

The Implicatures Used in the Debate Between Barack Obama and John McCain

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ABSTRAK

Penelitian ini difokuskan pada ungkapan-ungkapan yang digunakan di dalam debat yang mana di dasarkan pada pendapat Grice mengenai implikatur. Implikatur adalah salah satu bagian dari disiplin ilmu Pragmatik yang khusus mempelajari arti yang tersirat dari sebuah ungkapan atau kata-kata. Sedangkan di dalam debat politik sering para pelaku debat lebih memilih menggunakan bahasa yang tidak tersurat maknanya secara langsung dan cenderung terlibat dalam permainan bahasa dimana banyak sekali menggunakan ujaran atau ungkapan implikatur. Berdasarkan latar belakang inilah dipilih media debat sebagai sumber data, dan debat yang di teliti adalah debat pemilihan calon Presiden Amerika Serikat antara Barack Obama dan John McCain yang digelar di Universitas Missisipi pada 26 September 2008.

Hasil dari penelitian ini sendiri telah mengungkapkan beberapa temuan yang sesuai dengan rumusan masalah. Penelitian ini sendiri hanya terfokus pada jenis implikatur apakah generalized implicature atau particularized implicature maka disarankan untuk peneliti selanjutnya yang berminat di bidang ini agar meneliti tidak hanya jenis implikatur nya akan tetapi juga karakteristik implikatur untuk mendapatkan hasil penelitian yang lebih mendalam.

Kata kunci: *Implikatur percakapan, implikatur percakapan umum, implikatur percakapan khusus, debat.*

ABSTRACT

This study focuses on the utterances through debate using Grice's theory of implicature. Implicature is part of pragmatics study that concerns with implied meaning that is inferred from an utterance or words, but it is not the truth of utterance or words. Besides, in political debate when two people of different political persuasions confront each other, there is more at stake than grasping the immediate meaning of the words they use, moreover they also practicing language game which contain a lot of implicatures. Based on this background, the study about the implicature is intended to describe kinds of implicatures found in the debate between Barack Obama and John McCain and how the implicatures are used in the debate between Barack Obama and John McCain. The data are taken in the forms of conversations done by Barack Obama and John McCain in their first debate which is held by Missisipi University on September 26th 2008.

The result of this study reveals some findings covering the formulated research problems. Finally, the writer suggests to the next researcher analyzes conversational implicature not only focuses on the type but also the characteristics of the conversational implicature in order to attain deep analysis toward Implicature's theory.

Keywords: *Conversational implicature, Generalized Implicature, Particularized Implicature, Debate.*

INTRODUCTION

The term "implicature" is used by Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule: 1983) for instance "I looked at my watch after two hours and realized that only twenty minutes had passed" (Grundy, 2000 : 71) from this example the reader automatically understand that the statement shows how boring she is even she does not say it explicitly.

In this case, this study focuses on the conversational implicature since as Levinson (1992:97) states that the notion of conversational implicature is the single most important ideas in

pragmatics. The other reason is implicature can show the difference between what is literally said and what is intended to convey because it is not matter of sentence's meaning but instead of utterances' meaning. Then, the hearer may imply further information from what the speaker actually says. For this study, the writer takes a debate as the data source because in debate people speak to convey their ideas and facts. The debate which is chosen by the writer is the debate between Barack Obama and John McCain on September 26th 2008 which is held in Missisipi University.

Based on the description of background of the study above, the writer will investigate the following problems:

1. What are the types of conversational implicatures used in the debate between Barack Obama and John McCain?
2. How are the conversational implicatures used in the debate between Barack Obama and John McCain?

REVIEW OF THE RELATED LITERATURE

In this chapter, it reviews theories connected with the study to make the data is described as well and focus to the study problems. They are: Pragmatics, Context, Presupposition, Inference, and Implicature.

Pragmatics

Pragmatics is concerned with the study of intended meaning as communicated by a speaker and interpreted by the listener (Yule, 1996:3). In short, in Pragmatics the main concern is not in the literal meaning, but what speaker intends to do with their words and what it is which makes this intention clear.

Pragmatics is especially interested in the relationship between language and context. It includes the study of how interpretation of language depends on knowledge of the world, how speakers use and understand utterances and how the structure of sentences is influenced by relationships between speakers and hearers (Richards in Paltridge, 2000: 5). Grundy also states that Pragmatics is the study of language used in contextualized communication and the usage principles associated with it

Pragmatics is more interested in what people mean by why what they say, than what words or phrases might, in their most literal sense mean by themselves (Yule :1996). Consider, for example, a simple and familiar utterance such as "How are you?". Grammatically, it is an interrogative English sentence; taken literally, it is a question about someone's health. It also more typically be a greeting, to be answered reciprocally along the lines of "Fine thanks, how are you?". Yet, it could also, depending on context take on many other meaning besides.

Context

Grundy (2000: 72) states, that in the case of implicature, context help us to determine what is conveyed implicitly but not explicitly stated by the speaker. He also adds (Grundy, 2000: 107) context is not treated as given common ground, but rather as a set of more or less accessible items of information which are stored in short-term and encyclopedic memories or manifest in the physical environment.

Macro and micro contexts are often drawn in the conversation analytic. Macro contexts are said to be 'distal' in the sense that they exist outside the talk exchange. In contrast, micro contexts are created within the micro domain of the talk exchange. So, whether talk is determined or constrained by distal context with context seen as presumptive or whether in fact it is talk which creates context (Grundy, 2000:195).

Presupposition

Grundy (2000:119) defines presupposition as the existing knowledge common to the speaker and does not therefore need to assert. In addition, Renkema (1993: 54) states that presupposition is used to denote a special type of implicit information. So, if certain information is understood by the speakers or hearers because of certain knowledge between them, the speakers do not need to state the information explicitly.

Presupposition can be divided into *potential presupposition* and *existential presupposition*. *Potential presupposition* is related to the use of large number of words, phrase and structure which may become actual presupposition in context with speaker. For example, the sentence 'where did she buy the book?' presupposition of this sentence can lead the listeners to believe that the information is necessarily true, rather than the sentence 'Did she buy the book?' In short, the presupposition is structurally dependent. Existential presupposition is not only assumed to be present in possessive construction, but also more generally in any definite noun phrase, for instance, when someone says 'my car is red', he/she presupposes that he/she has a car (Yule, 1996:27).

To sum up, the presupposition is the first assumption of hearer about what is being told by the speaker. In this case, the hearer give her/his first assumption on the context of situation that built by the speaker. There are several types of presupposition which are differentiated by the use of words, structure, phrase or even expression. All of the assumption can be correct and also incorrect.

Inference

Inference is a collective term for all possible implicit information that can be derived from a discourse. The term inference comes from Latin 'inferre' which means 'to carry in', this term is used to show the phenomenon of the discourse address knowledge or information which can be used to understand the information. For example, "*Padi is well known in Indonesia*" when the speaker says this utterance the assumption comes from the hearers will be in variant since almost of Indonesian have known with "Padi" either a food plant or a name of group band. Then, the knowledge absolutely needed in order to find out which one is the appropriate meaning. When the speaker says this kind of utterance he/she must produce the inference. Inference can be interpreted as the process that is used by the hearer for recognizing the implicature from speaker's utterances (Renkema, 1993: 158).

