

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN CNN WORLD
EXCLUSIVE INTERVIEW WITH RECEP TAYYIP ERDOGAN**



**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education in English Department**

by:

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A 320 150 156

**DEPARTMENT OF ENGLISH EDUCATION
SCHOOL OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

2019

APPROVAL

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PUBLICATION ARTICLE

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AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN CNN WORLD EXCLUSIVE INTERVIEW WITH RECEP TAYYIP ERDOGAN

Abstrak

Penelitian ini berfokus pada (1) mengidentifikasi jenis-jenis implikatur percakapan dalam *CNN World Exclusive Interview* dengan Recep Tayyip Erdogan dan (2) menganalisis maxim yang dilanggar oleh Recep Tayyip Erdogan dalam *CNN World Exclusive Interview*. Penelitian ini menggunakan penelitian deskriptif kualitatif. Analisis data adalah ucapan-ucapan yang mengandung implikatur dalam 7 segmen *CNN World Exclusive Interview* dengan Recep Tayyip Erdogan. Data dianalisis dengan menggunakan teori Grice (1975) dan Yule (1996) dan untuk menganalisis pelanggaran maxim menggunakan teori Grice (1975). Teknik pengumpulan data adalah metode observasi dan dokumentasi. Berdasarkan analisis penulis menemukan bahwa: (1) ada dua jenis jenis implikatur percakapan yang digunakan, generalized conversational implicature 22% dan particularized conversational implicature 78% (2) ada empat jenis pelanggaran maxim yang digunakan, flouting maxim of quality 22%, flouting maxim of quantity 16%, flouting maxim of relevance 48% dan flouting maxim of manner 14%. Hasil penelitian ini tentunya berbeda dengan penelitian sebelumnya karena wawancara langsung dengan politikus belum pernah diteliti. Sehingga penelitian ini dapat menjadi pelengkap dalam penelitian implikatur percakapan.

Kata kunci: tipe-tipe implikatur percakapan, pelanggaran maxim, wawancara langsung

Abstract

This research focuses on (1) identifying the types of conversational implicature in *CNN World Exclusive Interview* with Recep Tayyip Erdogan and (2) analyzing the maxim flouted by Recep Tayyip Erdogan in *CNN World Exclusive Interview*. This research applies descriptive qualitative research. The data analyzed are utterances containing implicature in 7 segments of *CNN World Exclusive Interview* with Recep Tayyip Erdogan. The data are analyzed by using Grice theory (1975) and Yule (1996) and to analyze the flouting maxim using the theory of Grice (1975). The technique of collecting data is the observation and documentation method. Based on the analysis the writer found that: (1) there are two types of the types of conversational implicature are used, generalized conversational implicature 22% and particularized conversational implicature 78% (2) there are four types of flouting maxim are used, flouting maxim of quality 22%, flouting maxim of quantity 16%, flouting maxim of relevance 48% and flouting maxim of manner 14%. The result from this study is indeed different from the previous research because politician's exclusive interview has been researched before. Therefore, this study can complete the research about conversational implicature.

Keywords: types of conversational implicature, flouting maxim, exclusive interview

1. INTRODUCTION

In general, political interviews can be found on any news channel. News channel usually contains coverage of several news and other information, whether delivered by radio, television stations, or by broadcast networks. There is an interview occur that both the speaker and the listener. One of the most popular news channels is CNN. *CNN World Exclusive Interview* as a news channel that broadcast news for 24 hours in America. CNN extended reach to a number of cable and satellite television companies, several websites, and special channels with limited reach. CNN's main news program is usually presenting topics of choice around the broad of politics, economics or other things that are in the main spotlight that is packaged in full. *The CNN World Exclusive Interview* presents a dialogue segment with prime informants who provide information accurately and deeply. It is equipped with direct reports and news from foreign countries. Many politicians invited by *CNN World Exclusive Interview*, one of the politician is Recep Tayyip Erdogan.

Recep Tayyip Erdogan is a Turkish President who was elected in 2014. Erdogan was elected 12th President. He also the first President of the Turkish Republic elected through general elections. As a President, he was often invited to come to an interview from any television media. In the interview with Erdogan, CNN as one of the leading broadcast news in the United State and even the world asks several of the critical issues. Since Erdogan's answer are likely to be read by millions of loyal viewers of CNN, he will surely be careful in answering all the questions, he is aware that the answers will affect the public opinion on him. Therefore, he often flouts the cooperatives principle by Grice which generates implicature. He uses implicature because he tries not to be straight out in answering the questions.

