# CHAPTER I

# INTRODUCTION

This chapter includes the research background, statement of problems, research objective, research significance, and the definition of key terms.

## 1.1 Research Background

Communication is the most common social activity occurring in nature events. It is used to interact with other social beings to get or give information by using prevails language as a communication tool in society that involves speaker and hearer by two or more participants. Communication can be described as the act of exchanging messages, information, and ideas with other individuals within a specific time and location. This interaction encompasses various forms, such as verbal and nonverbal, visual, or electronic means, making it a fundamental aspect of human interaction. (Mallet-Hamer, 2005). One type of verbal communication is speaking. According to Brown, speaking is an interactive process of producing, receiving, and processing information to construct meaning (Hawley, 1999). This processing event occurs in a conversation.

According to Fairclough that conversation is a construction of own conversational turns and reactions with systematically structured and the existence of evidence of participants' orientation (Fowler, 1997). Besides Riggenbach, conversation is a language construction with a variety of language genres occurring in social life and takes place in a specific situation and particular culture (Riggenbach, 1990). Therefore, conversation is the most common communication language activity in social life. It is systematic, structured, unplanned, spontaneous, contains meaning, and involves a

context, even if a set of a particular situation or specific culture happens in society.

In linguistics, the conversation can be analyzed by approaching pragmatics study, one of the discourses in micro linguistics. Pragmatics is a relation between language and context study based on language understanding. In addition, pragmatics is not only related to the utterance but also out of context, such as environment, time of the utterance, setting conversation, situation, and condition of the speaker. George Yule, pragmatics involves the examination of speaker meaning, contextual significance, deriving interpretations beyond the immediate context, and the expression of relative distance (G. Yule, 1996). Like the way communication, the listener (interpreted) can get meaning from the context, and it influences the environment around the speaker at that time. However, based on Patrick Griffiths stated that pragmatics is utterances meaning and an apprehensive the use of communication meaning tools and interaction between knowledge in semantics and knowledge of the world in the context of use (Griffiths, 2006). So, Pragmatics is a linguistics branch that intended meaning, including the contextual meaning such as environment, situation, or setting around the speaker, happens at the time of utterances.

Pragmatics includes an analysis of conversation, specifically called conversation analysis utterances by the speaker as an approach. Mazeland Conversation Analysis (CA) is a framework focusing on conversation utterances as a medical interaction of clinical, news interviews, and lessons (Mazeland, 2006). Besides, Sidnell and Stivers define it as an analysis focusing on universal interaction and understanding of social nature (Jack Sidnell, 2012). Also, Liddicoat defines CA as a study interaction of utterances (Liddicoat, 2007). In other words, Conversational analysis refers to the investigation of interactions between speakers during a conversation. However, throughout the conversation, there are some coherent turns as the speaker's action in communication is called sequence organization. Because

there is an exchange between two speakers, it makes a pair and coherent conversation called adjacency pairs. Richards and Schmidt stated that adjacency pairs are happened by two speakers who make match utterances of both so that the conversation remains structured, directed, and with the same context.

Moreover, every exchange of information from every adjacency pair of a conversation will always contain meaning. In pragmatics, meaning is studied more deeply in the field of Implicature. In practice, Implicature is applied without realizing it because Implicature refers a knowledge in interpretation. It is studied in pragmatics in the field of Implicature with an analytical focus on speaker interpretation. Implicature is an interpretation activity carried out by speakers and speakers. Sometimes the speaker does not directly mention the meaning of his utterance, so the meaning is hidden, and understanding is obtained from interpretation. Based to Marat, Shardimgaliev said that Implicature is an interpretation process of the speaker's means, implies, and suggests based on the situation context to get another interpretation out of context (Shardimgaliev, 2019). Interpretation is obtained from a conversation because of the relationship between the first pair speaker and the second pair speaker, which is related to the context so that there are questions and answers as a couple in a conversation.