In inference, the writers or speakers use linguistic forms to enable the readers or listeners to identify something, conversely, in inference listener or reader has to infer correctly which entity the speakers intend to identify by using a particular referring expression, since there is no a direct relationship between entities and words (Yule, 1996:19). So, readers or hearers depend very much

on the process of inference to get further interpretations if they have no direct accesses to the speaker's or the writer's intended meaning.

Implicature

The term "implicature" is used by Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule: 1983). In the Gricean model, the bridge from what is said (the literal content of the uttered sentence determined by its grammatical structure with the reference of indexicals resolved) to what is communicated is built through implicature. Yule (1996:36) adds that implicature is a primary example of more being communicated than is said but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation.

In fact 'implicature' is something that produced by the speaker to the hearer in order to express the message of what he wants to convey, in this case context becomes the important role to understand what the speaker mean in and implied way.

Grice divided implicature into conventional implicature and non-conventional implicature (conversational implicature).

Conventional Implicature

According to Grice (Brown and Yule, 1983:31) conventional implicature are determined by the conventional meaning of the words used. In conventional implicature, cooperative principles like the maxims do not influence the intended meanings (Levinson, 1992:127). They are simply attached by convention to particular lexical items or expression. For example in the sentence "I met a girl". The word "girl" has implicatures/intended information such as; hair, lip, eyes and nose. I do not need to say "I met a girl who has nose, hair, eyes and nose", because it is closely associated with the particular lexical item, thus, it can be said as conventional implicature.

Conversational Implicature

Conversational implicature refers to the inference a hearer makes about speaker's intended meaning that arises from their interpretation of the literal meaning of what is said (Paltridge: 2000), it can be identified into three types, first the speaker deliberately flouts a conversational maxim to convey an additional meaning not expressed literally. Second, the speaker's desire to fulfill two conflicting maxims results in his or her flouting one maxim to invoke the other and then the last, the speaker invokes a maxim as basis for interpreting the utterance.

Generalized Conversational Implicature

Generalized conversational implicature is implicature that arise without any particular context or special scenario being necessary (Grundy, 2000: 81-82). Therefore, generalized conversational implicature is inferable without reference to a special context.

In generalized conversational implicature, a speaker can use the maxim of quantity to invite the inference that no more can be said, as in:

A: "I wish you buy a bag and shoes"

B: "I buy a bag"

By the illustration above, it means that the speaker B do not buy shoes and it can be understood that the utterance is informative as required for the speaker A.

Particularized Conversational Implicature

In contrast with the generalized conversational implicature, particularized conversational implicature require such specific context (context-bound). Besides, all implicature that arise from the maxim of relevance are particularized for utterances are relevant only with respect to the particular topic or issue at hand. In addition, the exploitation or flouting maxims can be categorized as particularized implicature (Levinson, 1992:126).

For example:

A: "I'm so sorry for making you wait in a long time"

B: "That's fine, it just like waiting for one year"

In this context of situation shows that the speaker A requests an apologizing since making B waiting for him in a long time. But in particular context, the hearer B is getting angry even he says "that's fine" and he extremely bored as he says "it just like waiting for one year". Because there are basically most common, the particularized conversational implicature are typically just called implicature (Yule, 1996: 43).

2.5.3 Cooperative Principle

In order for a person to interpret what we say, the philosopher Paul Grice, in his article 'logic and conversation' (1975) argues some kind of cooperative principle must be assumed to be in operation.

The cooperative principle 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. Within this principle, he suggested four maxims:

A. Maxim of Quality

We should say what we believe to be true and what we have evidence for (the maxim of quality).

Example : A: "I Have to go to my campus early". B: "I have no something to do". It gives rise the implicature that B has a free time for taking up A to the campus..

B. Maxim of Quantity

We should make our contribution as informative as is required for the particular purpose and not make it more informative than is on this occasion required (the maximum of quantity).

Example : A: "Why do you want to leave the company?" B: "Because I know that our situation soon will be devastating". It gives rise to the implicature that the speaker convinces that the situation of the company not benefits.

C. Maxim of Relation

We should make our contribution relevant to the interaction or we should indicate in what way it is not.

Example: A: "How about OVJ program?" B: "OVJ is very interesting program". A can deduce from B's reaction that B means that OVJ is very interesting program. Thereby B's answer is relevant with the question being asked.

D. Maxim of Manner

We should be clear in what we say. That is we should avoid ambiguity or obscurity and be brief and orderly in our contribution to the interaction.

RESEARCH FINDINGS AND DISCUSSION

Research Findings

In research findings, the data are presented in the form of sentence. The context is explained first in order to make readers easy in understanding the data without reading the transcript of the debate, and then the data are presented. Finally, it presents the data analysis using Grice theory by describing the types of the conversational implicature.

This chapter presents research findings of conversational implicature used in the debate between Barack Obama and John McCain on September 26th 2008. The data are analyzed in line with the formulated study problems. The data are analyzed based on Grice theory of Implicature, particularly Conversational Implicature. Then, the results of data analysis are discussed further in the section of discussion.

DATUM 1

Context:

The debate has been started, and Jim Lehrer as the moderator also has given a question about financial recovery plan to both candidates, Barack Obama and John McCain. The first opportunity given to Barack Obama and he gives brief explanation about his opinion that the failure of the financial crisis is promoted by the George Bush as the incumbent government and supported by John McCain. Then John McCain also gives his opinion about the crisis, in this case John McCain doesn't answer clearly. After that, Jim Lehrer repeats his question to both candidates, starting with Barack Obama.

Jim Lehrer: "All right, let's go back to my question. How do you all stand on the recovery plan? And talk to each other about it. We've got five minutes. We can a deal right here."

Barack Obama: "*We haven't seen the language yet.*"

Analysis:

By the context above, the presupposition from the utterance *We haven't seen the language yet* can be assumed that the word *language* means conversation or communication, furthermore Barack Obama wants to say that there is no

communication or conversation happened so far. The inference from the utterance, actually Barack Obama wants to convey that in fact the communication between Barack Obama and John McCain are not running well, implicitly there is no agreement found in the debate so far. This inference reflected by the word *We haven't seen* which means there is no something happened.

From the context of situation, the utterance can be classified into particularized conversational implicature. The use of "language" to express the word "communication/conversation" is rely on the context of situation. So, this kind of situation or utterance can be classified into particularized conversational implicature. This utterance is called flouting the maxim of quantity when John McCain does not give the informative information to the hearer what does he mean by saying that kind of utterance. From that utterance is recognized that John McCain has break the rule of maxim quantity, in this case the speaker does not give the informative information to the hearer. In this case called flout the maxim of quantity.

DATUM 2

Context:

Jim Lehrer gives a question about business tax policy to Barack Obama and John McCain, for the first opportunity given to John McCain. In this case John McCain describes his opinion that business tax in United States should be cut since it is too high and make investors escape. Then, in the next opportunity Barack Obama gives his critic to John McCain, he thinks that cutting business tax will destroy the economic regulation in United States. Suddenly John McCain cuts Barack Obama's argumentation.

