. What are the kinds of conversational implicature that implied in their (movie characters) non-observance of maxims?

### 1.3 Objectives of the Study

According to the research problems above, the objectives of this study were concluded as follows:

1. To find out amounts of the non-observance of maxims which were produced by the characters in the Lady Bird movie.
2. To investigate and classify the kind of conversational implicatures that implied in their (movie characters) non-observance of maxims.

### 1.4 The Definition of Key Terms

1. **Conversational Implicature:** As stated by Thomas (1995), it refers to the properties that convey additional meaning behind the semantic meaning of the words. It can also be understood as an indirect or implicit meaning (or suggestion) inside the speech in which consciously uttered by a speaker.
2. **Gricean Maxims/Conversational Maxims:** Andresen (2013) stated that this term refers to the notions proposed by Paul Grice,



and must be fulfilled by the speaker to make conversation between the speakers runs well and can be understood in a direct and basic level.

- Lady Bird:** It is a movie that was released on November 3<sup>rd</sup> 2017 (US) and was portrayed by Saoirse Ronan and Laurie Metcalf as its main characters. It tells about a passionate teenage girl who aspired to enroll into her favourite college, yet she has to deal with some problems caused by her parents' drawback. This movie did set between 2002 and 2003 in California.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter discussed the review of related literature of this study, which subsequently also covered two main parts on it, Theoretical Framework and Previous Studies.

#### 2.1 Pragmatics

In order to understand the meaning of utterance, the study of Pragmatics is needed. According to Yule (1996:3), Pragmatics is the study that focuses on utterances as communicated by a speaker (or writer) and interpreted by a hearer (or reader). Secondly, it is a study that focuses on contextual meaning, which means that the speaker has to organize first about what they are wanting to say. Third, it is the study about how the hearer gets the implicit meaning from what the speaker said. Lastly, it is the study of the expression of a relative distance. Which means, it is a condition about the closeness between the speaker and the hearer that impacts on how much the speaker needs to be said. As the addition, Leech (1983:6) stated that pragmatics is the study of meaning which is related to the speech situations. He explains that Pragmatics is the study that can be seen from two perspectives (speaker and hearer) to solve a conversational problem. From speaker's perspective, the problem is on how the speaker producing an

utterance. Meanwhile, from the hearer's point of view, the problem is focused on interpretation that hearer made from speaker's utterance. In conclusion, pragmatics is the study that focuses on the conversational context or meaning between the speaker and his or her hearer.

## 2.2 Cooperative Principle

In making an efficient conversation, speaker and hearer are supposed to have a good cooperation between one with each other. The cooperation between speaker and hearer is called as Cooperative Principle. Grice (1975) stated Cooperative Principle as a situation whereby those involved in communication assume that both parties will normally seek to cooperate with each other to establish agreed meaning. This principle says "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (Grice, 1975:46). In this principle, Grice also proposed four conversational maxims, which can be considered as the conversational components that must be fulfilled by the speaker to make a conversation runs well. In short, Cooperative Principle is a principle that guides a speaker to speak truthful, informative, relevant, and unambiguous. When conversational maxims were observed and there is no implicature that needs to figure out behind it, that means Cooperative Principle is successfully obeyed. Conversational maxims that proposed by Paul Grice comprise of the maxim of *quality* (truthfulness), *quantity* (amount of information),

*relevance* (relevant), and *manner* (avoid ambiguity). Levinson's (1983) explanation about Gricean maxims in his book entitled *Pragmatics* were summarized as follows:

**a. Maxim of Quality**

Maxim of quality requires the speaker to speak something truthfully to their interlocutor. Once the speaker is lying, then maxim of quality is violated. Speakers are also expected not to say anything that lacks evidence.

**b. Maxim of Quantity**

Maxim of quantity is only concerned with the important information that the speaker must be conveyed. It means that the speaker is supposed to speak directly on point (not either much or less) and does not put the trivial information on his or her speech.

**c. Maxim of Relevance**

Maxim of relevance requires the speaker to speak relevant with the topic that is being asked. The speakers are supposed to not evade or distract the speech by producing an irrelevant speech to their interlocutor.

**d. Maxim of Manner**

Maxim of manner forces the speakers to speak in clarity and not ambiguous to their interlocutor. This is intended to make the utterance is meaningful and directly catches its point.

### 2.3 Non-observance of Maxims

Non-observance of maxims refers to some conditions in which the speakers fail to observe the cooperative principle and conversational maxims, then consequently make their hearer fail to understand. It could be done by the speakers either intentionally or not. Some speakers probably do it in order to lie, mislead, deceive, saving their own face, mock, or maybe to avoid hurting hearer's feeling. This non-observance of maxims consists of flouting, violation, infringing, opting-out, and suspending the maxims (Thomas, 1995).

#### a. Maxim violation

Maxim violation is the condition when the speakers deliberately do not obey the conversational maxims to make the hearer to figure out the intended meaning behind their utterance (Grice, 1975). The speaker can be said that they violate conversational maxim in purpose only when they give surface information about what they meant or even not give it at all (lying). It is in line with what Cutting (2005) stated that maxim violation happens in order to deceive a hearer with letting the hearer only knows the surface meaning of an utterance. However, there is also some condition that makes the speakers unconsciously do maxim violation. For example, is when the speakers unwittingly give long answer and something not relevant with what is asked for to them, which consequently makes

them violate maxim of relevance. This is the example of maxim violation:

- Alyssa: “Is that your mom?” (Staring on James’ mother photo)
- James: “Yeah, she lives in Japan.”

In this conversation from the movie entitled *The End Of The F\*\*\*ing World*, James was violated the maxim of quality to mislead Alyssa. He was lying to her by saying that his mother lives in Japan, while in reality, his mother was dead by a suicide.

#### b. Flouting the maxim

According to Levinson (1983), flouting the maxims means that implicatures blatantly and overtly do not follow the maxim, and exploit it for communicative purposes. In contrast with maxim violation (which only provides surface meaning), when people flouting the maxims, they do it frankly and deliberately in purpose of making their idea that they want to imply to be known by their hearers, they did not do it to mislead or deceive their hearers. Cutting (2005) stated that flouting of maxims happens when a speaker fails in observing the maxim but expecting a hearer to recognize the implied meaning. This is the example of flouting the maxim:

- A: “Teheran is in Turkey, isn’t it, Professor?”
- B: “And London’s in Armenia, I suppose.”

In the example above, B's utterance contains an implied meaning which aims to say that A misrepresents the location of the capital. In this case, B flouted maxim of quality to convey his implication.

### c. Maxim infringement

Maxim infringement takes place when the speaker fails to observe conversational maxims that even they themselves actually have no intention to produce the implicature. The reason why this non-observance occurs is because of imperfect in linguistic performances which is resulted by some unfavorable conditions such as drunkenness, fatigue, nervousness, excitement, or disability that make the speakers cannot speak clearly (Thomas, 1995). The example of maxim infringement is as follows:

- Ross: "That must be our alcohol and beers!" (Gets up to answer it.)
- Joey: "Hey!"
- Ross: "Ohh, it's Joe! I love Joe!" (Hugs him)
- Rachel: "Ohh, I love Joey! Joey lives with a duck!" (Goes and hugs Joey)

### d. Opting-out of maxim

According to Grice (1975), this kind of non-observance means that people are unwilling to cooperate in talk exchange. This unwillingness can be caused of the speakers are afraid that they will be appeared uncooperative or simply because they do not want to do

the conversation. The example of this non-observance is like in this conversation:

- Detective: “Has the defendant ever told you that she hated her father and wanted him dead?”
- Psychiatrist: “Such information is confidential and it would be unethical to share it with you.”

In the case above, it showed that the psychiatrist decided not to tell the detective because the data was deemed unethical to share, and should only be known by himself and the accused.

