

CONVERSATIONAL IMPLICATURE IN SELECTED SONGS LYRICS BY BRANDI CARLILE

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ABSTRACT

Implicature is generally communicated through various media, such as song lyrics. The purpose of this research is to give comprehending to the readers and is expected to add their insight into implied meanings, especially the conversational implicature in song lyrics, so they can easily capture the true meaning that the lyricist poured into the song. The researcher analyzed conversational implicature using theory of implicature proposed by Yule (1996). The analysis in this research used qualitative research method by choosing the lyrics that contain conversational implicature. To support the analysis, the researcher used books, thesis, journals, and social media such as google and YouTube. The results of this research indicate that there are three types of conversational implicature, namely general conversational implicature, particularized conversational implicature, and scalar implicature. Then, the most dominant type of conversational implicature found in Brandi Carlile's songs lyrics is particularized conversational implicature. Based on the result of analysis, conversational implicature is a common phenomenon in literary works, especially song lyrics.

Keyword : Pragmatics, Conversational Implicature, Songs Lyrics

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1. INTRODUCTION

It is obvious that effective communication depends on the ability to understand not only the words used in an utterance but also the context in which speakers use those words. The study of what speakers mean, or "speaker meaning," is called pragmatics (Yule, 2017). Pragmatics deals with the construction and understanding of meanings in social interaction. This includes implied and inferred meanings, intentional and unintentional meanings, the dynamic and the emergent-in short, with phenomena that leave little overt trace in the text or are even entirely 'invisible' (Culpeper and Hardaker, 2016). In additional, Pragmatics is a linguistics branch which maintains the use of context in understanding and produces speech. It is used to develop principles of work relationship and politeness in communication process; therefore, the aim of communication can be gained effectively. This context itself has relationship with culture which is different from one society to another society (Abdurrahman, 2006). Furthermore, Verhaar (2012) explained pragmatics is a linguistics academic field that studies language structure as items to communication between speaker and listener as well as any other as a signal reference for language conversation. In many ways, pragmatics is the study of "invisible" meaning, or how we understand what is intended even when it is not explicitly expressed or written. Speakers (or writers) must be able to rely on a lot of common presumptions and expectations in order for it to happen when they try to communicate. We gain some understanding into how we comprehend more than just the language meaning of utterances by looking at those assumptions and expectations. From a pragmatic point of view, more is always conveyed than is expressed (Yule, 2017). Based on the above explanation,

it can be concluded that preventing misunderstandings between the speaker and the listener is one of the goals of communication. What the speaker says to the listeners has to have some meaning. Individuals or groups can be the sources of communication if they have a message to convey.

People use a variety of media to connect with one another. The use of various media can assist the listeners in gaining information and understanding the message. These various media, which include conversation, poetry, and lyrics. According to Dallin (1994) the lyrics contain messages that can provide understanding to the listener. Lyrics can pierce feelings for the meaning described, besides that music can also attract attention to the meaning described as well. This is because the words chosen must contain the meaning and composition of the sound when form a rhythm. Therefore, it is necessary to choose the right words. While the song is a series of tones combined with a rhythm that produces a harmonious impression so that the song can be used as a song as a tool to convey a message to others. The lyrics are frequently encased in beautiful designs and meaningful messages. Nevertheless, because the meaning of the lyrics is obscured by the beautiful melody and voice of the lyrics, some people find it difficult to understand the meaning and the message that the lyricist poured into the song lyrics. That is why there is a study to understand the meaning of an utterance that is referred to as conversational implicature.

This research focuses on conversational implicature and there are some previous studies that discuss it. First, Hidayah (2021) conducted research that analyzed the implicatures found in various selected English song lyrics and the listener's responses to the songs. This research analyzed two types of implicature, which are conversational implicature and conventional implicature, and their types in various song lyrics by using Grice's theory of implicature. Another study was conducted by Pranoto (2013), which analyzed implicatures analysis in Maher Zain's album entitled "Forgive Me." The researcher used Grice's theory of implicature and Grice's maxims of conversation. All of the studies mentioned above shed light on how conversational implicatures were used in song lyrics. In his book, Yule (1996) stated that conversational implicature is an indirect or implicit speech act. In other words, the speaker says one thing but means another. In additional, Conversational implicatures are components of an utterance that the speaker makes that are not directly related to the direct (or explicit) content of the utterance. They are also not encoded by the linguistic meaning of what has been spoken (Allott, 2018). Furthermore, Levinson (1992) stated that the notion of conversational implicature is one of the important ideas in pragmatics. It is said since the conversational implicature give some contributions to the pragmatics. First, implicature stands as paradigmatic example of the nature and power of pragmatics explanations of linguistic phenomena. Furthermore, the important contribution by the notion of implicature is that it provides some explicit account of how it is possible to mean more than what is actually said.