John McCain: "Well, you know, let me just..."

Jim Lehrer: "We've go to another lead question."

John McCain: "I know we have to, *but this is classic example of walking the walk and talking the talk.*"

Analysis

In the context of situation above can be analyzed that the presupposition of the utterance *but this is classic example of walking the walk and talking the talk* means that something which has been happened should not be discussed anymore and should not be repeated anymore. Then, the inference of the utterance, John McCain intends to convey that Barack Obama critics can be categorized as useless since Barack Obama critics are not something new, and there is no any significance progress even the critics are applied again in the United States. Implicitly, John McCain wants to satirize Barack Obama opinions about tax policy in a brief utterance.

This utterance can be classified into generalized conversational implicature because it does not rely on the context at all, the context that Barack Obama opinions about tax policy is not something new. And, in the general when someone has opinion/idea which has been applied and then he/she repeats the

opinion/idea again, the response that happen for the situation like that is generally same. So that is why it is classified into generalized conversational implicature. The utterance has flouted the maxim of manner that is being obscurity. John McCain utters the response is not clear, so that is why based on Grice theory of maxims, this utterance called flouting the maxim of manner.

DATUM 3

Context:

Barrack Obama and John McCain are debating about tax policy. John McCain's opinion is by cutting the tax in terms of business it will make the investment circumstances becoming stabile. In opponent, Barrack Obama thinks that making tax cut is impossible because the rate incomes of the businessman are high and it will not fair if the government doesn't cut them. Furthermore, their tax is used to fund other policy for example health care system. After debating about tax issues, John McCain suddenly reveals the energy issues mentioned to Barrack Obama.

Jim Lehrer: "We've got to go to another lead question"

John McCain: "I know we have to, but this is classic example of walking the walk and talking the talk. ***We had an energy bill before the United States Senate. It was festooned with Christmas tree ornaments.*** It had all kinds of breaks for the oil companies, I mean, billions of dollars worth. I voted against it, Senator Obama voted for it."

Analysis:

By the context of situation above can be analyzed that the presupposition of the utterance *we had an energy bill before the United States Senate. It was festooned with Christmas tree ornaments* taken by John McCain can be classified into the counterfactual presupposition because it will not happen in real that energy bill was festooned with Christmas tree ornaments, the counterfactual presupposition means that what is presupposed is not only not true but it is the contrary of the fact at the time of utterance, so the presupposition of the utterance means that the energy bill was not festooned with Christmas tree ornaments but tend to satire Barrack Obama that the bill was too much and too expensive till can be festooned with Christmas tree ornaments, because only something worth can be festooned with Christmas tree. Then, the inference of the utterance *we had an energy bill before the United States Senate. It was festooned with Christmas tree ornaments* means that the John McCain intends to convey that Barrack Obama bill vote is wrong because it costs too expensive and spends a lot of money.

The utterance *we had an energy bill before the United States Senate* also can be inferred by the hearer that United States has one energy bill. The use of indefinite article "an" only can be interpreted

as "only one", and to understand that the energy bill only one the hearer doesn't need any background knowledge because it is obviously stated by the use of indefinite article. In short, the utterance *we had an energy bill before the United States Senate* can be categorized as generalized conversational implicature because based on the characteristics of generalized conversational implicature which contain of indefinite article, and in this case "an".

However, the implicit meaning of the utterance not only can be interpreted that United States only has one energy bill but also there is another point which is not said but communicated by John McCain. Therefore, the utterance also can be classified into particularized conversational implicature because to understand the meaning of the utterance the hearer has to understand about the context, in other word the utterance relies on the context of situation that happened when John McCain utters the implicature. The context of the utterance influence John McCain's utterance, in this case John McCain produces that kinds of utterance based on the situation that has happened (after Barrack Obama votes the policy which is considered as too much and John McCain against it). Because the bill energy is too much and too expensive and John McCain wants to satirize Barrack Obama about it. In short, the utterance produced based on the context of situation and it only happen in the particular situation or context that is why this implicature categorized as particularized conversational implicature. This utterance is also flouting the maxim of quality because John McCain does not have any adequate evidence that the bill is festooned with Christmas tree ornament. So that is why, it can be called flouting the maxim of quality.

DATUM 4

Context:

After debating about tax policy, the next issues about the financial rescue plan. In this case Barrack Obama gives brief description about his priorities in order to manage the financial strictly. The priorities such as: making United States independent from importing oil, fixing health care system, creating good education, and building good infrastructure. Barrack Obama also underlining that the programs which do not work should be eliminated and making sure that the programs done are cost less. Then, the question is given to John McCain.

Jim Lehrer: "Are you...What priorities would you adjust as president, senator McCain, because of the. Because of the financial bailout cost?"

John McCain: "Look, we, no matter what, we've got to cut spending. We have...as I said, we've let government get completely out of control. Senator Obama has the most liberal voting record in the United States Senate. ***It's hard to reach across the aisle from that far to the left.***"

Analysis:

By the context above the presupposition of the utterance *It's hard to reach across the aisle from that far to the left* which is taken by John McCain means change something which has been stated for a long time. *It's hard to reach across the aisle from that far to the left* presupposed that there is something has stated before for a long time then changing this situation will be very hard to do. Meanwhile, the inference of the utterance *it's hard to reach across the aisle from that far to the left* is that John McCain wants to convey that changing the policy which has been stated for a long time is very difficult even the alteration should be done. The inference also can be interpreted as an apologizing done by John McCain because the government out of control and in this case John McCain wants to convey that the alliteration is very hard to be done.

This utterance can be classified into particularized conversational implicature, because it rely much on the context. When this kind of situation appears, the response of the utterance did not always in that way. So that is why it can be classified into particularized implicature because it only happen in particular situation or context. This utterance produced based on the context of situation in that time when the utterance is produced so, this utterance can be classified into particularized implicature. This utterance also flout the maxim of relation, it is express that between the speaker and the hearer do not have or produce any relevant answer. When someone ask "how are you?" the response should be "I'm fine" or something else. The same case with this utterance, when Jim Lehrer asks "What priorities would you adjust as president, senator McCain" means that she wants to know Senator McCain's priorities. So that is why, the response of the question "What priorities would you adjust as president, senator McCain" should be "My priorities such as....". But in this case the response that appears do not relevant with the question, based on the definition of maxim of relevance that should be relevant, then, this utterance is called flouting the maxim of relation because this utterance do not obey the maxim that is being relevance.

DATUM 5**Context:**

Jim Lehrer gives a question to Barack Obama and John McCain, the question is about the effect of financial crisis through the rule of managing the country. Barack Obama gets the first opportunity to answer, in this case Barack Obama gives brief explanation that he really against tax cuts because it is bad decision. In opponent, John McCain presents his opinion that tax cut is a good choice and he also promises to eliminate wasteful and unnecessary spending.

John McCain: "I got plans to reduce and eliminate unnecessary and wasteful spending and if there's anybody here who thinks there aren't agencies of government

where spending can be cut and their budgets slashed they have not spent a lot of time in Washington."