#### e. Suspending the maxim

Thomas (1995) explained *suspending the maxim* as a case in which the speaker does not need opting out of observing the maxim because there is no expectation for the maxim to be observed by speaker and hearer. Suspending the maxims belongs to the culture-specific or specific to particular events. For example is like in Thomas’s book (1995) which is quoted in Hayder’s thesis (2013) as

in Britain, British people call Shakespeare’s play, *Macbeth*, as *The Scottish Play* to avoid the bad luck. This act suspends the maxim quantity as it technically did not clear much detail in information.

Another example is suspending the *Quality Maxim* in case of funeral orations and obituaries, when the description of the deceased needs



to be praiseworthy and exclude any potentially unfavorable aspects of their life or personality.

## 2.4 Conversational Implicature

The term of conversational implicature refers to the implied meaning of utterance that speaker said to the listener. This term can also be called as implicature as its shorthand. Grice (1975) defines implicature as “what the speaker can imply, suggest or mean as distinct from what the speaker literally says”. The function of implicature itself is supposed to aid the speakers whenever they want to express their ideas implicitly. As (Horn, 2006:3) mentioned that implicature is the component that constitutes an aspect of what is speaker implied in their utterance without being part of what is said. Therefore, the listeners need to understand the implicit meaning of what is said by speakers so they can understand what the speakers meant. Grice (1975) divided conversational implicature into two types, which are generalized conversational implicature and particularized conversational implicature.

### a. Generalized Implicature

This first type of conversational implicature refers to the implicature that does not need specific knowledge or context to be interpreted and understood. Levinson (1983), as quoted from (Grice, 1975) mentioned that generalized conversational implicature are

those that arise without any particular context or special scenario being necessary. Yule (1996) also added that generalized conversational implicature is the kind of implicature that does need special context to calculate the additional conveyed meaning. It denotes that even in basic way, this kind of implicature can be understood by listeners directly, as they only need to observe the structure of the words to catch the implication. The example of generalized conversational implicature is like in this following conversation:

Mary : “It’s another warning, Liam?”

Hannesy : “Nothing I can’t handle.”

This conversation is quoted from Prihatini’s thesis (2018) which examined *The Foreigner* movie. From this conversation, we can simply conclude that without special knowledge, Mary can understand that there is another warning implied by what Hannesy uttered.

#### **b. Particularized Implicature**

In contrast with the first one, this second type of implicature refers to the implicature that needs additional knowledge or context of that conversation to figure out the implication. Particularized conversational implicature arise because of some special factors inherent in some context of utterance, and normally are not carried by the sentence used (Gazdar, 1979). Moreover, Yule (Yule, 1996)

added that particularized conversational implicature occurs when a conversation takes place in a very specific context in which locally recognized inferences are assumed. In short, special knowledge and context of conversation is needed to understand the particularized conversational implicature. The example of particularized conversational implicature is as follows:

A: "What on earth has happened to the roast beef?"

B: "The dog is looking very happy."

In this conversation, B violates the maxim of relevance by suggesting that the pork has been eaten by the dog. It is concluded as particularized conversational implicature since B's utterance cannot be understood directly by only observing the structure of that sentence, the meaning is implied.

## 2.5 Lady Bird Movie

Lady Bird is an American movie which released in 2017 that written and directed by Greta Gerwig. This film is set in 2002-2003 in California.

Overall, this movie tells the story of love, family, friendship of a teenage girl named Christine (portrayed by Saoirse Ronan). As a normal teenager,

Christine has many wishes that she wants to fulfill. Her main dream is to enroll into her favorite college in New York, after previously she had been forced to move into a new school after her parents decided to change their residence. Unfortunately, her wishes must conflict with the existing reality.

Her father had just been dismissed from his job, and his mother was just a nurse with a mediocre salary to fulfill her family needs. This movie became popular and got a lot of viewers after being shown on Netflix, and also got a rating of 99% on the Rotten Tomatoes site and 94% on the Metacritic site (data retrieved in 2021). Furthermore, *Lady Bird* has been awarded the "Best Pictures" award at the 2018 Golden Globe, and its main character, Saoirse Ronan, won the "Best Actress" nomination. This movie was also included in five nominations (Best Actress, Best Picture, Best Supporting Actress, Best Director, Best Original Screenplay) at the Oscars.

## 2.6 Previous Studies

In order to support this study, the researcher used two previous studies which were from Hayder's (2013) and Vikri's (2014). The first previous study was from Hayder's (2013) study entitled *A Pragmatic Study of The Cooperative Principle and Grice's Maxims In Lois Lowry's The Giver*. This study was conducted to examine amount of the Gricean maxim observance and non-observance. This study showed that maxim quality is the only maxim that the characters observed, yet also the most violated (13 times) and flouted (10 times) one. The other three maxims only flouted once respectively. The maxims of relation and quantity were violated three times respectively, while maxim of manner only once. And lastly, there was one opting out of maxim, maxim of quality. There were no suspending and infringing maxims found.

The second previous study was Vikri's thesis (2014) entitled *An Analysis of Conversational Implicature in Iron Man 3*. The intentions of this study were to investigate two major problems, which were: (1) To find out amounts of non-observance of maxims and (2) Classifying the kinds of conversational implicature. The findings of that study showed that there were 15 non-observances of maxims which consist of 2 generalized conversational implicatures and 13 particularized conversational implicatures.



## CHAPTER III

### RESEARCH METHOD

This chapter discussed the methodology of the research. It consisted of four important parts; which were research design, data source, data collection, and data analysis.

#### 3.1 Research Design

The method that is used by the writer in this research is qualitative approach. Qualitative method is used because the form of data that picked by the writer is in the form of words. A qualitative approach is defined by Creswell (2014) as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.

Furthermore, the writer also used content analysis method to analyze the object of this study, which is movie. Krippendorff (2018, p. 18) defines content analysis as a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. It is the technique for making inferences by systematically and objectively identifying specified characteristics of messages. This method was used only to sort the utterances of the characters' conversation from this movie.

### 3.2 Data Source

The data of this research were taken from the conversation between characters of *Lady Bird* movie. The data that had been used were only the sorted characters' utterances which contained non-observance maxims.

### 3.3 Data Collection

In collecting the data, the writer used some steps as follows:

1. The researcher watched the whole movie carefully to understand the context and storyline of the movie.
2. While watching the movie, the researcher took some note to notice the timestamp whenever non-observance occurred.
3. The researcher sorted and picked only the utterances from the characters that dealt with non-observance of maxims. The researcher used the movie script that he downloaded from the internet.
4. The researcher rechecked the movie once again to make sure no data that were missed.

### 3.4 Data Analysis

After collecting the data, the researcher started to analyze the data with the steps as follows:

1. The researcher downloaded the Lady Bird movie script from <https://www.scriptslug.com/script/lady-bird-2017>. After that, the data (sorted utterances) begin to be transcribed into the text and classified based on its non-observance.
2. The previous sorted characters' utterances are put into this table to showing to the readers the amounts of non-observance of maxims found in the movie. The illustration of the sample table is presented below:

**Table 3.1 Sample Table of Non-observance of Maxims**

Grice's Maxims	Non-observance of Maxims				
	Maxims Violation	Flouting of Maxims	Infringing of Maxims	Opting-out of Maxims	Suspending of Maxims
Maxim of Quality					
Maxim of Quantity					
Maxim of Manner					
Maxim of Relevance					
Total					

3. After classifying each non-observance of maxims, the researcher proceeded to investigate what is the kind of implicature that used by the characters in non-observance of maxims, and giving explanation according to the context of conversation. The data which were scrutinized and classified would be put into the sample table of conversational implicature, which can be seen below:



Table 3.2 Sample Table of Conversational Implicature

Number of Datum	Non-observance of Maxims	Conversational Maxims	Conversational Implicature

4. The researcher started to draw the conclusion.



## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter consisted of two parts. The first part was findings, which displayed the results of findings (non-observance of maxims, and conversational implicature) of this study and the analysis. The second part was discussion, as it discussed the description and details of findings of this study.

#### 4.1 Findings

The researcher watched the entire movie and found out that there were total 25 of Maxims that were failed to be observed by the characters in Lady Bird Movie.

