



A Conversational Implicature Analysis in the Movie “Bird Box” Directed by Susanne Bier

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Abstract: The research aims to show the types of conversational implicatures (CI) among the main characters in the movie Bird Box and to show the contextual meanings of conversational implicatures (CI) among the main characters in it. To determine the generalized and particularized conversational implicature, the researchers employ a qualitative approach to data analysis using Grice’s theory. Watching the film for many times and recording any utterances that contain the sort of conversational implicature in a data form is how the research’s data are gathered. According to the research findings, conversational implicature is present in 15 utterances. Seven of the fifteen data included generalized conversational implicature (GCI), and eight of the fifteen contained particularized conversational implicature (PCI). Malorie has four particularized conversational implicature (PCI) data and seven generalized conversational implicature (GCI) data. On the other hand, Tom and Jessica have two examples of particularized conversational implicature. The contextual meaning of conversational implicature amongst the main characters is also discovered by the researchers, who discover that while Jessica and Tom frequently speak explicitly in the context, Malorie tends to speak out of it.

Keywords: *Conversational implicature, particularized conversational implicature, generalized*

INTRODUCTION

The core of human existence is deeply rooted in language. People use language as a complex tool for social representation, communication, and information gathering all at once. Siahaan, S goes on to say that language is essential to

what it is to be human. This clarifies the factors that contribute to its considerable popularity among researchers (Siahaan, S., 2008). A person can communicate facts, ideas, thoughts, and information through language. This

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demonstrates how people can communicate ideas, feelings, and facts. At the core of anything human is language. We employ it when we read, write, listen, converse, and ponder. It serves as the foundation for communities and social interactions, creates the emotional connection between parents and children, and serves as a platform for poetry and literature (O'Grady W., et.al. 2016).

For humans, language is a vital domain. People must use language to communicate since they are social creatures. Language thus becomes a necessary component that individuals require. People are unable to immediately understand what language is. Prior to become fluent and proficient in the language, students must first learn it (Vygotsky, L. S. 1978). People will engage in communication with others once they are aware of and comprehend what language is. In order to understand one another's desires, they will establish a connection with others through conversation. A person can communicate all of those things in a conversation by using communication to transmit messages, ideas, and opinions. When people are having a discussion, there must be at least two people involved; they cannot be separated since good communication requires cooperation and contribution (Grice, 1975).

Principles of Communication

In real situation, nevertheless, the speakers frequently violate the cooperative communication principles. In their interactions, people don't contribute as much as is necessary. People frequently use a term to imply other things with diverse meanings when speaking. Violating the four maxims that make up the principles of communication is what happens when speakers disregard them. Conversational misunderstanding sometimes happens in our interaction. The four maxims—Grice's maxims—are key principles in ensuring smooth communication. When speakers disregard these maxims, misunderstanding can occur (Grice, 1975). In direct interaction or communication

misunderstanding can be solved by direct clarification or confirmation. In social interactions, interactants commonly misunderstand one another. Misunderstandings can occur not only between individuals from different linguistic and cultural backgrounds, but also amongst individuals with similar backgrounds. Communication is blocked by misunderstandings that occur in social interactions, but more significantly, they impact interpersonal relationships and can have little to major effects on people's lives (Goffman, E. 1955) and (Hall, E., 1959 and Hofstede, G, 1980).

Conversational Misunderstandings

Conversational misunderstandings may occur in films. An abstract message that extends beyond what is expressly expressed in the film is more intriguing and fascinating, but the filmmaker typically delivers an explicit message so that the audience may understand the significance of every utterance made by the key characters right away. This idea is consistent with the works of film theorists and narrative scholars, such as Siegfried Kracauer or David Bordwell, who emphasize how narrative clarity is key to engaging the audience (Kracauer, S. 1974). It also aligns with Propp's theories on narrative structure. Propp's theories about narrative structure have been highly influential in literary studies, film analysis, narratology, and media studies. His work paved the way for the development of structuralist and poststructuralist approaches to storytelling, and his analysis of folk tales has been applied to films, television, and modern literature (Proop, V, 1928). Based on the preceding description, the researcher wants to use the conversational implicature in *Bird Box* to analyse the film. Thus, the study titled "A Conversational Implicature Analysis in The Movie "Bird Box" Directed by Susanne Bier. The researchers hoped that this study would provide theoretical and practical benefits. And many individuals may find it difficult to understand the meaning of each character and the message that the director was trying to express, rather than



finding it entertaining, as a result many people find it difficult to understand the meaning of a film.

Understanding the Conversational Message

Understanding and comprehending the message from the film or movie transcript or conversational context amongst the characters in movie is quite significant, so that the movie viewers or audiences will understand the message spoken by each character and viewers will be entertained by the story in the film (Barthes, R. 1968). To achieve that goal, researchers try to reveal the conversational implicature in film by analysing conversational implicature, so the viewers will easily understand and comprehend the message in the film. By analysing this implicature it is hoped that the viewers will understand types of conversational implicatures between the main characters in the movie and understand the contextual meanings of conversational implicatures between the main characters in the movie. Both De Ruiter and Spolsky have contributed to the study of linguistic pragmatics, but their work tends to focus more on general language use and communication theory, rather than the specific application of pragmatic theory to cinema.