A couple of conversations have many types because, in conversation, human beings exchange not only question – answer. The conversation uses a variety of context utterances and thoughts to communicate and interact, which is used in daily activities, be it when chatting, discussing, studying, interviewing, etc. Like interviews, this activity is carried out at least by two speakers who are used to seek and collect information from the interviewee. An interview is a form of conversation activity that involves two speakers. This activity is purposeful because the interviewer digs for information from sources, as in the video interview on the Vogue YouTube platform, which interviewed a famous American actress, Zendaya. Vogue is a well-known

fashion design company in America. Meanwhile, Zendaya Maree Stoermer Coleman is an American singer and actrees. This interview was conducted by Zendaya and a representative from Vogue, with a conversation duration of 12 minutes and 13 seconds, published in 2020.

Thus, the pragmatics study is a tool to analyze, identify, and interact with how people communicate. The variation of the use of language in daily life influences the relation communication types that explain comprehensively in the adjacency-pair of Conversational Analysis area, and the message exchange in communication more detail learns in Implicature. Also, people communicate by making a conversation, such as an Interview, to find out target information.

The use of conversation in everyday life as a communication tool is very vital. One of them is a conversation in an interview. The conversation in the interview can be used as an object and study of adjacency pairs and implicatures as research subjects. The selection is based on several things, namely, first, the object of study of pragmatics is the speaker's utterance. Second, the conversation has a reciprocal relationship between question and answer. Third, the speaker sometimes states the meaning of the speech directly. Therefore, the researcher chose the subject and object of the study titled Adjacency-Pairs and Implicature in a Video 73 Questions with Zendaya by Vogue.

Hence, research has some supporting previous research on the related topic. Then, the writer considers five related references. The five previous studies have similarities in identifying the adjacency pairs on a subject and identifying the Implicature obtained in the object research. The first, second, and third previous studies focused on identifying the adjacency pairs obtained in the object study. This research focuses on adjacency-pair types in 73 Questions with Zendaya with Vogue. Meanwhile, the fourth and fifth previous studies focus on Implicature to find out the types of implicature contained in the object study. It is equal to this study identifying the types of

Implicature within the object. However, the things that make this study different are finding the types of adjacency-pairs and Implicature in one cover, explaining the motive speakers behind the utterances, and concluding the connection between adjacency-pair and Implicature, so it makes the rest assumption.

The first previous study is the article "A Conversation Analysis of Adjacency-Pairs in the Ellen DeGeneres's Talk Show with Malala Yousafzai" by Trihartina Tampubolon from the State University of Jakarta in the Journal of Language Learning and Research. That research purposes to discover the adjacency pairs types contained in "The Incomparable in Ellen Yousafzai." The process identification and analysis result found that six types of adjacency pairs contain the data. These are the Assessment-Agreement type, the Compliment-Acceptance type, the Questions-Answer type, the Opinion Provide-Comment type, the Assertion-Agreement type, and the Suggestion-Acceptance type (Tampubolon, 2019). That research have give a contribution to this research regarding the theory used and the way the reseacher analyze the object is helps to make a comprehend understanding about the types of Adjacency-pair.

The second, the essay by Lukman Isgianto, a student of English Linguistics at Padjadjaran University, named "The Adjacency-Pairs Analysis on 'Six Minutes English' Conversation Script of BBC Learning: A Study of Discourse Analysis" in International Seminar Prasasti III: Current Research in Linguistics. The main analysis discovers, identifies, and explains the application of adjacency pairs in Six Minutes with BBC Learning English, published on February 24, 2016, titled "The Commute." The result of the analysis is that adjacency-pairs can determine misunderstanding of meaning in utterances delivered by the speaker, and including five data types of adjacency-pairs discovered in The Commute of BBC Learning English conversation script that is, first greeting-greeting, second Question-Answer, third Provide-Comment of Opinion, fourth Assessment-Agreement, and the

last one is Suggestion-Acceptance (Lukman Isgianto, 2016). That research have give a contribution to this research regarding the theory used and the way the reseacher analyze the object is helps to make a comprehend understanding about the types of Adjacency-pair.