##### 4.1.1 Non-observance of Maxims

After watching the movie and collecting the data, the researcher found the findings as in the table below:

**Table 4.1 The Data Findings of Non-observance of Maxim**

Grice's Maxims	Non-observance of Maxims				
	Maxims Violation	Flouting of Maxims	Infringing of Maxims	Opting-out of Maxims	Suspending of Maxims
Maxim of Quality	1	2	1	-	-
Maxim of Quantity	5	1	-	1	-
Maxim of Manner	2	1	-	-	-
Maxim of Relevance	7	4	-	-	-
Total			25		

The researcher concluded that he found total 25 non-observance of maxims in this movie. From these 25 non-observances, actually there was one non-observance which failed to observe two maxims at the same time.

That non-observance was Maxim Violation, this non-observance was violated maxims of quantity and relevance (Datum 5). Therefore, actually only there were 24 total of non-observances of maxims in this study, which consisted of 14 Maxim Violations, 8 Maxim Floutings, 1 Maxim Infringement, and 1 Opting out of Maxim.

#### 4.1.2 Conversational Implicature

After displaying the results of findings of non-observance of maxims, the researcher proceeded to show the kind of conversational implicature from each of this non-observance to answer the second research problem. The illustration of the data and its conversational implicatures could be seen in the table below:

**Table 4.2 The Data Findings of Conversational Implicature**

Number of Datum	Non-observance of Maxims	Conversational Maxims	Conversational Implicature
Datum 1	Maxim Violation	Quantity	Particularized
Datum 2	Maxim Violation	Relevance	Particularized
Datum 3	Maxim Violation	Manner	Generalized
Datum 4	Maxim Violation	Relevance	Generalized
Datum 5	Maxim Violation	Quantity and Relevance	Generalized
Datum 6	Maxim Violation	Manner	Particularized

Datum 7	Maxim Violation	Quantity	Particularized
Datum 8	Maxim Violation	Relevance	Generalized
Datum 9	Maxim Violation	Quantity	Generalized
Datum 10	Maxim Violation	Quality	Generalized
Datum 11	Maxim Violation	Quantity	Particularized
Datum 12	Maxim Violation	Relevance	Generalized
Datum 13	Maxim Violation	Relevance	Particularized
Datum 14	Maxim Violation	Relevance	Particularized
Datum 15	Maxim Flouting	Manner	Generalized
Datum 16	Maxim Flouting	Relevance	Generalized
Datum 17	Maxim Flouting	Relevance	Particularized
Datum 18	Maxim Flouting	Relevance	Particularized
Datum 19	Maxim Flouting	Quality	Particularized
Datum 20	Maxim Flouting	Quantity	Generalized
Datum 21	Maxim Flouting	Quality	Particularized
Datum 22	Maxim Flouting	Relevance	Generalized
Datum 23	Maxim Infringement	Quality	Generalized
Datum 24	Opting Out of Maxim	Quantity	Particularized

By watching the table above, it could be concluded that there were two kinds of conversational implicature implied in the non-observance, which comprised of 12 generalized conversational implicature, and 12 particularized conversational implicature.

### 4.1.3 Data Analysis

After collecting and classifying all the findings, the researcher proceeded into the step of analysis. The classified data would be analyzed based on their conversational implicature.

#### A. Generalized Conversational Implicature

It can be inferred that in the previous table, there were 12 generalized implicatures and 12 particularized implicatures. Generalized implicature could be understood as the implicature that could be interpreted by the hearer directly by only observing the structure of the sentence, as it does not need special knowledge or inherent context explanation to understand the implication of its utterance. In this study, generalized conversational implicatures were adhered in the utterances in the datum number 3, 4, 5, 8, 9, 10, 12, 15, 16, 20, 22, 23. These non-observances of maxims covered 7 Maxim Violations, 4 Maxim Floutings, and 1 Maxim Infringement.

##### 1. Datum 3

**Context:** This conversation happened in the vice-principal sister Sarah-Joan's office. Lady Bird and Sister Sarah Joan talked about the Lady Bird's campaign poster and scholarship.

**LADY BIRD:** "What I'd really like is to be on Math Olympiad."

SISTER SARAH-JOAN: (gently) “But math isn’t something that you are terribly strong in?”

LADY BIRD: “That we know of YET.” (Maxim Violation of Manner Maxim)

Explanation: In this conversation, Lady Bird has broken manner maxim as she violated it by giving such ambiguous answer to Sarah Joan. Her answer did not clearly explain whether she is really good or not in math. The reason why this rose generalized implicature was because the structure of utterance that she uttered was simply plain, as we can understand it even without special comprehension.

## 2. Datum 4

Context: This conversation occurred in the bathroom, as Lady Bird’s parents talked about something which actually did not quite interfere the storyline of this movie.

LARRY: “Did you know toothpaste is basically ineffective? It’s like sucking on a mint.”

MARION: (to Larry, shaking her head) “Mike Kerry died. I didn’t know he was sick again.” (Maxim Violation of Relevance Maxim)

Explanation: In this dialogue, Marion broke relevance maxim as she produced irrelevant answer to the Larry. However, this non-observance did not affect the storyline because there was no

explanation about who Mike Kerry is in this movie. The implicature produced by this was classified into generalized was also because it was just a simple utterance that did not need special knowledge to be understood.

### 3. Datum 5

Context: This scene happened in Larry's (Lady Bird's father) car, while Larry drives his daughter into the school. This was a chit-chat that eventually lead the Lady Bird to tell her father her desire to enroll into her favourite college.

LADY BIRD: "Did you know that Alanis Morissette wrote this song in only ten minutes?"

LARRY: "I believe it." (**Maxim Violation of Quantity & Relevance Maxims**).

Explanation: In this scene, Larry broke quantity and relevance maxim at the same time. The reason was because he provided an irrelevant and insufficient answer to what was asked for him.

The reason why it was classified into generalized implicature was because the ability that the hearer (Lady Bird) has to interpret what he just answered, even though his answer was irrelevant, it was still easy to be understood directly.

### 4. Datum 8

Context: This scene happened in Lady Bird's bedroom. Actually she felt so upset because that night she was supposed to be happy

after get kissed by her crush, yet she got irrelevant scolding by her mother instead.

LADY BIRD: (quietly) “Didn’t you ever go to sleep without putting all your clothes away perfectly? Like even once? And don’t you wish your Mom hadn’t gotten angry?”

MARION: “**My mother was an abusive alcoholic.**”

**(Maxim Violation of Relevance Maxim)**

Explanation: In this dialogue, it could be concluded that Marion failed to observe relevance maxim. She produced an irrelevant answer to what she was actually asked. The implicature for this non-observance was generalized implicature as we could interpret that Marion’s mother was a drunkard.

## 5. Datum 9

Context: This dialogue happened in the night at a park. Danny and Lady Bird had enjoyed that night as that was the first time they both dating together.

DANNY: “Shouldn’t we go home?”

LADY BIRD: (shakes her head) “**My Mom is always mad. It doesn’t matter if I get home late, she’d be mad at me anyway.**” **(Maxim Violation of Quantity Maxim)**

Explanation: In this scene, Lady Bird answered Danny’s question by shaking her head. However, she failed to observe maxim of quantity as she violated it by giving too much answer



to Danny. The reason why the implicature of this non-observance was generalized was because the utterance that Lady Bird produced was directly understandable.

#### 6. Datum 10

Context: This conversation took place in the parking lot after Jenna and Lady Bird conspiringly painted Sarah Joan's car.

JENNA: "That's where our starter house was! Which street?"

LADY BIRD: "Um, 44th it's, um, it's the three story blue house with the white shutters and the American flag in the front." (Maxim Violation of Quality Maxim)

Explanation: In this dialogue, Lady Bird was violated maxim quality because she lied to Jenna. She did not tell her real house because she was afraid that she would be evicted from Jenna's circle. The implicature of this utterance was generalized, because Lady Bird simply provided simple and understandable answer.

#### 7. Datum 12

Context: This awkward dialogue occurred in the family's bathroom after Marion forcibly getting in into the bathroom to look in the mirror.