Barack Obama: "I just want to make this point, Jim, John, it's been your president who you said you agreed with 90 percent of the time who presided over this increase in spending. This orgy of spending and enormous deficits you voted for almost all of his budgets. So to stand here and after eight years and say that you're going to lead on controlling spending and, you know, balancing our tax cuts so that they help middle class families when over the last eight years that hasn't happened ***I think just is, you know, kind of hard to swallow.***"

Analysis:

In the context of situation it can be analyzed that, the presupposition of the utterance *I think just is, you know, kind of hard to swallow* means something which is very hard to be swallowed and usually it refers to the kind of food. However, in this case Barack Obama doesn't mention kind of food so, the utterance *swallow* should be assumed as *accept*. Furthermore, the presupposition taken will be something which is not easy to be accepted by mind. The inference of the utterance *I think just is, you know, kind of hard to swallow* is that Barack Obama intends to convey the fact that John McCain's argument is impossible and it is hard to be accepted by mind, this inference also can be interpreted that implicitly Barack Obama does not believe in John McCain's opinion if he will cut the spending budgets and eliminate wasteful spending, in other words alliterate the incumbent government policy which has been supported by John McCain over 8 years.

The brief analysis of the utterance is that the utterance classified into generalized conversational implicature because it does not rely on the context of situation. The context happened together in this context does not effect the utterance at all. The context of situation that has followed the utterance is not really influence the utterance which produced by the speaker, when the context is not follow this utterance or the utterance can stand by itself the implied meaning of the utterance will not change. Because in general when someone has opinion/idea which in contrast with the fact and then the response that happens for the situation like that is generally same as the utterance *I think just is, you know, kind of hard to swallow* means something which is hard to be accepted by mind. So, it is classified into generalized conversational implicature. This utterance is also flouting the maxim of quantity because Barack Obama makes his contribution more informative than is required by giving the utterance *I think just is, you know, kind of hard to swallow*.

DATUM 6**Context:**

The debate concern with financial crisis in United States, both candidates also has different view regarding the issue. John McCain give a brief explanation about how to save national spending, he emphasizes that United States need to have fixed-cost contracts and examine every agency of government to ensure whether they do well or not. Besides, Barack Obama also thinks that national spending must be cut in order to keep the financial circumstances stabile. Then, Jim Lehrer gives an additional question about how far financial crisis affect to both candidates generally if they become a president.

John McCain: "How about spending freeze on everything but defense, veteran affairs and entitlement programs."

Jim Lehrer: "Spending freeze?"

John McCain: "I think we ought to seriously consider with the exceptions the caring of veterans' national defense and several other vital issues."

Jim Lehrer: "Would you go for that?"

Barack Obama: "The problem with a spending freeze is *you're using a hatchet where you need a scalpel*. There are some programs that are very important that are under funded."

Analysis:

By the context of situation can be analyzed that the presupposition of the utterance *you're using a hatchet where you need a scalpel* means that there is a hatchet used by someone to cut something whereas it should be cut by a scalpel. Generally, either hatchet or scalpel is used to cut something real (physical things) but, based on the context something which is cut is not real. Furthermore, the presupposition will be assumed is a hatchet and a scalpel in the utterance are not the real one but refers to something else. Then, the utterance infers that Barack Obama doesn't really mention a hatchet and a scalpel in real but those utterances are used to criticize John McCain. Implicitly, Barack Obama intends to convey that his rival proposes solution improperly and it is compared to a hatchet's cut. Meanwhile, the solution needed to cope with the spending freeze should be done carefully and accurately similar to a scalpel's cut.

The utterance *you're using a hatchet where you need a scalpel* also can be assumed that there is "one hatchet" and "one scalpel" because the use of indefinite article "a" only can be assumed as "one". Furthermore, almost of people know the rule of indefinite article so it is not needed special background knowledge to understand the meaning of "a". In sum up, this utterance can be categorized as generalized conversational implicature.

This utterance also can be classified into particularized conversational implicature, because it rely much on the context. When this kind of situation appears, the response of the utterance did not always in that way. So that is why it can be clasified

into particularized implicature because it only happen in particular situation or context. This utterance produced based on the context of situation in that time when the utterance is produced so, this utterance can be classfied into particularized implicature. This utterance also flout the maxim of manner because Barack Obama answer is not in brief answer, when Jim Lehrer asks "Would you go for that?" Then Barack Obama gives the answer not in brief because he also adds an illustration about a hatchet and a scalpel "The problem with a spending freeze is *you're using a hatchet where you need a scalpel*. There are some programs that are very important that are under funded." In short, the utterance called flouting the maxim of manner.

DATUM 7

Context:

Jim Lehrer proposes a question about the effect of financial crisis to the rule of manage the country. The first opportunity given to Barack Obama, he explains there is no something worried to the effect, he also gives a comment about John McCain's idea (tax cut) is a bad decision. As a response John McCain explains how the tax cut is able to make the financial circumstances stabile and he also has a plan to eliminate unnecessary spending which has been made by the incumbent government. Then, the debate still running as below,

Barack Obama: "I just want to make this point, Jim, John, it's been your president who you said you agreed with 90 percent of the time who presided over this increase in spending. This orgy of spending and enormous deficits you voted for almost all of his budgets. So to stand here and after eight years and say that you're going to lead on controlling spending and, you know, balancing our tax cuts so that they help middle class families when over the last eight years that hasn't happened I think just is, you know, kind of hard to swallow."

Jim Lehrer: "Quick response to Senator Obama."

John McCain: "*It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration.*"

Analysis:

In this context of situation can be analyzed that the first assumption of utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration* means there is a contest to elect Miss Congeniality in United States Senate and John McCain isn't elected. However, Miss Congeniality is kind of beauty contest existed in a movie and it is told about an agent FBI which is disguise to be a contestant, in the story she has to catch the terrorist who will destroy the contest. Then, presupposition will be taken that *Miss Congeniality* is not refers to the beauty contest but something else. The inference of the utterance *It's*

well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration means that John McCain intends to convey to the hearer that he has not elected in Miss Congeniality, and Miss Congeniality will be assumed as something else, and the hearer realize that John McCain wants to communicate something else. Besides, Miss Congeniality is a movie which has story about the winner in this contest which is able to catch terrorists. So, implicitly John McCain wants to convey that the United States should not blame him because terrorists have not been caught yet and it is not his responsibilities as his utterance that he is not elected in Miss Congeniality and only the winner who has a responsibility to catch terrorists.

This utterance relies on the context of situation, because the utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration* based on the context, is used by John McCain after listening to Barack Obama's argumentation. In this case, Barack Obama gives a comment about the failure of the incumbent government through 8 years which is supported by John McCain. Then, as a point of rebuttal John McCain used the utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration*. Even, the utterance does not relate to the question of Jim Lehrer and Barack Obama's argumentation, the utterance only can be understood by listening to the debate and understanding the context because the utterance relied on the terrorism issue which has been debated before. In other side, the utterance is used as an effort to move the attention of the government failure issues proposed by Barack Obama. Yet, if the utterance

produced in different context of situation, the meaning of implicature will also different and it will be very hard to understand the meaning because the hearer needs additional knowledge. It means that in the different situation and condition will make the different interpretation of the utterances. Furthermore, based on those reasons this utterance categorized as particularized conversational implicature.

The utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration* is not relevant with the question proposed by Jim Lehrer about the effect of financial crisis to the rule of manage the country. So, the since answer is not relevant to the question, the utterance is flouting maxim of relation.

DATUM 8

Context:

Jim Lehrer gives a question about the lessons of Iraq war, because at that time United States involved in Iraq war. The first chance given to John McCain, in this case John McCain gives brief explanation that the lessons of Iraq war are very clear, United States becomes a winner in the war and the strategy which

has been applied successful. In short, John McCain considers Iraq war as a successful story for United States. Then, Barack Obama gives his opinion regarding Iraq war.

Jim Lehrer: "Two minutes, how you see the lessons of Iraq, Senator Obama?"

Barack Obama: "I think the lesson to be drawn is that we would never hesitate to use military force, and I will not, as president, in order to keep the American people safe. But ***we have to use our military wisely. And we did not use our military wisely in Iraq.***"

Jim Lehrer: "Do you agree with that, the lesson of Iraq?"

John McCain: "The next president of the United States is not going to have to address the issue as to whether we went to Iraq or not."

Analysis:

By the context above, the presupposition of the utterance *we have to use our military wisely. And we did not use our military wisely in Iraq* means that United States' military have to be used in appropriately, however the next utterance also means that the military didn't use in appropriately in Iraq. Moreover, the utterance infers that Barack Obama intends to convey the fact that the use of United States military in Iraq is not in appropriately and implicitly he wants to criticize the decision to involve in Iraq war, and in this case the critic mentioned to the incumbent government supported by John McCain.

The brief analysis of the utterance is that the utterance classified into generalized conversational implicature because it does not rely on the context of situation. The context happened together in this context does not effect the utterance at all. The context of situation that has followed the utterance is not really influence the utterance which produced by Barack Obama, when the context is not follow this utterance or the utterance can stand by itself the implied meaning of the utterance will not change. So, it is classified into generalized conversational implicature. This implicature has cancelable characteristics because the implicature of the first utterance *we have to use our military wisely* is canceled by Barack Obama because he gives additional information by saying *we did not use our military wisely in Iraq* this information make the implicature canceled because Barack Obama then tells what exactly he means.

This utterance is also flouting the maxim of manner, because this utterance is ambiguity when Barack Obama says *we have to use our military wisely* and then adds the utterance by saying the contrary *we did not use our military wisely in Iraq*. In sum up, according to Grice the utterance is not being brief and avoids ambiguity. However, the utterance obeys the rule of relevance maxim because when Jim Lehrer asks about the lessons of Iraq war, then the

answer from Barack Obama is relevant (as in the data presentation).

DATUM 9

Context:

Jim Lehrer gives a question about the lessons of Iraq war. In this case John McCain considers United States is the winner in Iraq war and the strategy which has been applied definitely success. In opponent, Barack Obama thinks that the war is politically risky to do because no one know how much it is going to cost and how it will affect the relationship around the world. Furthermore, the use of military in Iraq is not wise. After Barack Obama gives his argumentation toward the lessons of Iraq war, Jim Lehrer asks John McCain's comment about Barack Obama's argumentation.

Jim Lehrer: "Do you agree with that, the lesson of Iraq?"

John McCain: "The next president of the United States is not going to have to address the issue as to whether we went to Iraq or not. ***The next President of United States is going to have to decide how we leave, when we leave, and what we leave behind.*** That's the decision of the next president of the United States."

Analysis:

By the context above, the presupposition of the utterance *the next President of United States is going to have to decide how we leave, when we leave, and what we leave behind* means there will be a president concern about how to leave, when to leave, and what to leave. The word *leave* can be assumed as something which has to be forgotten. Furthermore, the presupposition will be taken is the next president of United States is going to have to decide how to forget something, when to do it, and what should be forgotten. The inference of the utterance *the next President of United States is going to have to decide how we leave, when we leave, and what we leave behind* is John McCain intends to convey the fact that the next president should not too concern with something which has been occurred for example the decision to involve in Iraq war, because the next president has to look forward not only stagnant in one issue (Iraq war issue). Implicitly, John McCain also conveys that *the next president* in his utterance is mentioned to him, because John McCain is a candidate who supports war in Iraq. In short, the intended meaning is if John McCain has been elected as a president he will focus on the United States future.

This utterance relies on the context of situation, because the utterance *the next President of United States is going to have to decide how we leave, when we leave, and what we leave behind* based on the context is used by John McCain after listening to Barack Obama's argumentation. In this case Barack Obama rises up the Iraq war issue and gives a comment that the use of military in Iraq is not wise. Then, as a point of rebuttal John McCain used

the utterance (datum 7). Yet, if the utterance produced in different context of situation, the meaning of implicature will also different. It means that in the different situation and condition will make the different interpretation of the utterances. Furthermore, based on those reasons this utterance categorized as particularized conversational implicature.

The utterance *the next President of United States is going to have to decide how we leave, when we leave, and what we leave behind* is relevant with the question proposed by Jim Lehrer "Do you agree with that, the lesson of Iraq?" so, the utterance is obeying the maxim of relevance since the answer is relevant to the question. However, even the answer is relevant to the question, it doesn't provide clear information and tend to be ambiguous. In other word, the utterance is flouting maxim of manner.

DATUM 10

Context:

Jim Lehrer proposes a question about Afghanistan war, especially deal with the number of troops should be sent to Afghanistan. Barack Obama explains his opinion. In this case, he thinks that United States has to add the troops yet, the strategy must be changed. Barack Obama also emphasizes that Al Qaeda and Taliban become stronger and this is the mistake of George Bush Government supported by John McCain. Then, Jim Lehrer gives an opportunity to John McCain to response Barack Obama's opinion.

Jim Lehrer: "Afghanistan, Senator McCain?"

John McCain: "First of all, I won't repeat the mistake that I regret enormously, and that is, after we were able to help the Afghan freedom fighters and drive the Russians out of Afghanistan, we basically ***washed out our hands*** of the region. And the result over time was the Taliban, Al Qaeda, and a lot of the difficulties we are facing today."

Analysis:

In the context of situation it can be analyzed that, the presupposition of the utterance *washed out our hands* means an activity done in order to make something clean. However, in this case John McCain doesn't mention to an activity, the utterance *washed out* should be assumed as not to intervention and the utterance *hands* interpreted as power or authority. Furthermore, the presupposition taken will be an activity in terms of not to intervention with our power or authority. The inference of the utterance *washed out our hands* is, John McCain intends to convey the fact that Taliban, Al Qaeda and any problems faced by United States is the fault of the government because of leave Afghanistan too early. This inference also can be interpreted that implicitly John McCain infers that now United States should not leave Afghanistan too early again in order to avoid any difficulties which possibility occurred.

