

TABLE OF CONTENT

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP.....	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
MOTTO.....	vii
DEDICATION.....	viii
ABSTRACT	ix
ABSTRAK.....	x
TABLE OF CONTENT	xi
CHAPTER I INTRODUCTION	1
1.1 Background of the Research	1
1.2 Statement of Problem	7
1.3 Research Purpose	8
1.4 Research Significance	8
1.5 Definition of Key Terms	10
CHAPTER II THEORETICAL REVIEW	12
2.1 Pragmatics	12
2.2 Context.....	14
2.3 Implicature	17
2.3.1 Conventional Implicature	18
2.3.2 Conversational Implicature.....	20
2.3.2.1 Generalized Conversational Implicature.....	22
2.3.2.2 Particularized conversational implicature.....	24
2.4 Cooperative Principle	25
2.4.1 Maxim of quantity.....	26
2.4.2 Maxim of Quality.....	26
2.4.3 Maxim of Relevance	27
2.4.4 Maxim of Manner	27

2.4.5	Flouting maxim	28
2.5	Cognitive semantics	29
2.5.1	Conceptual metaphor	30
2.5.2	The Role of Conceptual Metaphor in Interpreting Conversational Implicature.....	31
CHAPTER III RESEARCH METHODOLOGY		32
3.1	Research Design	32
3.2	Data and Source Data	33
3.3	Technique of Collecting Data.....	34
3.4	Technique of Analyzing Data	34
CHAPTER IV FINDINGS AND DISCUSSION		36
4.1.	Findings	36
4.2	Discussion	38
4.2.1	Types of Conversational Implicature Found in Dr. Zakir Naik's Speeches.....	38
4.2.1.1	Generalized Conversational implicature	38
4.2.1.2	Particularized Conversational Implicature	49
CHAPTER V CONCLUSION AND SUGGESTIONS		108
5.1	Conclusion	108
5.2	Suggestion.....	109
REFERENCES		110