LADY BIRD: "When do you think is a normal time to have sex?"

MARION: (drops her mascara) **“You’re having sex?”**

**(Maxim Violation of Relevance Maxim)**

Explanation: In this conversation, Marion failed to observe relevance maxim because she produced irrelevant respond. She was just supposed to answer Lady Bird’s question, not questioning her back instead. However, her answer is quite easy to be understood by Lady Bird, therefore it classified into generalized implicature.

#### 8. Datum 15

Context: This is a very first dialogue of this movie, it happened in the bedroom whilst they both rushingly packed up their things to move into the new house because Lady Bird’s father was just dismissed from his job.

LADY BIRD: **“Do you think I look like I’m from Sacramento?”**

MARION: **“You are from Sacramento.” (Maxim Flouting of Manner Maxim)**

Explanation: In this dialogue, Marion failed to observe manner maxim as she did maxim flouting. She was blatantly flout manner maxim in order to mocking her daughter’s question by giving an ambiguous answer. Her answer implicated that “what is the point” of asking “what do you look like” when you (Lady Bird) actually already knew the answer is. The implicature of

this flouting was generalized because it did not need special knowledge for Lady Bird to conclude it.

#### 9. Datum 16

Context: This conversation happened in the car, it is precisely happened after the conversation in the datum 15 as Marion and Lady Bird moved into the new house.

MARION: “Your father’s company is laying people off right and left, did you know that? No, of course not because you don’t care about anyone but yourself. Immaculate Heart is already a luxury.”

LADY BIRD: “**Immaculate FART. You wanted that, not me!**” (Maxim Flouting of Relevance Maxim)

Explanation: Lady Bird did blatantly flout relevance maxim in this scene to mock her mother. The reason was because the respond that she made was actually irrelevant, as Marion did not even ask her about that thing, that was just Lady Bird’s direct respond. However, such respond was still acceptable and understandable by Marion (as she was still able to continue debating with Lady Bird), that is why that was concluded as generalized implicature.

#### 10. Datum 20

Context: This conversation occurred in the Lady Bird’s bedroom, it is still in line with previous context in the Datum

number 8. This quarrel was mainly talked about Larry's unemployment.

LADY BIRD: "Why do you care what I do to my clothes?"

MARION: "Your father does not have a job. He lost his job, okay? Do you need him to come in here and explain that to you? Of course he wouldn't do it anyway, he's Mr. Nice Guy. I always have to be the Bad Guy." (Maxim

#### Flouting of Quantity Maxim)

Explanation: In this scene, Marion flouted quantity maxim. The reason was because the answer that she produced was too much. The reason it was concluded into maxim flouting was because she blatantly flouted it, as she hoped by doing it her daughter could understand her intention. Her answer was to the point (as she even mentioned that she was a bad guy), that is why it was classified as generalized implicature.

#### 11. Datum 22

Context: This conversation must be the climax scene of this movie, it happened in the family room when Lady Bird and her mother quarreling with each other.

LADY BIRD: "You give me a number for how much it cost to raise me, and I'm going to get older and make a lot of money and write you a check for what I owe you so that I NEVER HAVE TO SPEAK TO YOU AGAIN."

MARION: “I highly doubt that you will be able to get a job good enough to do that.” (Maxim Flouting of Relevance Maxim)

Explanation: In this conversation, as we could see, Marion’s answer was unrelated to what is Lady Bird asked. She was supposed to answer amount of money that Lady Bird has to pay to her, yet she distracted the utterance by producing irrelevant speech. Marion deliberately flouted relevance maxim to save her face in front of her daughter and to end the dispute. The implicature of this non-observance was generalized implicature too because this utterance can be observed without special comprehension.

## 12. Datum 23

Context: This conversation occurred in the dorm room in New York, as Christine finally getting her dream to enroll into her favourite college.

DAVID: “Where are you from?”

CHRISTINE: “Sacramento.”

DAVID: “Sorry, where?”

CHRISTINE: “San Francisco.” (Maxim Infringement of Quality Maxim)

Explanation: This was the only Maxim Infringement that be found in this study. When this conversation happens, Christine

was drunken, and David's hearing was ruined by the ambience of this conversation which filled by the loud music. In this dialogue, Christine (Lady Bird) has broken quality maxim, as she lied to Danny about where she was come from. The implicature of this dialogue was classified as generalized because the implication on that answer still can be delivered directly, though she was drunken at that moment.

### B. Particularized Conversational Implicature

In contrast with generalized implicature, particularized implicature asked the hearer or reader to understand the context of conversation, or maybe the special knowledge first before they are be able to interpret the meaning of speaker's utterance. The reason is because this implicature can not be understood by only observing the structure of the sentence of an utterance. In this movie, the researcher found 12 particularized implicatures as they were in the datum number 1, 2, 6, 7, 11, 13, 14, 17, 18, 19, 21, 24. These non-observances of maxims covered 7 Maxim Violations, 4 Maxim Floutings, and 1 Opting Out of Maxim.

#### 1. Datum 1

Context: This scene happened in the car when Marion and Lady Bird drove into the new house.

LADY BIRD: "I wish I could live through something."

MARION: "Aren't you?"

LADY BIRD: “Nope. The only exciting thing about 2002 is that it’s a **palindrome**.” (Maxim Violation of Quantity Maxim)

Explanation: In this conversation, Lady Bird violated quantity maxim as she did not provide quite clear reason why she said “I wish I could live through something” at the first time. However, the word *palindrome* was a bizarre word that maybe some of these movie viewers (especially non-English speaker) did not know yet. Palindrome means a word, phrase, or sequence that when it reads backward, it is the same as forward. This was the reason why the researcher classified this implicature as particularized, because special knowledge was needed on it.

## 2. Datum 2

Context: This conversation still in line with the context in Datum 1, the tension of their conversation was getting more intense at that time.

LADY BIRD: “Oh so now you’re mad? Because I wanted to listen to music?”

MARION: “It’s just that you’re being ridiculous, you have a great life.”

LADY BIRD: “I’m sorry I’m not perfect.” (Maxim Violation of Relevance Maxim)

Explanation: In this talk exchange, Lady Bird violated relevance maxim as she produced such irrelevant speech to her mother.

The intention why she said *I'm sorry I'm not perfect* can only be interpreted when we understand the context of situation. In this scene, Lady Bird probably felt that she was continuously humiliated by her mother. When we focused on the movie, her mother previously said *Ok fine, yours is the worst life of all, you win!* and also said that she was *ridiculous*. With all of that reasons, the researcher concluded the Lady Bird's implicature as particularized, as it needed special conversational context to interpret what she said.

### 3. Datum 6

Context: This scene happened in the grocery store where Miguel (Lady Bird's brother) worked. It was also the first conversation between Danny and Lady Bird.

DANNY: "Thanks, I'm super excited. You live in the neighborhood?"

LADY BIRD: (doing a voice) "**Nah, I'm from the wrong side of the tracks.**" (Maxim Violation of Manner Maxim)

Explanation: In this scene, Lady Bird violated maxim of manner as the answer that she produced was ambiguous for Danny.

However, we cannot understand the implication of that utterance by only observing the structure of that sentence. *The wrong side*



*of the tracks* implicitly means the situation that makes her feel that she is not in her best version. It could also be understood that Lady Bird was angry with her poverty or also because the condition that did not let her doing anything she wanted (because her mom). The reason why this implicature cannot be understood directly led this implicature to be classified as particularized.

#### 4. Datum 7

Context: This dialogue happened in Lady Bird's bedroom, they both talked about the Lady Bird's messy bedroom.

LADY BIRD: "Can we please talk about this tomorrow?"

MARION: "**You can't look like a rag because that makes us look like rags.** And you want to know the truth? Here's the truth: some of your friends' fathers could employ your father and they won't do that if it looks like his family is trash." (**Maxim Violation of Quantity Maxim**)

Explanation: Marion simply violated maxim of quantity at this conversation, as she produced too long answer to Lady Bird.