The Utterance *washed out our hands* does not rely on the context of situation. The context

happened together in this context does not effect the utterance at all. The context of situation that has followed the utterance is not really influence the utterance which produced by the John McCain, when the context is not follow this utterance or the utterance can stand by itself the implied meaning of the utterance will not change. Because in general when someone doesn't involve or intervention something anymore generally it could be said as *washed out hands*, then even the context is not same as the context in this utterance the implied meaning will not change. So, it is classified into generalized conversational implicature. This utterance flouting the maxim of quantity because John McCain makes his contribution more informative than is required by giving a story about what has been occurred in the past meanwhile the question about Afghanistan recently.

DATUM 11

Context:

Jim Lehrer gives a question about the relationship with Russia and how to see Russia, is it a competitor, enemy of potential partner. The first opportunity given to Barrack Obama, in this case Barrack Obama considers Russia as a threat to the peace and stability due to the aggression to Georgia and Russia is unpredictable country. However, he also doesn't want to see United States return to the cold war. Then, the opportunity is given to John McCain.

Jim Lehrer: "Two minutes on Russia, Senator McCain."

John McCain: "Well I was interested in Senator Obama's reaction to the Russian aggression against Georgia. His first statement was, both sides ought to show restraint. Again, a little bit naiveté there. He doesn't understand that Russia committed serious aggression Georgia. And Russia has now become a nation fueled by petrodollars that is basically a KGB apparatchik run government. *I looked into Mr. Putin eyes, and I saw three letters, a K, a G, and a B.*"

Analysis:

By the context above the presupposition of the utterance *I looked into Mr. Putin eyes, and I saw three letters, a K, a G, and a B* means that John McCain wants to state that he looks something. In fact, is impossible for human to have letters in their eyes, so the inference should be taken in the utterance *the three letters, a K, a G, and a B* assumed as something else and not the real letter. In short, John McCain intends to communicate more than he has said. Then, the hearer must have knowledge about what is meant by K, G, and B in order to catch what is conveyed by John McCain. KGB actually refers to the special department in Russia which has an authority to handle military and national security issues and Mr. Putin refers to the president of Russia. The utterance *I looked into Mr. Putin eyes* can be assumed as suspicion of John McCain toward the president of

Russia, and then the next utterance *I saw three letters, a K, a G, and a B* can be assumed that John McCain implicitly wants to say that president of Rusia has a secret plan. Finally, the interpretation taken, John McCain wants to communicate that he suspects to Mr. Putin about a secret plan to Georgia and also has possibility to threat the United States' security.

The utterance *I saw three letters, a K, a G, and a B* can be assumed there are three letters which is seen by John McCain they are: "one K", "one G", and "one B" not more than three letters. To understand how many letters in the utterance, the hearer doesn't need any additional knowledge because the use of indefinite article "a" is clearly mentioned as "only one". So, because the meaning of "a" is clearly understood by the hearer and it doesn't rely to the context (the meaning of "a" always same), in short the utterance can be classified as generalized conversational implicature.

However, after understand that the letters in the utterance are three, the hearer still need to find out what is John McCain wants to communicate and to catch it the hearer needs additional background knowledge. Furthermore, to understand the utterance, the hearer needs to know the context of situation, because the utterance *I looked into Mr. Putin eyes, and I saw three letters, a K, a G, and a B* based on the context is used by John McCain as a response toward Jim Lehrer question about the relationship with Russia. Furthermore, to understand the utterance the hearer needs additional knowledge about what is meant by K, G, and B. So, if the hearer doesn't understand with the KGB term, the implicit meaning of the utterance can not be attained. In short, the implicature of the utterance rely much to the context and to understand the implicit meaning the hearer should has additional knowledge so this utterance also can be categorized as particularized conversational implicature.

This utterance is also flouting the maxim of quantity because John McCain makes his contribution more informative than is required by giving the comment to Barrack Obama first.

DATUM 12

Context:

Jim Lehrer gives a question about September 11th attacks, and about the possibility to the similar attack. John McCain gets the first chance to answer the question, in this case he tells about his record in order to investigate the attack and how to fix it. John McCain also clearly states that United States is safer today. John McCain also explains the success of Defense Department and gives a credit to them. Next, Jim Lehrer gives the opportunity to Barrack Obama to answer the question.

Jim Lehrer: "Two minutes, Senator Obama."

Barrack Obama also states that United States is safer today, but he also remains that the biggest threat to United States is a terrorist gets the

nuclear weapon. Then he also makes a point about how the world sees United States in now days.

Barrack Obama: "...One of the things that I intend to do as president is to restore America's standing in the world. We are less respected now than we were eight years ago or even four years ago. And this is the greatest country on Earth. But because of some mistakes that have been made--and I give Senator McCain great credit on the torture issue, for having identified that as something that undermines our long term security. Because of those things, we, I think, are going to have a lot of work to do in the next administration to restore that sense that America is that *shining beacon on hill*."

Analysis:

By the context above, the presupposition of the utterance *shining beacon on hill* means an event when there is something shining again. However, in this case Barrack Obama doesn't mention to something shining, the utterance *shining beacon on hill* should be assumed as an effort to attain the victory again. Furthermore, the presupposition taken will be an effort of America to attain the victory again. The inference of the utterance *shining beacon on hill* is, Barrack Obama intends to convey the fact that United States getting decline lately and in this case Barrack Obama tries to solve it and make United States getting glorious again. This inference also can be interpreted that Barrack Obama wants to communicate United States has faced many difficulties and has made mistakes which causes United States getting decline, so Barrack Obama wants to ensure the public that he will manage it and able to make United States glorious again.

The utterance can be classified into particularized conversational implicature because it rely on the context, besides based on the Grice theory of particularized implicature, the term or utterance that contain of figurative language as metaphor is classified as particularized implicature. Barrack Obama used metaphor in his utterance to show that he will bring United States to the victory again and he compare it as *shining beacon on hill*. Although the utterance tries to be as informative as possible and does not produce vague information but by saying *shining beacon on hill* the hearer will curious what does the speaker's intended meaning. So, this utterance called flouting the maxim of manner of being vague.

DATUM 13

Context:

Jim Lehrer asks to the both candidates about restoring administration in United States. John McCain gets the first opportunity to answer, in this case he doesn't answer Jim Lehrer's question but he reveals the previous issue about war in Iraq. John McCain emphasizes that United States must not defeat because it will cause many difficulties. Then, Barrack Obama gives a response that incumbent government for eight years only focused on Iraq and

it absorbed too much. He also makes a point about the veterans' care issue.

Barrack Obama: "Nobody is talking about losing this war. What we are talking about is recognizing that the next president has to have a broader strategic vision about all the challenges that we face. That's been missing over the last eight years. That sense is something that I want to restore."

John McCain gives response by telling about his record in the past and how he gets many experiences, knowledge, and judgment. Then, he also tells about how care he is to the veterans.

John McCain: "I know the veterans. I know them well. And I know that they know that I'll take care of them. And I've been proud of their support and their recognition of my service to the veterans. And I love them. And I'll take care of them. And they know that I'll take care of them. And that's going to be my job. But also I have ability, and the knowledge, and the background to make the right judgments, to keep this country safe and secure. Reform, prosperity, and peace, these are major challenges to the United States of America. ***I don't think I need any on-the-job training.*** I'm ready to go at it right now."

