

**CONVERSATIONAL IMPLICATURE IN SPOKEN DISCOURSE:  
AN ANALYSIS OF A RADIO CHAT PROGRAMME**

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## ABSTRAK

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## ABSTRACT

This study focuses on conversational implicature in the informal spoken discourse of a Malaysian radio chat programme. The study observes that conversation consists of utterances which have literal and non-literal meaning or underlying, intended and implied meaning. The study examines the implied meaning conveyed by the speakers, the inference made by the listeners and the strategies employed. Data is collected by recording sample programmes and the spoken discourse is examined using the Gricean framework, that is, the Cooperative Principle, the four conversational maxims and the violations of the maxims. For each maxim violation, the researcher also identifies and quantifies the strategies that are employed. The findings suggest that the intended meaning of speakers may be inferred based on the context of situation, the shared background knowledge of participants and the assumption that the participants in the conversations are adhering to the Cooperative Principle. The findings indicate that in conveying implied meaning, speakers often flout or overtly violate Grice's conversational maxims and that they employ specific strategies within these violations to successfully convey the implicatures.

## ABSTRAK

Kajian ini meninjau implikatur perbualan dalam wacana perbualan tidak formal, sebuah rancangan perbualan radio. Kajian ini mendapati bahawa perbualan mengandungi maksud yang tersurat dan tersirat atau yang diimplikasikan. Kajian ini meneliti maksud yang diimplikasikan oleh penutur, inferens yang dibuat oleh pendengar dan strategi yang digunakan oleh penutur. Data dipungut dengan merekodkan sampel rancangan dan wacana perbualan dikaji dengan menggunakan konsep kerjasama dan empat maksim perbualan Grice, serta pelanggaran maksim-maksim ini. Dalam setiap pelanggaran maksim, strategi yang digunakan dalam implikatur perbualan dikenalpasti. Dapatan menunjukkan bahawa maksud yang diimplikasikan oleh penutur boleh ditaabir berdasarkan konteks situasi, pengetahuan latar-belakang penutur dan pendengar serta konsep kerjasama. Dapatan juga menunjukkan bahawa penutur sering melanggar maksim perbualan dan berjaya menggunakan strategi yang dikenalpasti untuk menyampaikan maksud yang tersirat di dalam perbualan.