It is also important to investigate the speech situation in order to understand the conversational implicature employed by President Erdogan in *CNN World Exclusive Interview*. According to Yule (1996: 35), implicature is an additional conveyed meaning. In conversation, the speaker should give the utterances effectively, so the hearer can response in the correct way. Horn (2004) defines implicature is a component of speaker meaning that constitutes an aspect of what

is meant in a speaker's utterance without being part of what is said. Grice (1975) states that there are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature. Also, he classifies the flouting a maxim into four types: flouting a maxim of quality, flouting a maxim of quantity, flouting a maxim of relevance and flouting a maxim of manner. Flouting maxim can be found in movie, drama, interview and talk show. The researcher chooses exclusive interview since many utterances in the dialogue.

Several studies have been conducted to investigate conversational implicature. Martini (2018) investigated a study under the title *Conversational Implicature of Indonesian Students in Daily Conversation* which examined conversational implicature of Indonesian students of English Education Department in the University of Kuningan in the daily conversation. Meanwhile, Huda (2013) analyzed a study entitled *Conversational Implicature Found in Euro Trip Movie* which describes the type of conversational implicature and what in the function of implicature used by the characters in *Euro Trip Movie*.

The relationship between previous research and present research are similar it is focused on analyzing the use of conversational implicature. But, the differences of the present research with the previous researches are the present research is focus to complement the research related to conversational implicature and its maxim that uses the theory of Grice (1975). Most of the previous research is taken the data from the transcripts of drama, movie, and poetry as data sources. However, this study used a press interview as a source of data analyzed by conversational implicature and its maxim. The subject of the present research is Turkish President Recep Tayyip Erdogan.

From the explanation above, the researcher formulated a problem statement to identify the types of conversational implicature and analyze the flouting maxim used by President Erdogan in *CNN World Exclusive Interview*. The researcher investigates the conversational implicature used the theory of Grice (1975) and Yule (1996) and also analyzed the flouting maxim used by President Erdogan in *CNN World Exclusive Interview* under theory Grice (1975).

In this study, the researcher is interested in studying the conversational implicature and maxim that used. Therefore, the researcher conduct research entitled AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN CNN WORLD EXCLUSIVE INTERVIEW WITH RECEP TAYYIP ERDOGAN.

2. METHOD

This research used descriptive qualitative research to analyze the data. This research used descriptive qualitative research because the writer intends to classify the types of conversational implicature and maxim flouting used by Recep Tayyip Erdogan. The object of the research is conversational implicature that are found in *CNN World Exclusive Interview* with Recep Tayyip Erdogan. The writer uses observation and documentation for collecting the data. For analyzing the data, the writer uses Yule's theory to determine the conversational implicature, Grice's theory to determine the types of conversational implicature and to classify the maxim flouting.

3. FINDING AND DISCUSSION

In this research finding, the writer presents two explanations. There are types of conversational implicature and flouting maxim used by Recep Tayyip Erdogan in *CNN World Exclusive Interview*. According to Grice (1975), the types of conversational implicature divided into two parts: generalized conversational implicature and particularized conversational implicature. The theory of flouting maxim by Grice (1975) mention four parts, they are: flouting a maxim of quality, flouting a maxim of quantity, flouting a maxim of relevance and flouting a maxim of manner. Based on the findings, the researcher found 24 data that used implicature. The following examples:

3.1 Types of Conversational Implicature

CWEI/07/15/GCI

AMANPOUR: Regarding Iran again, because the West does not seem satisfied.

ERDOGAN: **So Iran is always on our agenda, it seems.**

In this dialogue, the speakers are Erdogan and Amanpour. This dialogue is held on April 16, 2010. The purpose of the dialogue is about sanctions on Iran and concern that Erdogan's becoming less committed to the

United States and more interested in Muslim neighbors. In this dialogue, Erdogan said, *“So Iran is always on our agenda, it seems”*. Iran and Turkey are major trade partners. Turkey and Iran have a heavy mutual influence on each other due to geographical proximity, linguistic and ethnic relations. So, the implicature is that the West does not satisfy because Iran and Turkey have heavy mutual influence in each other. The implicature belongs to generalized implicature since the inference can be drawn from general features of the context and does not depend on particular features of the context in the dialogue.