Analysis:

Based on the context of situation, it can be analyzed that the presupposition of the utterance *I don't think I need any on-the-job training* taken by John McCain is *on-the-job training* which means as kind of training in order to improve the skill. However, in this case John McCain doesn't mention to the real training, the utterance *on-the-job training* should be assumed as a knowledge and experience. Furthermore, the presupposition taken is John McCain presupposes that he doesn't need any knowledge and experience. The inference of the utterance *I don't think I need any on-the-job training* is, John McCain intends to convey the fact that he has a lot of knowledge and experience in order to manage any difficulties faced by United States now. Besides, the intended meaning of the utterance *I don't think I need any on-the-job training* also can be interpreted that John McCain tries to convince the society that he has a lot of experience and knowledge in order to manage the problems. In short, John McCain wants to infer that he is an appropriate candidate for United States next president.

The utterance *I don't think I need any on-the-job training* is not effected by the context of situation that has happened because the utterance *on-the-job training* can stand by itself and the implied meaning of the utterance will not change. Because in general when someone has got a lot of experience and knowledge about something normally he will say that he doesn't need *any on-the-job training* to show that he has enough knowledge and experience. So,

even the context is not same as the context in this utterance the implied meaning will not change. Furthermore, for interpreting the utterance *any on-the-job training* the hearer doesn't need special knowledge to understand the meaning, because the term *on-the-job training* is well known as kind of training to improve skill or get knowledge and experience. Then, John McCain would use "any" as the scale of word rather than "some", "all" etc. The use of "any" indicated that John McCain doesn't need many on the job training. In this case, scalar implicature also can be identified as the characteristics of generalized conversational implicature and the hearer doesn't need particular knowledge and context to understand what is meant by "any". So, based on those reasons the utterance *I don't think I need any on-the-job training* can be classified as generalized conversational implicature.

This utterance is also flouting the maxim of quality because John McCain does not have any adequate evidence that his experience and knowledge are enough to manage the problems which is faced by United States, then the utterance "I don't think" means that John McCain does not know for sure. So that is why, it can be called flouting the maxim of quality.

Discussions

After the findings and its analysis are presented, a discussion of the findings is important to answer the two research problems; first, "What are the types of conversational implicatures used in the debate between Barrack Obama and John McCain?" and "How are the conversational implicatures used in the debate between Barrack Obama and John McCain?". In this discussion, it presents a discussion about the types of conversational implicature in the debate first, then about how the conversational implicatures are used in the debate.

The types of conversational implicature used in the debate between Barrack Obama and John McCain?

In the discussion of types of conversational implicature, it presents the process of identifying the utterances in order to classifying it to the types of conversational implicature whether generalized conversational implicature or particularized conversational implicature.

Based on Grice conversational implicature is divided into generalized and particularized conversational implicatures.

Generalized conversational implicature

Grice as quoted by Levinson (1992: 126) distinguished conversational implicature into generalized and particularized implicature. He asserts that generalized conversational implicature is implicature that arise without any particular context or special scenario being necessary (Grundy, 2000: 81-82). Therefore, generalized conversational implicature is inferable without reference to a special context. Levinson points out that scalar

implicatures are generalized conversational implicature because they depend on the invariant salient properties from language structure rather than variable contexts (p.104). Besides, the use of indefinite article a/an is typically interpreted according to the generalized conversational implicature (Yule, 1996:41).

To understand easier the process of identifying generalized conversational implicature type, see the chart below:

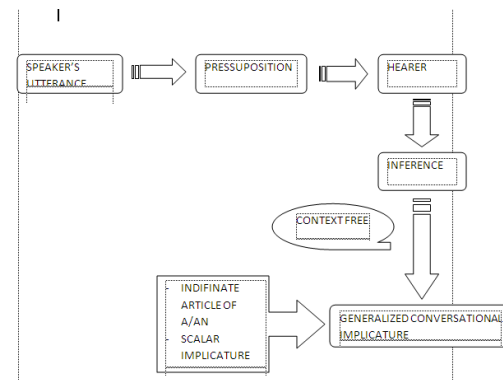


CHART 1: Generalized conversational implicature flowchart

Furthermore, based on the characteristics mentioned above, the writer has found 5 data which do not rely to the particular context, as in data 2, 5,8,10, and 13.

Particularized conversational implicature

The other type of conversational implicature proposed by Grice is particularized implicature. Particularized implicature is a conversational implicature that is inferable without reference to a special context. Yule also state that particularized conversational implicature is an implicature where some assumed knowledge is required in very specific contexts during a conversation. Then, the use of particularized conversational implicature typically intends to flout the maxims of quality, quantity, manner, and relation.

To understand easier the process of identifying the particularized conversational implicature types, see the chart below:

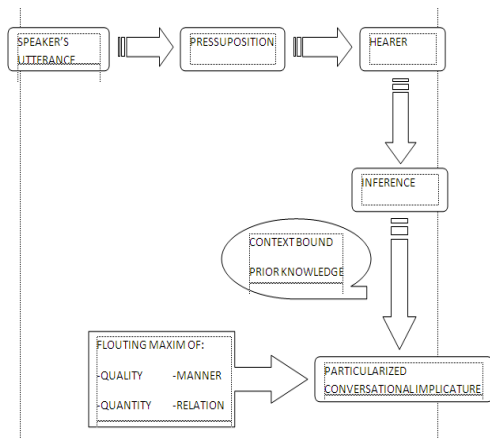


CHART 2: *Particularized conversational implicature flowchart*

As has been written down above, context and prior knowledge of the hearer have important role in order to find out the hidden meaning of the utterance, and then its name is particularized conversational implicature. Based on this characteristic, the writer has found 5 data which contain of particularized conversational implicature, it exists in data 1, 4, 7, 9, and 12.

The utterances contain of both types generalized conversational implicature and particularized conversational implicature.

As has been written down in generalized conversational implicature is an implicature that arise without any particular context and special knowledge in order to find out the implicit meaning. In contrast to generalized conversational implicature, particularized conversational implicature as has bee discussed is an implicature where some assumed know-ledge is required in very specific contexts during a conversation.

However, in this study the writer also finds there are some utterances in research findings tend to have both types of implicature. Because those utterances have both characteristics such as the use of indefinite article which is identified as generalized conversational implicature beside, to understand the utterances the context can not be separated and the hearer need prior knowledge to catch what is the implicit meaning of the utterance as particularized conversational implicature's characteristics, the phenomena found in data 3, 6, and 11.

To understand the process of identifying those utterances, see the chart below:

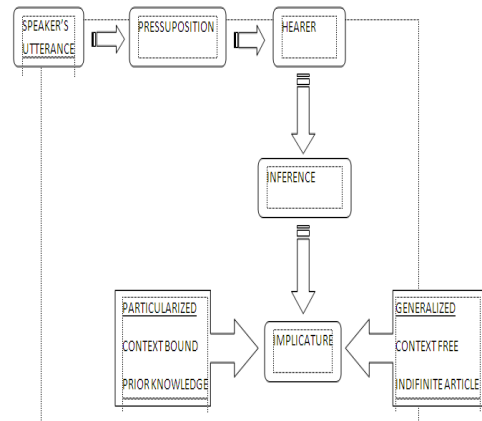


CHART 3: *Generalized conversational implicature and Particularized conversational implicature flow chart.*

The use of conversational implicature in the debate between Barack Obama and John McCain.