The third is "The Adjacency-Pairs Pattern in Spoken Interaction of Roundtable Discussion with Susi Pudjiastuti" by Jati Widya Iswara, Dwi Rukwini, dan Widhiyanto students of State University Semarang in 2019, published in Journal English Education Journal. The formulation problem in this article is three problems identification. The first to discover adjacency-pairs type obtained Susi Pudjiastuti's spoken. It shows that she had built a discussion about her idea and had a right to make people participate in the interactive discussion. The second is realizing communication in some discussions. The interpretation of meaning, even explicitly or implicitly produced by the speaker or Susui's spoken, indicated some awareness of communicative functions. Then the last one is the social status issue, that she is a minister with higher power and status. In practice, she interrupts the other speaker when delivering their arguing or answering her question. Gives Implicature of power that she has higher status as a minister (Iswara et al., 2019). That research have give a contribution to this research regarding the theory used and the way the reseacher analyze the object is helps to make a comprehend understanding about the types of Adjacency-pair.

A subsequent previous study is "Conversational Implicature Analysis in 'Kingdom of Heaven' Movie Script by William Monahan" by Saiful Akmal student at State Islamic Ar-Raniry on Bulletin Al-Turas. The research aims to discover the specific implicature is conversational implicature obtained from the movie—also, cooperative principles involving maxims area. The analysis gets 14 data conversational implicatures in the Kingdom of Heaven movie, and general Implicature occurs in that movie. Whereas the maxims of cooperative principles 14 data occur of flouting maxim of quantity and violating the maxim only three times obtained the movie (Akmal & Yana,

2020). That research have give a contribution to this research regarding the theory used and the way the reseacher analyze the object is helps to make a comprehend understanding about the type of Implicature that is Conversational Implicature.

The fifth related to the study is "An Analysis of Conversational Implicature in the 'Maleficent 2: Mistress of Evil" a thesis by Adi Ansori at the State Islamic University of Raden Intan Lampung in 2021. The thesis limited a discussion of implicature types and the contextual meaning obtained the movie Maleficent 2 Mistress of Evil. Then the conclusion of the analysis is found 5 times generalized implicature and particularized implicature with 10 data in the movie. Besides, the contextual meaning is based on the context of the scene at a specific time and is bounded by context (Adi Ansori, 2021). That research have give a contribution to this research regarding the theory used and the way the reseacher analyze the object is helps to make a comprehend understanding about the type of Implicature that is Conversational Implicature.

In conclusion, from five previous studies, this research will focus on identifying the adjacency-pairs type and describing Implicature to know the implied meaning related to contextual meaning in the interview script of Zendaya in video 73 Questions with Zendaya: Vogue with several discussions. First, it is still common for research with the same theme regarding adjacency pairs and implicature yet. Second, each research only discovers adjacency pairs or implicature, then the researcher's interest to combine and analyze both pragmatics fields. Besides, this research instead explains the several subject, the researcher wants to connect the study of adjacency-pair and Implicature in one research completely. That is contrasted between this research and previous studies. So, this research analysis discovers the adjacency pairs and implicature and the implicit meaning obtained from the speaker's utterances.

**1.2    Statement of Problems**

As mentioned before, the background the researcher chose 73 Questions with Zendaya: Vogue as an object of research analysis. The conversational in interview video have a systematical structure and means out the context. It gives more interpretation for the hearer and the audience of her interview. In communication and formal communication like Zendaya did in the video interview, the meaning imply another from what is said also it means the speaker meaning's is implicit. In this interview, the researcher formulated the following statement of problem to discover about the adjacency-pairs and implicature in three questions that are:

1. What the types of Adjacency-Pair are found in the 73 Questions with Zendaya: Vogue?
2. What the types of implicature are found in 73 Questions with Zendaya: Vogue?
3. How are the implicit meaning obtained by the speaker in 73 questions with Zendaya: Vogue?

**1.3    Research Objective**

According on the statement of problem there are some focusing area discussion in order to make specific objectivity especially in fields adjacency-pairs and implicatures as follows:

0. To find out the types of adjacency-pairs in 73 Questions with Zendaya: Vogue.
1. To find out the types of implicature in 73 Questions with Zendaya: Vogue.
2. To explain the speaker's meaning obtained in 73 Questions with Zendaya: Vogue.

**1.4    Research Significance**

The researcher desire that the written text analysis will give the knowledge, especially in adjacency-pairs and implicature of pragmatics

discourse contained inn 73 Questions with Zendaya: Vogue. Besides, the research will provide expected benefits theoretically, practically, and the researcher.