In additional, the notion of implicature seems likely to effect substantial simplifications in both the structure and the context. According to Yule (1996), conversational implicature is divided into three types; generalized conversational implicature, particularized conversational implicature and scalar implicature. First, generalized conversational implicature. Yule (1996) stated that this type occurs when no special knowledge of the context is required to calculate the additional conveyed meaning. One common example in English involves any phrase with an indefinite article of the type 'a/an X,' such as 'a garden' and 'a child' as these following phrases: I was sitting in a garden one day. A child looked over the fence. The implicature in the sentence above, that the garden and the child mentioned are not the speaker's, are calculated on the principle that if the speaker was capable of being more specific or more informative, then he or she would have said 'my garden' and 'my child.' The phrases are typically interpreted according to generalized conversational implicature that: an X +> not speaker's X. In contrast with generalized conversational implicature, particularized conversational implicature is a conversation that has a special meaning that requires a special context in order to understand the meaning implied. So, the readers must be able to interpret the statement based on the context (Yule, 1996). It must be the case that we use the meanings of the words, the context in which they occur, and some pre-existing knowledge of what would be a likely message as we work toward a reasonable interpretation of what the producer of the sign intended it to convey. Our interpretation of the "meaning" of the sign is not based solely on the words, but on what we think the writer intended to communicate (Yule, 2017). The last type is scalar implicature. This type occurs when the speaker utters a word that expresses one value from a scale of values, from the highest to the lowest: all, most, many, some, few, always, often, sometimes. This is particularly obvious in terms of expressing quantity. Based on the explanation above, this research aims to analyze the types conversational implicature proposed by Yule (1996).

2. RESEARCH METHOD

The analysis in this research uses qualitative research method. Sugiyono (2010) states that qualitative research is descriptive. It means that collected data is in the form of words rather than numbers. Furthermore, Gay (2012) states that qualitative research is the collection, analysis, and interpretation of comprehensive narrative and visual data in order to gain insights into particular phenomenon. In this research, the data are the words, phrases, and sentences that consist of conversational implicature, and the main source of the data is Brandi Carlile's song lyrics. The following steps are taken during the data collection process: The first step is to search for Brandi Carlile's song lyrics on Google or YouTube. The researcher also compared the lyrics with the songs by listening to them directly in order to determine the validity of the data. The goal of this comparison is to see how similar the lyrics are to the singer's utterances and the lyrics in the text. After determining the data's validity, the researcher reads the lyrics to determine and comprehend the implied meaning in the utterances. Then, the researcher reduces the data and focuses on the research problems.

The researcher uses Miles and Huberman's (2014) components of data analysis, as follows: 1) Data Collection, the researcher collects the data from the data source which contains conversational implicature. 2) Data Condensation, data condensation is part of the analysis. It refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes, transcriptions, or documents. In this step, the researcher organized data and eliminated unnecessary parts through data condensation, only words, phrases, and sentences that important and suitable to analyze that will be used. 3) Data Display, a display is an organized, compressed assembly of information that permits conclusion drawing and action. The researcher provides clear data information so the readers can easily capture the information. Data display is based on the problems of the study, which include the types of conversational implicature and how is the process of conversational implicature. 4) Conclusion, the researcher formulates a conclusion based on the result of the analysis.

3. RESULTS AND DISCUSSION

In the context of the research problem and Yule's theory of implicature, this part examines and analysis the data. The data selected by the researcher to answer the research problems and attain the research objective.

A. Generalized Conversational Implicature

The first type of conversational implicature is generalized conversational implicature. The phrases are typically interpreted according to generalized conversational implicature that: an X +> not speaker's X. There are 4 data that contain the generalized conversational implicature, as follows:

Data 1

Song Lyrics: **Hold Out Your Hand**

I could lose my house, I could steal a car

I could serve two masters, living hard

Living like a dog in a cage in a yard

The implicature in the data above is 'a car', 'a dog', 'a cage' and 'a yard' mentioned are not the speaker's, it is simply by using the indefinite article 'a' and are calculated on the principle that the speaker was capable of being more specific or more informative, then the speaker would have said 'my dog' or 'my yard' instead, the speaker using generalized conversational implicature which occur when no special knowledge of the context is required to calculate the additional conveyed meaning. As Grice (1975) said that generalized conversational implicatures are inferences that refer to the non-explicit meaning that occurs automatically in any type of context. It is inferable without reference to a special context.