CWEI/03/11/PCI

ANDERSON: you said in your own manifesto that you are prepared to bring forward some economic visions for this country and you want to see this economy as number 10 or in the top 10 before 2023. That would mean doubling the GDP of this country. How are you going to do that?

ERDOGAN: **And we've become number one on a global scale.**

In this conversation, the speakers are Erdogan and Anderson. This conversation is held on May 9, 2018. Ankara is a city in the center of a region dealing with the shockwaves of the decision by the U.S. president who pulled the United States of America out of the Iran deal. The purpose of this conversation was about refusing for the question from the other. Mr. Erdogan told Anderson that he believes the American President's course of action is wrong. Based on the conversation above, when Erdogan said, *“And we've become number one on a global scale”*. To become a number one on a global scale is a good one, proud, and profited. So, by answering *“And we've become number one on a global scale”*, Erdogan wants to say that to bring forward some economics in Turkey has been profited. So, the implicature of Erdogan's answer is that to bring forward some economics in Turkey has profited. From the utterance, the implicature belongs to particularized implicature, the inference worked out while drawing totally on the specific context of the utterance.

3.2 Flouting Maxim

CWEI/06/02/FMQL

ANDERSON: Did he extend you an invitation to go to Washington?

ERDOGAN: He has stated that he's going to convey his instructions to the relevant echelons within the administration. And **I will duly convey my instruction to my protocol.**

This conversation is held on April 19, 2017. The speakers are Erdogan and Anderson. Anderson is a journalist of CNN World come from America who is seeking the news of a political transformation in Turkey. The purpose of the conversation was about President Trump invited Erdogan to go to Washington. The background of the speech is that there is a result of the referendum, Trump was congratulating Erdogan. There were mutual relations will only get stronger in the future. Trump shared his opinions and his thoughts with Erdogan, his thoughts Syria. The implicature found in the utterance ***"I will duly convey my instruction to my protocol"***. Instruction is given to transfer of learning from one person to another. Any time given directions or told how to do something is receiving instruction. Instruction is the act of educating, giving the steps that must be followed or an order. So, the implicature is that an invitation to go to Washington has followed. Erdogan said what he believed to be false. He did not say what he was feeling. So, Erdogan flouted a maxim of quality.

CWEI/05/19/FMQT

AMANPOUR: Let's talk about the European Union. Obviously, press freedom and many other issues are important regarding accession to the European Union. You've done a lot of things in order to get that right to get in. Why do you think you're not being accepted in the European Union? Why is Turkey still outside?

ERDOGAN: They always say, **oh, you have a very large population.** But there's something you never say. They can never come up with the fact that we are Muslims and they never say, "You are Muslims. That's why we don't take you in." They never say

that. We are really more powerful than many of the current members of the European Union. We're doing better than the European Union member states right now. The Eurozone is obvious. The suffering of the Eurozone is quite obvious. Our neighbors are going through a very difficult turmoil. We have covered a great distance in terms of what we were supposed to do. But unfortunately we are still facing barriers. We're still facing obstacles.

The dialogue happened in Istanbul at the Dolmabahce Palace that sits on the Bosphorus, Turkey. The dialogue is held on September 7, 2012. This dialogue is about the existence of press freedom and the problem of accession to the European Union. Even though, Turkey is a country that lives on the Continent of Europe. Turkey is a natural member of the European Union. Based on the dialogue Erdogan was used as the strategy to flout the maxim. The implicature can be found in Erdogan's utterance by saying "*oh, you have a very large population.*" The population is the whole number of all the people or inhabitants in a country or region. By answering "*oh, you have a very large population*". Erdogan wants to say that he is not accepted in the European Union. Erdogan has been inhabitants in Turkey's country or region. So, the implicature of Erdogan's answer is that he has inhabitants in Turkey's country or region. Erdogan flouted the maxim of quantity by giving additional information which was not making his contribution as informative as was required. In other words, the reason Erdogan flouting the maxim of quantity is that he tries to be clear his statement. Erdogan used the statement which is not needed in explaining what is going on to makes the hearer understand.

CWEI/07/15/FMR

AMANPOUR: Regarding Iran again, because the West does not seem satisfied.

ERDOGAN: So Iran is always on our agenda, it seems.