However, the implicature of this non-observance was classified as particularized. The reason was because conversational context was needed to understand why Marion said her daughter like a rag. The reason was because when this conversation happened, Marion was so angry because she saw that her daughter's room was so messy at that time. Moreover, the fact that Larry's friend

was about to coming to their house also made her angriness was more reasonable.

### 5. Datum 11

Context: This conversation happened in Jenna's house, precisely near the pool. It was the third conversation between Kyle and Lady Bird.

KYLE: "Huh. Well it has fiber glass."

LADY BIRD: "Really?"

KYLE: **"Rolling your own is best. Also I'm trying to, as much as is possible, not participate in our economy. I don't like money. I am trying to live by bartering alone."**

**(Maxim Violation of Quantity Maxim)**

Explanation: In this dialogue, Kyle violated maxim of quantity by producing too much utterances. The reason why the implicature of his speech was classified as particularized was because we needed the special knowledge to understand it. In this movie, Kyle was portrayed as a man who really did not like to be involved with government and having mysterious persona. In the previous moment, he even warned Lady Bird to not use mobile phone because government can spy on her. With all of that special knowledge, it is concluded that the implicature of what every Kyle said was particularized.

## 6. Datum 13

Context: This scene happened in Kyle's bedroom, it happened after Lady Bird and Kyle having sex together.

LADY BIRD: (fully angry now) "I was on top! Who the fuck is on top their first time!"

KYLE: "Do you have any awareness about how many civilians we've killed since invasion in Iraq started?"

**(Maxim Violation of Relevance Maxim)**

LADY BIRD: "SHUT UP. SHUT UP. Different things can be sad. It's not all war."

Explanation: In this scene, Kyle produced such irrelevant speech with was Lady Bird previously said. Thus he violated maxim of relevance. However, as mentioned in the previous datum, everything that Kyle said is mostly dealt with special knowledge.

From what he was said, he would like to imply something that feeling sad because of dissatisfied when having sex is not equivalent to the deaths of children victims of war in Iraq. The special knowledge that we could assume in here was that America ever invaded Iraq in 2003, and there were many casualties because of that.

### 7. Datum 14

Context: This dialogue happened in the office after Larry's interview, it is also the office where Miguel eventually got his new job.

LADY BIRD: "How'd it go?"

LARRY: (exhausted) "Let's go buy a big bag of Doritos and eat them in the car to celebrate your waitlist."

#### (Maxim Violation of Relevance Maxim)

Explanation: In this conversation, Larry violated maxim of relevance to avoid the conversation about his interview to his daughter. His speech actually implied that he knew that he would not be accepted in that office. We cannot understand the implicature by literally just observing the structure of Larry's sentence (conversational context was needed to understand Larry's implicature), that is why it was classified as particularized.

### 8. Datum 17

Context: This conversation occurred in the grocery store where Miguel and Shelly (Miguel's girlfriend) worked. Lady Bird and Julie talked about New York City.

JULIE: "What about terrorism?"

LADY BIRD: "Don't be a Republican." (Maxim Flouting of Relevance Maxim)

Explanation: In this dialogue, Lady Bird and Julie talked about the New York City and Lady Bird's dream to go there. The reason why researcher said that Lady Bird flouted maxim of relevance was because she blatantly did not observe Gricean Maxims, which was relevance maxim. To understand her implicature, we needed special knowledge to know who The Republican is. The Republican is one of the parties in United States that very passionate in talking about terrorism. As we can understand today, the President of that party is Donald Trump, a person who is considered as a racist by many people. By knowing that fact, then we can conclude this implicature as particularized.

#### 9. Datum 18

Context: This talk happened in the dining room when all family members were together at that place.

MIGUEL: "Shelly and I are trying to be vegan. Hence the soy milk."

LADY BIRD: "You wear leather jackets." (Maxim Flouting of Relevance Maxim)

SHELLY: "But they're vintage. It doesn't support the industry."

Explanation: In this conversation, Lady Bird did Maxim Flouting because she was frankly flouted maxim of relevance.

Nobody asked about her opinion, yet she flouted maxim of relevance, literally to mock (and imply) Miguel and Shelly because of her inconsistency of being a vegan. This non-observance was included into particularized implicature. The reason was because there were a conversational context that needed to observe and special knowledge. The context of why that conversation happened initially was because the dispute between Shelly and Lady Bird. Shelly offended that eating egg was not good for environment while Lady Bird was about eating an egg at that time. While the special knowledge was the fact that vegan not only those who did not eat meat, they also did not use product or anything that related with animals (that was why Lady Bird mentioned about their leather jacket).

#### 10. Datum 19

Context: This scene happened in the Lady Bird's school, Julie and Lady Bird talked and joked together.

DARLENE: "You're not supposed to eat the wafers!"

JULIE: (trying to be helpful) "They aren't consecrated."

#### (Maxim Flouting of Quality Maxim)

Explanation: In this conversation, Julie did flout maxim of relevance in order to mock an odd girl who she felt bothering her and Lady Bird. In this conversation, the implicature was considered as particularized because it needed special

knowledge to understand *consecrated* word for common people.

The wafers that she ate actually were intended to use in a religious ceremony in that movie. The reason why it said that

July flouted Quality Maxim was because she broke this maxim intentionally (she expected to make her intention to be known by her interlocutor, Darlene). What she said was actually wrong

(thus it breaks quality maxim), the wafer that is supposed to use

in religious ceremony obviously is sacred and *consecrated*,

moreover, she ate that wafer after she stole it in that church. In

this case, what Julie actually wanted to imply was that those who are *consecrated* are the human being, not the wafers.

### 11. Datum 21

Context: This dialogue happened in the clothes store, Lady Bird went to go shopping with her mother to buy a dress for Lady Bird to wear when she meets Danny.

LADY BIRD: “Why didn’t you just say ‘Pick up your feet.’”

”

MARION: “I didn’t know if you were tired.” (Maxim Flouting of Quality Maxim)

Explanation: In this dialogue, maxim of quality was flouted by Marion. The reason was because she wanted to mock Lady Bird by blatantly did maxim flouting. Marion actually knew that her daughter was tired (she previously asked Lady Bird to sit down),

but what she got actually was just shout and quarrel from her daughter after she asked her to sit down. The conversational context when she asked Lady Bird to sit down led this implicature into particularized implicature.

## 12. Datum 24

Context: This one way conversation occurred in the kitchen when Lady Bird found that her mother is very upset for she and her father untold decision to enroll Lady Bird into the college in New York.

LADY BIRD: "Please, Mom, please I'm so sorry, I didn't mean to hurt you - I appreciate everything you've done for me, I'm ungrateful and I'm so sorry, I'm so sorry I wanted more... TALK TO ME! MOM! MOM! PLEASE! TALK TO ME. I know, I know, I know I'm so bad, just please! PLEASE."

MARION: "... (Opting Out of Maxim of Quantity

### Maxim)

Explanation: In this last dialogue, Marion did not say any word to Lady Bird. The unwillingness from Marion to cooperate did make her produce opting out of maxim. The reason why the maxim of quantity was the one that did not observe by her was because she did not speak even one word, thus it made Lady Bird lacked of information. The reason why it was classified into



particularized was because it needed conversational context that made Marion opted out of maxim. This scene was the sequence of previous family dinner to celebrate Lady Bird's graduation. At that time, Danny accidentally appeared and asked Lady Bird about her wait list in NYC College. That question obviously shocked Larry, Lady Bird, and especially Marion. She was not told that Larry was planned to enroll Lady Bird in the college in NYC. That was the reason why she remained silent in that scene.