Data 2

Song Lyrics: **Every Time I Hear That Song**

A love song was playing on a radio

It made me kind of sad

Because it made me think of you

In the data above, the speaker heard a love song playing on the radio that reminds her of someone she knows. By using the indefinite article 'a' a love song played on the radio could be sung by anyone and any title.

Data 3

Song Lyrics: **A Case of You**

I met a woman
She had a mouth like yours
She knew your life

Based on the data above, it can be concluded that those lyrics is generalized conversational implicature because no special knowledge is needed to understand that "a woman" whom the speaker mentioned could be any woman (someone she knew or did not know) that she met anywhere.

Data 4

Song Lyrics: **If She Ever Leaves Me**

If she ever leaves
It's gonna be for a woman with more time

The data above contains an indefinite article 'a,' which means it is a generalized conversational implicature. From the lyrics, 'a woman' that the speaker mentioned could be any woman of different ages and different forms.

In general, all the songs lyrics above as generalized conversational implicature, give an explanation that implied meaning can be conveyed even without special knowledge required to calculate the additional meaning. The listeners or readers only needs to understand the context and meaning of the generalized conversational implicature itself.

B. Particularized Conversational Implicature

An implicature, defined as a particularized conversational implicature, occurs when an utterance requires the use of some assumed information in a particular context. In this type, context is important to inferring the right implicature. There are 6 data that contain the particularized conversational implicature, as follows:

Data 1

Song Lyrics: **The Joke**

You're feeling nervous, aren't you, boy?
With your quiet voice and impeccable style
Don't ever let them steal your joy
And your gentle ways
To keep 'em from running wild
They can kick dirt in your face
Dress you down, and tell you that your place
Is in the middle, when they hate the way you shine
I see you tugging on your shirt
Trying to hide inside of it
And hide how much it hurts
Let 'em laugh while they can
Let 'em spin, let 'em scatter in the wind
I have been to the movies, I've seen how it ends
And the joke's on them
You get discouraged, don't you, girl?
It's your brother's world for a while longer

In the lyrics, 'You're feeling nervous, aren't you, boy? With your quiet voice and impeccable style', that data implicates that there are so many people feeling misinterpreted, so many people feeling unloved. Many men and boys feel marginalized and forced into these kinds of awkward shapes of masculinity that they do or do not belong in. So many men and boys are trans or disabled or shy. Furthermore, from 'they can kick dirt in your face', there are two meanings behind it. It could be that someone who kicks real dirt in her/his face, or it could be an implied meaning of disregarding someone

or treating someone rudely. Then, from "and tell you that your place is in the middle," it is understood that data is defined as someone faced with a difficult and unpleasant position. From the data 'I see you tugging on your shirt' that phrases can be interpreted into various meanings depends on the context. It could be someone is feeling anxious, feeling hurt or it could be someone is feeling uncomfortable with the situation. Then, in the lyrics 'scatter in the wind' represents that a bully usually feels satisfied and pleased after dropping someone mentally. On the other hand, in 'I have been to the movies, I've seen how it ends, and the joke's on them', the speaker implies that people who bully others often end up humiliating themselves, as in the movie where the villain always ends tragically. The lyrics 'You get discouraged, don't you, girl? It's your brother's world for a while longer' means that the girl or woman are often viewed as weak because of their gender.

In conclusion, 'The Joke' by Brandi Carlile is rooted in the story of those who are criticized and beaten down. But, as the singer makes clear, often it is those same people who have the last laugh. Furthermore, 'the joke' is just for people that feel under-represented, unloved, or illegal.

Data 2

Song Lyrics: **Stay Gentle**

The kingdom of heaven belongs to a boy
While his worry belongs to a man

Based on the data above, the lyrics contains various meanings depends on the context. The first meaning is 'a boy' means a male who is not mature enough while 'a man' is a grown-up male. The lyrics implies that the younger usually do not think about the life to come, their lives still think about heaven, happiness, or pleasure, while the elder have already begun to worry about life and some of them seek for happiness. On the other hand, the lyrics above could be interpreted as 'a boy' represent a child and 'a man' represent the parents. It means that a child does not think much about the problem. Usually, it is the parents who are always worried about their child.

Data 3

Song Lyrics: **You and Me on The Rock**

They build wooden houses on frozen ponds
In the summertime when the water's gone
Diagonal lines in their rolled-out lawns
I build my house up on this rock, baby
Every day with you
There's nothin' in that town I need

The term 'wooden house on frozen ponds' means something fragile and perishable while 'build my house up on this rock' means something that lasting and solid. This song lyrics basically about building your life on a solid foundation, so even the most intensely self-identifying things can go away, but that solid foundation, which is faith and family, it is a rock, and it is solid.