### 1.4.1 Theoretically

The research implied a linguistics analysis of pragmatics to find out the adjacency-pairs and implicature scopes. Hope, this application of the theory guides the reader to get more understanding about the topic and more interest to the study especially in the two topics analysis. Particularly for the student at collage in Department of English Literature major.

### 1.4.2 Practically

Practically can use the research for source information even in method analysis, theory pragmatics of adjacency-pairs and implicature, and the implementation of the theory to the object which will makes some intended awareness at adjacency-pairs and implicature.

## 1.5 Definition of Key Terms

This sub chapter consist the key term in this reseach. The key terms are Pragmatics, Conversation Analysis, Adjacency-pair, Implicature, Conventional Implicature, Conversational Implicature, Context, Zendaya, and Vogue.

### 1.5.1 Pragmatics

According to Steven Levinson, pragmatics can be described as the examination of language usage and how language relates to its grammatical context or is encoded within linguistic structures. Pragmatics in the functional approach view that pragmatics is used to describe the linguistic structure aspects referent to assumption and non-linguistic features. However, the approach of functional cannot distinguish from another study that used a functional approach (Levinson., 1983).

### 1.5.2 Conversation Analysis

The social activities organization conducted through talk is the topic of Conversation Analysis (CA) that study in the branch of linguistics is pragmatics. CA research aims to identify patterns of interaction over time and elucidate the interconnected network of normative expectations and assumptions that shape and support the creation of those patterns (Wooffit, Robin, 2005:79).

### 1.5.3 Adjacency-Pair

Levinson (1983) defines adjacency-pairs as paired utterances, categorized into first-pairs and second-pairs (Levinson, 1983). Schegloff (1974) describes it as a speaker producing a sequence of utterances with shifts. In agreement, Richards and Schmidt (1983) explain adjacency pairs as pairs of utterances by two successive speakers, where the second utterance identifies and anticipates the first utterance as a follow-up (H, Schegolff, E.A. & Jefferson, 1983).

### 1.5.4 Implicature

According to Paull Grice, Implicature is a reasoning investigation (Griffiths, 2006). When the alternative understanding stands, the systematically it invites an inference that the speaker encoded in the utterances. Also, Brown and Yule define that the ensures of Implicature are out the context, but the relation between prepositions, the utterance speaker, and the implication is not absolute if turned to the first concept (G. B. & G. Yule, 1983). Then the main concept is a conversational implicature.

### 1.5.5 Conventional Implicature

Conventional implicature is bounded with the words and conveyed the meaning within conversation. The inference based to the conjunction and the implicature between information in contrast (G. Yule, 1996).

### 1.5.6 Conversational Implicature

Based to Patrick Griffiths, in the book 'An Introduction to English Semantics and Pragmatics' said that conversational Implicature is inferences that involve norms of the use of language depending on context (Griffiths, 2006).

### 1.5.7 Context

Brown defines *verbal context* as functioning to understand something difficult and generating various interpretations due to the context before or after it (Brown et al. Yule, 1984, pg. 3). Paul Grice, the use of context plays a significant role in the study of implicatures in conversations by explaining interpretations while considering the background of a conversation (Grice, 1975).

### 1.5.8 Zendaya

Zendaya Maree Stoermer Coleman, an American singer and actress, was born on September 1, 1996, in Oakland, California. Commencing her professional journey as a young model and backup dancer, Zendaya made her television debut as Rocky Blue in the Disney Channel sitcom Shake it Up (2010-2013), and she also portrayed the title character in K.C. Undercover (2015-2018). Additionally, she entered the world of feature films in 2017, co-starring with Thomas William Holland in the superhero movie Spider-Man: Homecoming, and later reprised her role in its follow-ups (Phares, Heather, 2016).

### 1.5.9 Vogue

American monthly fashion and lifestyle magazine, Vogue, is published in the USA and features articles on a wide range of subjects, including runaway, haute couture, culture, and beauty. Vogue was a weekly newspaper that is now being magazine every month. That was founded in 1891 and is headquartered at One World Trade Center in Lower Manhattan's Finacial District. Numerous athletes, models, musicians, actresses, and other known celebrities have been featured in Vogue since its inception.