In this discussion, it presents the process of analyzing the utterances in order to find out how the conversational implicatures used in the debate. In 4.2.1 has been described that there are two types of conversational implicature found in the debate and also there are some utterances consists of both types, generalized conversational implicature and particularized conversational implicature.

In the types of generalized conversational implicature context doesn't has important rule toward the hearer and it is used when the information that is being conveyed is clear, brief and not ambiguous, for example as in datum 5 from the utterance "I think just is, you know, kind of hard to swallow" by Barack Obama. The context of situation that has followed the utterance is not really influence the utterance which produced by the speaker, when the context is not follow this utterance or the utterance can stand by itself the implied meaning of the utterance will not change. Because in general when someone has opinion/idea which in contrast with the fact and then the response that happens for the situation like that is generally same as the utterance *I think just is, you know, kind of hard to swallow* means something which is hard to be accepted by mind.

Furthermore, the use of scalar implicature also regarded as generalized conversational implicature as in datum 13 of the utterance "I don't think I need any on-the-job training" by using "any" as the scale of values. John McCain would use "any" as the scale of word rather than "some", "all" etc. The use of "any" indicated that John McCain doesn't need many on the job training and the hearer doesn't need particular knowledge and context to understand what is meant by "any". In conclusion, the hearers can understand the utterances which are produced

by the speakers easily and no further interpretation is required.

In contrast to generalized conversational implicature, other types of implicature namely particularized conversational implicature is used in the utterance of the debate when the speaker did not give the clarity, brevity and sufficiency of information to the readers. Therefore, the context is required by the hearer to understand the speaker's implied meaning. Context is essential to be considered due to the fact that what is literally said is different from what is intended to be conveyed. For instance extremely need to have prior knowledge and understand the context first in order to find out the implicit meaning.

For example, as in datum 7 from John McCain's utterance "*It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration.*" This utterance relies on the context of situation, because the utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration* based on the context, is used by John McCain after listening to Barack Obama's argumentation. In this case, Barack Obama gives a comment about the failure of the incumbent government through 8 years which is supported by John McCain. Then, as a point of rebuttal John McCain used the utterance *It's well known that I have not been elected Miss Congeniality in the United States Senate nor with the administration.* Even, the utterance does not relate to the question of Jim Lehrer and Barack Obama's argumentation, the utterance only can be understood by listening to the debate and understanding the context because the utterance relied on the terrorism issue which has been debated before. In other side, the utterance is used as an effort to move the attention of the government failure issues proposed by Barack Obama.

Yet, if the utterance produced in different context of situation, the meaning of implicature will also different and it will be very hard to understand the meaning because the hearer needs additional knowledge and in this case the hearer has to know what miss congeniality is. It means that in the different situation and condition will make the different interpretation of the utterances.

Moreover, it is found that particularized conversational implicature typically intends to flout the maxims. For example as in datum 12 from the utterance "*shining beacon on the hill*" in this types of particularized conversational implicature is found that the use of implicature disobeying the use of maxim manner to being not vague. Barack Obama used metaphor in his utterance to show that he will bring United States to the victory again and he compare it as *shining beacon on hill*. Although the utterance tries to be as informative as possible and does not produce vague information but by saying *shining beacon on hill* the hearer will curious what

does the speaker's intended meaning. In short, the hearers have difficulty to understand the information gives unless they hear the whole conversations provided.

However, in this study the writer also finds there are some utterances in research findings tend to have both types of implicature. Because those utterances have both characteristics such as the use of indefinite article which is identified as generalized conversational implicature beside, to understand the utterances the context can not be separated and the hearer need prior knowledge to catch what is the implicit meaning of the utterance as particularized conversational implicature's characteristics.

For example as in datum 11 from John McCain's utterance "*I looked into Mr. Putin eyes, and I saw three letters, a K, a G, and a B.*" The utterance *I saw three letters, a K, a G, and a B* can be assumed there are three letters which is seen by John McCain they are: "*one K*", "*one G*", and "*one B*" not more than three letters. To understand how many letters in the utterance, the hearer doesn't need any additional knowledge because the use of indefinite article "*a*" is clearly mentioned as "*only one*". So, because the meaning of "*a*" is clearly understood by the hearer and it doesn't rely to the context (the meaning of "*a*" always same), in short the utterance can be classified as generalized conversational implicature.

However, after understand that the letters in the utterance are three, the hearer still need to find out what is John McCain wants to communicate and to catch it the hearer needs additional background knowledge. Furthermore, to understand the utterance, the hearer needs to know the context of situation, because the utterance *I looked into Mr. Putin eyes, and I saw three letters, a K, a G, and a B* based on the context is used by John McCain as a response toward Jim Lehrer question about the relationship with Russia. Furthermore, to understand the utterance the hearer needs additional knowledge about what is meant by K, G, and B. So, if the hearer doesn't understand with the KGB term, the implicit meaning of the utterance can not be attained. In short, the implicature of the utterance rely much to the context and to understand the implicit meaning the hearer should has additional knowledge so this utterance also can be categorized as particularized conversational implicature.

CONCLUSION

What is communicated is more than what is literary said, this phenomena is very interesting to be applied in the debate because in the debate there are many important utterances which need to be interpreted more in order to avoid misunderstanding and misassumption, then it becomes the basic reason why the writer chooses the study of implicatures in debate between Barack Obama and John McCain as her theory and because implicature

theory provides the analysis about the phenomena. In this study, the writer uses Grice's theory of implicature as the basic theory in conducting this study. To do this study, the writer collects the data from Barack Obama and John McCain first presidential debate on September 26th 2008, and the data are taken from internet. In this study the writer is the main instrument who transcribes and analyzes the data.

Findings this study reveals that there are two types of conversational implicature namely generalized conversational implicature and particularized conversational implicature exist in the debate. Generalized conversational implicature when the context is free and the hearer doesn't need to have any particular background knowledge to interpret the implicit meaning then in the findings also found that the use of scalar implicature and indefinite article of a/an is regarded as generalized conversational implicature., beside particularized conversational implicature is identified when the hearer need to understand the context deeply and should have prior knowledge to interpret the implicit meaning.

The findings of this study also can be concluded that the use of both type generalized conversational implicature and particularized conversational implicature are balance in the debate.

Doing this study, the writer also concludes that between generalized conversational implicature and particularized conversational implicature, the latter is the most difficult one. The reasons are, firstly clear understanding of the context should be clearly derived so that proper understanding of the implied meaning can be achieved. Secondly, to understand the implied meaning any background knowledge or prior knowledge is really needed.

Then, this study also reveals significant findings that may contribute to the theory of implicature and its applications because in this study the writer also finds that one single utterance can have two types of conversational implicature at the same time. It means it licenses both a generalized conversational implicature and a particularized conversational implicature.

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