#### 4.2 Discussion

After analyzing all the data, the researcher could infer a conclusion that in this movie, Maxim Violation was non-observance that occurred the most (14 times). It is also interesting to know that Lady Bird and Marion (Lady Bird's mother) as the characters that were the most frequently failed to observe conversational maxims. From 24 non-observances of maxims, 19 of them were occurred because of Lady Bird and Marion. Lady Bird broke conversational maxims for 10 times (6 Maxim Violations, 3 Floutings, 1 Maxim Infringement) while Marion 9 times (4 Maxim Violations, 4 Maxim Floutings, 1 Opting-Out of Maxim). Every time these both characters were met in a conversation, the non-observance of maxims almost certainly always happened. Moreover, in this movie, Lady Bird was depicted as a moody character who was only willing to produce a talk exchange with a person she liked. Every time she met her mother, she tended to end her

dialogue by did not obey relevance maxim. As the memorable conflict of this movie, there was one moment that demonstrated that she was in the peak of her anger. It was in the conversation in **Datum 22**, as she firmly shout her mother to mention amount of money that she needs to pay so that she could redeem the cost that her mother has spent to raise her. On the contrary with her daughter, Marion was depicted as a quarrelsome person. In relation with that portrayal, non-observance that was occurred the most because of her was related with Quantity Maxim. Nevertheless, there was a moment that made her totally silent to her daughter. It was in the conversation in **Datum 24**. In this dialogue, Marion was so angry to her daughter and her husband. She was not told earlier that both Lady Bird and Larry (Lady Bird's father) had mutually agreed to enroll Lady Bird in the college in New York. This dialogue was also led to the only one Opting-Out of Maxim that was identified in this movie.

When it came to conversational implicature, amounts of two kinds of implicature that Lady Bird had implied were equal. She raised 5 generalized implicatures along with 5 particularized implicatures. The researcher assumed that the reason was probably that as it was explained previously, Lady Bird is a moody character (her talking desire depends on her interlocutor). In contrast with her daughter, Marion was more likely to be seen as a frank character. It is supported by the data that she raised 6 generalized implicatures and only 3 particularized implicatures. Every time she dealt with Lady Bird, she tended to be a chatty person. Most of her

utterances were simply understandable and directly to the point, even when she talked to Lady Bird. In addition, the researcher also added Kyle in this discussion. He was depicted as a calm and widely-educated character. Two of his utterances that were identified by the researcher were classified as particularized implicature, as we are needed special knowledge to capture and understand his implied meaning. The data that dealt with Kyle's utterances were in the **Datum 11** and **Datum 13**.

Based on the two research problems of this study, it was summarized that the researcher found that non-observances of maxims in this study were covered 14 Maxim Violations, 8 Maxim Floutings, 1 Maxim Infringement, and 1 Opting out of Maxim. After analyzing all the data, the researcher found out that maxim of relevance was the maxim that has been broken the most by the characters in Lady Bird movie. Maxim of relevance was broken the most as the characters in this movie frequently used it in order to save their face or simply to avoid the conversation with their interlocutor. Non-observance of Quality and Manner maxims were the ones that the least occurred, by only three times respectively. Non-observance of quantity maxims was occurred seven times. Moreover, in those non-observances of maxims, 12 generalized conversational implicatures and 12 particularized conversational implicatures were identified.

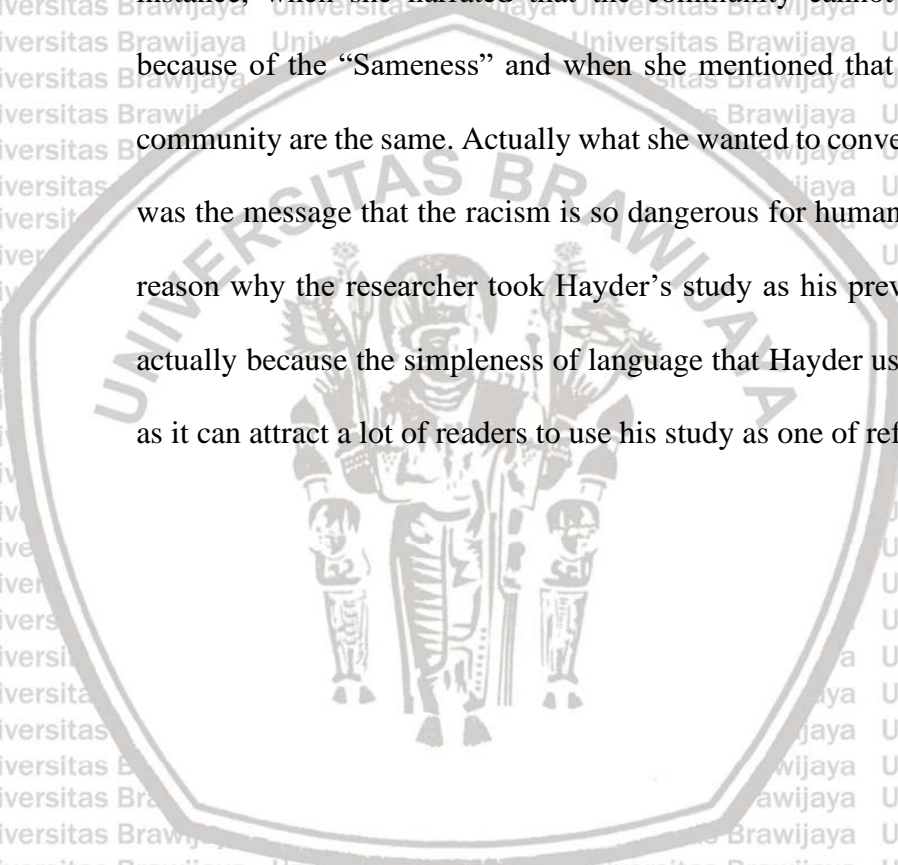
When the researcher compared this study with Vikri's (2014) thesis, the differences of the findings were quite significant. In his study entitled *An Analysis of Conversational Implicature in Iron Man 3*, he found out 15 non-

observances of maxims which consist of 12 maxim floutings, 1 maxim violation, 2 opting out of maxims; which covered 2 generalized conversational implicatures and 13 particularized conversational implicatures. The differences were probably because of the genre of its movie. As the researcher mentioned before in the chapter one, the reason why the researcher chose a movie with the drama genre was particularly to hoping that there will be a lot of non-observance of maxims that can be analyzed. However, Vikri stated that particularized implicature were probably occurred because of the movie makers' intention to put implicature on their movie. It was intended to give some uniqueness on their movie, so that the viewers can be attracted to watch the movie thoroughly.

Meanwhile, when it compared to Hayder's (2013) study which analyzed the novel entitled *The Giver*, maxim of quality was the most violated (13 times) and flouted (10 times), the other three maxims (manner, quantity, and relevance) only flouted once respectively. The maxims of relation and quantity were violated three times respectively, while maxim of manner only once. And lastly, there was one opting out of maxim of quality maxim.

Hayder analyzed this novel by trying to read Lois Lowry's point of view towards her novel, *The Giver*. Hayder stated that maxim of quality was violated the most because the assumption that Lowry wants to hide the truth in the beginning of the story (which will be explained later by her) and have the readers to make their own implicatures. In line with that, he also explained about the reason why maxim flouting probably happened. In this

research, the reason behind the occurrence of maxim flouting was mainly to teach the readers about the righteousness. For example was the term “Animals”, which is referred to the people who do not respect the others to wait in line. Another examples were also conveyed by Lowry to enlighten the readers about the condition around them by using metaphor. For instance, when she narrated that the community cannot see the colors because of the “Sameness” and when she mentioned that all flesh in the community are the same. Actually what she wanted to convey and implicate was the message that the racism is so dangerous for humankind. The main reason why the researcher took Hayder’s study as his previous study was actually because the simpleness of language that Hayder used in his thesis, as it can attract a lot of readers to use his study as one of references.



## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter consisted of two parts. The first part was Conclusion, which displayed the results of the previous chapters and the results of this study. The second part was Suggestion, as it provided the recommendations for the next researcher.