Data 4

Song Lyrics: **A Beautiful Noise**

I have a voice
Started out as a whisper, turned into a scream
Made a beautiful noise
Shoulder to shoulder, marching in the street
When you're all alone, it's a quiet breeze
But when you band together, it's a choir of thunder and rain, now we have a choice
'Cause I have a voice

The lyrics above categorized as particularized conversational implicature because the lyricist(s) wrote the song with implied meanings, not explicitly. So, as listeners we must draw our own conclusions from what is said. The song is a kind of female empowerment song where their voices are often ignored and often considered weak.

Through this song, the lyricist(s) echoes to unite to become stronger because in fact our voices matter. Furthermore, the evolution of 'A Beautiful Noise' represents a group of incredible women from

all different walks of life coming together with a universal message of hope and empowerment, it is an important reminder that we all have a voice and that our voices count.

Data 5

Song Lyrics: **If She Ever Leaves Me**

I've loved her in secret
I've loved her out loud
The sky hasn't always been blue
And it might last forever
Or it might not work out

The implicature in the data above is, 'I've loved her in secret, I've love her out loud.' The data considered as particularized implicature because the speaker does not write the lyrics in directly meaning but indirectly. The sentence 'I've loved her in secret' means the speaker loved her with a feeling because feeling cannot be seen. On the other hand, the term 'I've love her out loud' means the speaker shows his/her loved with action which can be seen. Furthermore, the term 'The sky hasn't always been blue' means that something has not always be nice, it can be gloomy some day. In conclude, this song lyrics talks about the love that can be lost at any time, because humans are bored by nature, but that can be mended depending on the individual.

Data 6

Song Lyrics: **Throwing Good After Bad**

I know you're leavin' me
I know I'm not your home
You want a movie dancer
You want blood from a stone
But I'm on to you
And you will pour your heart into
Any shimmering fad
Throwin' good after bad

The song above is kind of a sad song, even though the lyricist not arrange out the lyrics clearly that it is a sad song, instead the lyricist wrote "Throwing good after bad" by using an implicature. The song is about grief, acceptance, and love as an action instead of a feeling. It is about loving someone that has something so good and seeing them throw it away, throw it after something so bad. Basically, it is about accept rejection.

Based on overall data, the lyricist Brandi Carlile through her song lyrics had shown the readers or the listeners that one word can be conveyed into various meaning depends on the context. The mentioned song lyrics contain implicit words on purposefully to enhance the beauty of the lyrics and increase listeners' knowledge that every song they listen contains a larger meaning.

C. Scalar Implicature

This types of implicature occurs when the speaker or writer utters the word which expresses one value from a scale of values, such as all, most, many, some, few, always, often, sometimes. The researcher found 1 data that contains scalar implicature, as follows:

Data 1

Song Lyrics: **The Story**

I climbed across the mountain tops
Swam all across the ocean blue

The data above is categorized as scalar implicature because the use of scale of value 'all.' It means the speaker is saying she/he is wading through the oceans. The lyrics is just the implied meaning that says the speaker can do anything for the loved one.

In the analysis data above, this type is the least frequent, but the scalar implicature is quite simple to interpret because the scalar implicature can be indicated by the use of a scale of value.

4. CONCLUSION

In In Brandi Carlile's song lyrics, the readers can see that each phrase or word contains conversational implicature, which means implicature is common in a literary work, which has various meanings. In this

research, the researcher analyzed the types of conversational implicature by using Yule's theory. Above all 10 songs, the researcher found 11 data points of conversational implicature that exist in the selected song lyrics. They are: 4 generalized conversational implicatures, 6 particularized conversational implicatures, and 1 scalar implicature.

Furthermore, the phrases or words can be categorized as conversational implicature if the speaker or writer utters something indirectly, and to know whether the phrase or word contains conversational implicature, the listener or reader must understand the basis of the implicature itself. That way, the reader will be able to identify each word or phrase wrapped in implied form. Through that process, the reader or listener can understand the true meaning expressed in the literary work; in this case, it is the song lyrics. Basically, this process is carried out to find out the implied meaning behind the word or phrase, because the listener tends to draw a conclusion from what is said in conversational implicature.

In addition, the researcher put forward two suggestions, such as the following: 1) To the readers, a song may contain words that can be uplifting and motivating, but to know this, we must know the true meaning of the lyrics. Therefore, if you are interested in a lyric, try to explore the implied meaning of a song lyric that we listen to because the purpose of the lyricist is to convey the message to the listener. By trying to interpret the lyrics, the listener or reader can gain knowledge since we have to think deeply in order to catch the real meaning of the lyrics. 2) For further researchers who are interested in analyzing the same subject, they can use this paper as a reference and do research on the other types of implicature that exist in various song lyrics.

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