In this dialogue, the speakers are Erdogan and Amanpour. This dialogue is held on April 16, 2010. The purpose of the dialogue is about

sanctions on Iran and concern that Erdogan's becoming less committed to the United States and more interested in Muslim neighbors. In this dialogue, Erdogan said, "*So Iran is always on our agenda, it seems*". Iran and Turkey are major trade partners. Turkey and Iran have a heavy mutual influence on each other due to geographical proximity, linguistic and ethnic relations. So, the implicature is that the West does not satisfy because Iran and Turkey have heavy. In this case, Erdogan used irrelevance utterance in this conversation. He used irrelevance utterance when he responds what Amanpour said. So, Erdogan flouted maxim of relevance.

CWEI/03/05/FMM

ANDERSON: He has called the charges against him shameful and disgusting.

A U.S. commission calling the charges wild conspiracies, tortured logic. Donald Trump himself, the U.S. president, leading that he, the President, is more of a spy than Andrew Brunson. And on the issue of Fethullah Gulen, Washington continues to say that there is not enough evidence to hand him over. Sir, there will be people who say and there are those who say at this is tit-for-tat. This is hostage diplomacy. Is it?

ERDOGAN: It exists a hostage diplomacy. It's not all about that at all.

In this conversation, the speakers are Erdogan and Anderson. Anderson as a journalist of CNN World came from America. The conversation is held on May 9, 2018. The purpose of the conversation is that the United States will extradite Fethullah Gulen to Turkey and there is not enough evidence to hand him over. The background of the conversation is that there was a coup attempt in Turkey and the United States still not arrested. Erdogan thought that the U.S. should not insist on making this mistake and it would be very beneficial for the peace of the world. In this case, the implicature found in Erdogan utterance by saying "*It exists a hostage diplomacy. It's not all about that at all*". A hostage diplomacy is an action by the Turkish government and its Western counterparts began to indicate that Turkish detentions of American and European citizens served a purpose beyond the harassment and intimidation of Erdogan's foreign and

domestic critics. So, the implicature of Erdogan's answer is that hostage diplomacy indicates Turkey's detentions of American and European citizens. Erdogan used an obscure expression in answering Anderson's question. He used obscure expression for refusing something. He made her utterance came to ambiguity. So, it can be concluded that Erdogan flouting a maxim of manner.

The researcher also presented the table of the types of conversational implicature and flouting a maxim used by Recep Tayyip Erdogan in *CNN World Exclusive Interview* is described in the following table below:

Table 1. The result of data finding

No		Each of Types	Frequency	Percentage
1.	Types of Conversational Implicature	Generalized Conversational Implicature	7	22%
		Particularized Conversational Implicature	17	78%
	Total		24	100%
2.	Flouting Maxim	Flouting Maxim of Quality	6	22%
		Flouting Maxim of Quantity	4	16%
		Flouting Maxim of Relevance	11	48%
		Flouting Maxim of Manner	3	14%
	Total		24	100%

Based on the data, the researcher found 7 data of generalized conversational implicature (22%) and 17 data of particularized conversational implicature (78%). The other analyze indicated the flouting maxim that results 6 data of flouting the maxim of quality (22%), 4 data of flouting the maxim of quantity (16%), 11 data of flouting the maxim of relevance (48%), and 3 data of flouting the maxim of manner (14%).

4. CONCLUSION

Based on the research finding, the researcher can conclude that:

- a. From the 24 data of conversational implicature, the researcher found there are two types of conversational implicature employed by Recep Tayyip Erdogan

in *CNN World Exclusive Interview* such as 7 data as generalized conversational implicature and 17 data as a particularized conversational implicature. Particularized conversational implicature is the type of conversational implicature that is often used by President Erdogan and generalized conversational implicature are rarely used by President Erdogan in *CNN World Exclusive Interview*.

- b. From the 24 data of conversational implicature, the researcher found there are four flouting maxim produced by Recep Tayyip Erdogan in *CNN World Exclusive Interview* such as 6 data as flouting a maxim of quality, 4 data as flouting a maxim of quantity, 11 data as flouting a maxim of relevance and 3 data as flouting a maxim of manner. Flouting a maxim of relevance is often used by President Erdogan and flouting a maxim of manner is rarely used by President Erdogan in *CNN World Exclusive Interview*.

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