#### 5.1 Conclusion

Based on the research problems of this study, it can be summarized that the researcher has obtained all of the objectives of this study. The first research objective was to identify the amount of non-observance of maxims, while the second objective was to analyze the kind of conversational implicature behind those non-observance of maxims. The conclusion can be concluded as follows:

##### 5.1.1 Non-observance of Maxims

After watching the entire movie and examined all of the non-observance of maxims in this movie, the researcher managed to obtain a lot of data. The non-observances of Maxims in this study that were identified by the researcher covered 14 Maxim Violations (1 Quality Maxim, 5 Quantity Maxim, 2 Relevance Maxim, 7 Manner Maxim), 8 Maxim Floutings (2

Quality Maxim, 1 Quantity Maxim, 4 Relevance Maxim, 1 Manner Maxim), 1 Maxim Infringement (Quality Maxim), and 1 Opting out of Maxim (Quantity Maxim). The researcher did not find any Suspending the Maxim at all. As mentioned in the previous chapter, the characters in this movie mostly did not observe relevance maxim in order to save their face by changing the topic used the way in producing some irrelevant speech to their interlocutor.

### 5.1.2 Conversational Implicature

The second research objective of this study was to identify the kind of conversational implicature that inherent in previous non-observance of maxims. For this second objective, the research found out that there were 24 implicature in total, which comprised of 12 generalized conversational implicature (7 Maxim Violation, 4 Maxim Flouting, 1 Maxim Infringement) and 12 particularized conversational implicature (7 Maxim Violation, 4 Maxim Flouting, 1 Opting Out of Maxim). The amount of these implicatures in this movie were equal. However, some particularized conversational implicature in this movie mostly dealt with the conversational context and special knowledge (mostly in Kyle's utterances).

### 5.2 Suggestion

After summarizing the whole chapters of this study in conclusion, suggestion is something that is needed to convey by the researcher to the

future researcher, especially those who will analyze Grice's Maxims and Conversational Implicature. The recommendation from the researcher for the future researcher was simply just to enrich the study that supposed to investigate the observance and non-observance of maxims, while at the same time, also analyzed the conversational implicature behind it. The instrument does not always have to be from the movie (which is fabricated), they can also analyze the advertisement, notable person's speech, or from the debate that involves a live situation. The researcher hopes that with the increasing number of studies that discuss implicature in the future, it can increase the reader's insight about the definition of implicature, how to interpret implicature, and knowing the differences and ways to distinguish generalized and particularized implicature.

However, Grice's maxims are not the rules that strictly tie and require the researcher to analyze all of the maxims inside an instrument. It is a notion that proposes the idea to produce a cooperative talk exchange. Therefore, it is reasonable when probably some data were missed or maybe misinterpreted, because people live with their own perspective and interpretation, and obviously various point of view. As long as our argument still refers to the notable person's (philosophist) idea, I think that argument still can be considered as valid and acceptable.





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## LIST OF APPENDICES

### Appendix 1. The Data Findings of Non-observance of Maxim

No.	Type of Non-observances	Type of Maxims	Dialogue
1.	Maxim Violation	Quantity	<p>LADY BIRD: "I wish I could live through something."</p> <p>MARION: "Aren't you?"</p> <p>LADY BIRD: "Nope. <b>The only exciting thing about 2002 is that it's a palindrome.</b>"</p> <p style="text-align: right;">(Datum 1)</p>
2.	Maxim Violation	Relevance	<p>LADY BIRD: "Oh so now you're mad? Because I wanted to listen to music?"</p> <p>MARION: "It's just that you're being ridiculous, you have a great life."</p> <p>LADY BIRD: "<b>I'm sorry I'm not perfect.</b>"</p> <p style="text-align: right;">(Datum 2)</p>
3.	Maxim Violation	Manner	<p>LADY BIRD: "What I'd really like is to be on Math Olympiad."</p> <p>SISTER SARAH-JOAN: (gently) "But math isn't something that you are terribly strong in?"</p> <p>LADY BIRD: "<b>That we know of YET.</b>"</p> <p style="text-align: right;">(Datum 3)</p>

4.	Maxim Violation	Relevance	LARRY: "Did you know toothpaste is basically ineffective? It's like sucking on a mint." MARION: (to Larry, shaking her head) " <b>Mike Kerry died. I didn't know he was sick again.</b> " <b>(Datum 4)</b>
5.	Maxim Violation	Quantity and Relevance	LADY BIRD: "Did you know that Alanis Morissette wrote this song in only ten minutes?" LARRY: " <b>I believe it.</b> " <b>(Datum 5)</b>
6.	Maxim Violation	Manner	DANNY: "Thanks, I'm super excited. You live in the neighborhood?" LADY BIRD: (doing a voice) " <b>Nah, I'm from the wrong side of the tracks.</b> " <b>(Datum 6)</b>
7.	Maxim Violation	Quantity	LADY BIRD: "Can we please talk about this tomorrow?" MARION: " <b>You can't look like a rag because that makes us look like rags. And you want to know the truth? Here's the truth: some of your friends' fathers could employ your father and they won't do that if it looks like his family is trash.</b> "

			(Datum 7)
8.	Maxim Violation	Relevance	LADY BIRD: (quietly) “Didn’t you ever go to sleep without putting all your clothes away perfectly? Like even once? And don’t you wish your Mom hadn’t gotten angry?”  MARION: “ <b>My mother was an abusive alcoholic.</b> ”  (Datum 8)
9.	Maxim Violation	Quantity	DANNY: “Shouldn’t we go home?”  LADY BIRD: (shakes her head) “ <b>My Mom is always mad. It doesn’t matter if I get home late, she’d be mad at me anyway.</b> ”  (Datum 9)
10.	Maxim Violation	Quality	JENNA: “That’s where our starter house was! Which street?”  LADY BIRD: “ <b>Um, 44th it’s, um, it’s the three story blue house with the white shutters and the American flag in the front.</b> ”  (Datum 10)
11.	Maxim Violation	Quantity	KYLE: “Huh. Well it has fiber glass.”  LADY BIRD: “Really?”

			<p>KYLE: <b>“Rolling your own is best. Also I’m trying to, as much as is possible, not participate in our economy. I don’t like money. I am trying to live by bartering alone.”</b></p> <p>(Datum 11)</p>
12.	Maxim Violation	Relevance	<p>LADY BIRD: “When do you think is a normal time to have sex?”</p> <p>MARION: (drops her mascara) “<b>You’re having sex?</b>”</p> <p>(Datum 12)</p>
13.	Maxim Violation	Relevance	<p>LADY BIRD: (fully angry now) “I was on top! Who the fuck is on top their first time!”</p> <p>KYLE: <b>“Do you have any awareness about how many civilians we’ve killed since invasion in Iraq started?”</b></p> <p>LADY BIRD: “SHUT UP. SHUT UP. Different things can be sad. It’s not all war.”</p> <p>(Datum 13)</p>
14.	Maxim Violation	Relevance	<p>LADY BIRD: “How’d it go?”</p> <p>LARRY: (exhausted) <b>“Let’s go buy a big bag of Doritos and eat them in the car to celebrate your waitlist.”</b></p> <p>(Datum 14)</p>

15.	Maxim Flouting	Manner	LADY BIRD: "Do you think I look like I'm from Sacramento?" MARION: " <b>You are from Sacramento.</b> " <b>(Datum 15)</b>
16.	Maxim Flouting	Relevance	MARION: "Your father's company is laying people off right and left, did you know that? No, of course not because you don't care about anyone but yourself. Immaculate Heart is already a luxury." LADY BIRD: " <b>Immaculate FART. You wanted that, not me!</b> " <b>(Datum 16)</b>
17.	Maxim Flouting	Relevance	JULIE: "What about terrorism?" LADY BIRD: " <b>Don't be a Republican.</b> " <b>(Datum 17)</b>
18.	Maxim Flouting	Relevance	MIGUEL: "Shelly and I are trying to be vegan. Hence the soy milk." LADY BIRD: " <b>You wear leather jackets.</b> " SHELLY: "But they're vintage. It doesn't support the industry." <b>(Datum 18)</b>
19.	Maxim Flouting	Quality	DARLENE: "You're not supposed to eat the wafers!"

			JULIE: (trying to be helpful) “They aren’t consecrated.” (Datum 19)
20.	Maxim Flouting	Quantity	LADY BIRD: “Why do you care what I do to my clothes?” MARION: “Your father does not have a job. He lost his job, okay? Do you need him to come in here and explain that to you? Of course he wouldn’t do it anyway, he’s Mr. Nice Guy. I always have to be the Bad Guy.” (Datum 20)
21.	Maxim Flouting	Quality	LADY BIRD: “Why didn’t you just say ‘Pick up your feet.’ ” MARION: “I didn’t know if you were tired.” (Datum 21)
22.	Maxim Flouting	Relevance	LADY BIRD: “You give me a number for how much it cost to raise me, and I’m going to get older and make a lot of money and write you a check for what I owe you so that I NEVER HAVE TO SPEAK TO YOU AGAIN.” MARION: “I highly doubt that you will be able to get a job good enough to do that.” (Datum 22)





23.	Maxim Infringement	Quality	<p>DAVID: "Where are you from?"</p> <p>CHRISTINE: "Sacramento."</p> <p>DAVID: "Sorry, where?"</p> <p>CHRISTINE: "<b>San Francisco.</b>"</p> <p style="text-align: right;"><b>(Datum 23)</b></p>
24.	Opting-out of Maxim	Quantity	<p>LADY BIRD: "Please, Mom, please I'm so sorry, I didn't mean to hurt you - I appreciate everything you've done for me, I'm ungrateful and I'm so sorry, I'm so sorry I wanted more... TALK TO ME! MOM! MOM! PLEASE! TALK TO ME. I know, I know, I know I'm so bad, just please! PLEASE."</p> <p>MARION: "..."</p> <p style="text-align: right;"><b>(Datum 24)</b></p>

## Appendix 2. The Data Findings of Conversational Implicature

No.	Type of Conversational Implicature	Dialogue
1.	Generalized Implicature	<p>LADY BIRD: “What I’d really like is to be on Math Olympiad.”</p> <p>SISTER SARAH-JOAN: (gently) “But math isn’t something that you are terribly strong in?”</p> <p>LADY BIRD: <b>“That we know of YET.”</b></p> <p style="text-align: right;"><b>(Datum 3)</b></p>
2.	Generalized Implicature	<p>LARRY: “Did you know toothpaste is basically ineffective? It’s like sucking on a mint.”</p> <p>MARION: (to Larry, shaking her head)</p> <p><b>“Mike Kerry died. I didn’t know he was sick again.”</b></p> <p style="text-align: right;"><b>(Datum 4)</b></p>
3.	Generalized Implicature	<p>LADY BIRD: “Did you know that Alanis Morissette wrote this song in only ten minutes?”</p> <p>LARRY: <b>“I believe it.”</b></p> <p style="text-align: right;"><b>(Datum 5)</b></p>
4.	Generalized Implicature	<p>LADY BIRD: (quietly) “Didn’t you ever go to sleep without putting all your clothes away perfectly? Like even once? And don’t you wish your Mom hadn’t gotten angry?”</p> <p>MARION: <b>“My mother was an abusive alcoholic.”</b></p> <p style="text-align: right;"><b>(Datum 8)</b></p>

5.	Generalized Implicature	<p>DANNY: “Shouldn’t we go home?”</p> <p>LADY BIRD: (shakes her head) “<b>My Mom is always mad. It doesn’t matter if I get home late, she’d be mad at me anyway.</b>”</p> <p>(Datum 9)</p>
6.	Generalized Implicature	<p>JENNA: “That’s where our starter house was! Which street?”</p> <p>LADY BIRD: “<b>Um, 44th it’s, um, it’s the three story blue house with the white shutters and the American flag in the front.</b>”</p> <p>(Datum 10)</p>
7.	Generalized Implicature	<p>LADY BIRD: “When do you think is a normal time to have sex?”</p> <p>MARION: (drops her mascara) “<b>You’re having sex?</b>”</p> <p>(Datum 12)</p>
8.	Generalized Implicature	<p>LADY BIRD: “Do you think I look like I’m from Sacramento?”</p> <p>MARION: “<b>You are from Sacramento.</b>”</p> <p>(Datum 15)</p>
9.	Generalized Implicature	<p>MARION: “Your father’s company is laying people off right and left, did you know that? No, of course not because you don’t care about anyone but yourself. Immaculate Heart is already a luxury.”</p> <p>LADY BIRD: “<b>Immaculate FART. You wanted that, not me!</b>”</p> <p>(Datum 16)</p>

10.	Generalized Implicature	<p>LADY BIRD: “Why do you care what I do to my clothes?”</p> <p>MARION: “<b>Your father does not have a job. He lost his job, okay? Do you need him to come in here and explain that to you? Of course he wouldn’t do it anyway, he’s Mr. Nice Guy. I always have to be the Bad Guy.</b>”</p> <p style="text-align: right;">(Datum 20)</p>
11.	Generalized Implicature	<p>LADY BIRD: “You give me a number for how much it cost to raise me, and I’m going to get older and make a lot of money and write you a check for what I owe you so that I NEVER HAVE TO SPEAK TO YOU AGAIN.”</p> <p>MARION: “<b>I highly doubt that you will be able to get a job good enough to do that.</b>”</p> <p style="text-align: right;">(Datum 22)</p>
12.	Generalized Implicature	<p>DAVID: “Where are you from?”</p> <p>CHRISTINE: “Sacramento.”</p> <p>DAVID: “Sorry, where?”</p> <p>LADY BIRD: “<b>San Francisco.</b>”</p> <p style="text-align: right;">(Datum 23)</p>
13.	Particularized Implicature ( <b>Special Knowledge</b> )	<p>LADY BIRD: “I wish I could live through something.”</p> <p>MARION: “Aren’t you?”</p> <p>LADY BIRD: “Nope. The only exciting thing about 2002 is that it’s a <b>palindrome.</b>”</p> <p style="text-align: right;">(Datum 1)</p>

14.	Particularized Implicature (Conversational Context)	LADY BIRD: “Oh so now you’re mad? Because I wanted to listen to music?” MARION: “It’s just that you’re being ridiculous, you have a great life.” LADY BIRD: <b>“I’m sorry I’m not perfect.”</b> (Datum 2)
15.	Particularized Implicature (Conversational Context)	DANNY: “Thanks, I’m super excited. You live in the neighborhood?” LADY BIRD: (doing a voice) <b>“Nah, I’m from the wrong side of the tracks.”</b> (Datum 6)
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17.	Particularized Implicature (Special Knowledge)	KYLE: “Huh. Well it has fiber glass.” LADY BIRD: “Really?” KYLE: <b>“Rolling your own is best. Also I’m trying to, as much as is possible, not participate in our economy. I don’t like money. I am trying to live by bartering alone.”</b> (Datum 11)

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19.	Particularized Implicature ( <b>Conversational Context</b> )	LADY BIRD: “How’d it go?” LARRY: (exhausted) “ <b>Let’s go buy a big bag of Doritos and eat them in the car to celebrate your waitlist.</b> ” (Datum 14)
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21.	Particularized Implicature ( <b>Special Knowledge</b> )	MIGUEL: “Shelly and I are trying to be vegan. Hence the soy milk.” LADY BIRD: “ <b>You wear leather jackets.</b> ” SHELLY: “But they’re vintage. It doesn’t support the industry.” (Datum 18)
22.	Particularized Implicature ( <b>Special Knowledge</b> )	DARLENE: “You’re not supposed to eat the wafers!” JULIE: (trying to be helpful) “ <b>They aren’t consecrated.</b> ” (Datum 19)
23.	Particularized Implicature	LADY BIRD: “Why didn’t you just say ‘Pick up your feet.’”

	(Conversational Context)	MARION: "I didn't know if you were tired."  (Datum 21)
24.	Particularized Implicature (Conversational Context)	LADY BIRD: "Please, Mom, please I'm so sorry, I didn't mean to hurt you - I appreciate everything you've done for me, I'm ungrateful and I'm so sorry, I'm so sorry I wanted more... TALK TO ME! MOM! MOM! PLEASE! TALK TO ME. I know, I know, I know I'm so bad, just please! PLEASE." MARION: "..."  (Datum 24)