However, the principles they discuss can certainly be applied to film studies in the broader context of how language and meaning are conveyed in media. Here's a general overview of their work and how it might relate to the idea of conversational implicature in film. In film, the two elements; conversational analysis and pragmatic markers can be used to help analyze how directors and screenwriters use subtle cues to convey implicit information between characters (such as sarcasm, politeness, or underlying conflict) without explicitly stating it (de Ruiter, J. P., et al, 2017). Meanwhile, Spolsky focused on two points; Contextual meaning, and Sociolinguistics and power dynamics: Another key aspect of Spolsky's work is the exploration of how language reflects power dynamics,

social roles, and identity. This can be applied to film analysis by examining how conversational implicatures in dialogue reflect social hierarchies, status, or relationships between characters. For example, when a character uses indirect language or implies something without stating it explicitly, it might indicate power, manipulation, or social distance between the characters involved (Spolsky, M. R. G. 2004). Both of these scholars' work suggests that understanding conversational implicature in film involves examining not just the explicit content of dialogue, but also the social context, the speaker's intentions, and the relationship between the characters. Their theories can help viewers and researchers interpret how films communicate implicit ideas, emotions, and social dynamics through conversation.

Implicature

The term implicature was introduced by Grice (1975) which refers to what we mean more than we say. Grice introduces as terms of art; the verb implicates and the related nouns implicature (ex. implying) and implicatum (ex. what is implied) (Grice, 1975: 43-44). Implicate is to do the general duty namely understanding of the meaning of say in a certain context and ability to recognize variation verb as a member of the family with which implicate is associated. Gillian Brown and George Yule (1983: 31) wrote the term of 'implicature' uses by Grice to account for what speaker can imply, suggest, or mean, as distinct from what the speaker literally says. This section implicates information and the listener is guided by certain principles of conversation. Figures of speech such as metaphor, irony, and understatement provide familiar examples.

Conventional and Conversational Implicature

Implicatures have become one of the principal subjects of pragmatics. A pragmatic *implication of an *utterance, i.e. an implication that arises in a particular situation but is typically not explicitly mentioned in the

actual words that are uttered also called conversational implicature. (Ridge, 2012). An important conceptual and methodological issue in semantics is how to distinguish senses and entailments from conventional and conversational implicatures. Implicature has been invoked for a variety of purposes, from defending controversial semantic claims in philosophy to explaining lexical gaps in linguistics. Levinson (2000: 13) gives the diagram of Grice's program. The diagram illustrates Grice's theory of implicature, which is an important concept in pragmatics. The diagram shows how conversational implicatures are generated through Grice's maxims of communication and the reasoning process involved in interpreting indirect meanings in conversation.

Grice's program focuses on the Cooperative Principle (CP), which consists of four maxims:

1. Maxim of Quantity: Provide the right amount of information—no more, no less.
2. Maxim of Quality: Do not provide false or unsupported information.
3. Maxim of Relation: Be relevant in your contribution.
4. Maxim of Manner: Be clear and orderly in your communication (Levinson (2000: 13).

The diagram likely shows how these maxims contribute to the process of implicature, which involves inferring meaning that isn't directly stated but is implied. Through the framework of these maxims, conversational implicatures emerge by either flouting or violating the maxims, prompting the listener to infer the speaker's intended meaning.

Grice then allows that there may be other subtypes of signification, too for example, presupposition, non-conversational, non-conventional implicatures, and so forth. None of these distinctions are straightforward. Primarily based on the theory above about definitions of the Implicature, it could be determined that implicatures are inferences that

are drawn from an utterance that are perceived by the listener as being intended by the speaker. Implicature denotes either the act of literal meaning or implying one thing by saying something else, or the object of that act (Grice, H.P.1975)

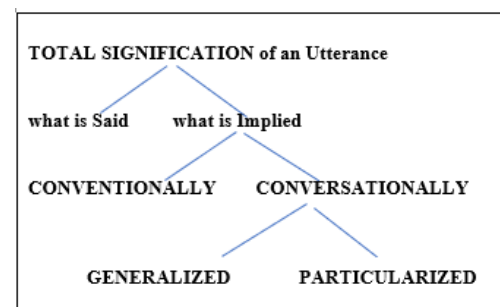
Conventional Implicature

There are two types of Implicature namely Conventional Implicature and Conversational Implicature. According to Grice (1975), conventional implicature is the implicature that have conventional meaning of the words used (Moeschler, 2012). The conventional implicatures derive from the meanings of particular expressions rather than from conversational circumstances so that they are not connection to cooperative principle (maxims), for instance:

A. Tom is idler but he is clever

B. Tom is idler and he is clever

From instances above, the truth of A require nothing more than the truth of B, although in uttering A rather than B. On A is indicating that there is some sort of contrast between being lazy and being clever. But A is not saying that. this proposition is not a conversational implicature, because its being indicated depends essentially on the conventional meaning of the word 'but' (Moeschler, 2012). In a simple way, conventional implicature is the meaning of an utterance that is conventionally or commonly accepted by society.



Conversational Implicature

A conversational implicature is “what has to be supposed in order to preserve the supposition that the Cooperative Principle is being

observed” (Grice 1975: 39-40) as cited in (Geurts, 2010). Conversational implicatures are, first and foremost, they are not due to linguistic conventions of any kind and they are not having a conventional meaning. The factors of conversational implicatures depend upon happens to be shared by many contexts. For instance:

A: “*Julia, you look filled after childbirth.*”

B: “*Ya, I already have 3 kids.*”

The example above implies that A wants to say “Fat “but with subtle way and B answer that she had 3 kids it means she understands the context of a's utterance that she is getting more weight than before. The conversational implicature become matter because there is a violation in a conversation. In the conversation is expected will be effective, in fact it's ineffective.

Generalized and Particularized Conversational Implicature.

Geurts (2010: 16) also stated One of the best-known distinctions introduced by Grice is one he isn't too forthcoming about: it is the distinction between Particularized and Generalized Conversational Implicature (GCI).s. It means there are two types of conversational implicature namely Particularized Conversational Implicature and Generalized Conversational Implicature (GCI).. Generalized Conversational Implicature (GCI). arises quite generally across contexts. In other words, the speaker gives the utterance, but the listener just responds a part of the utterance. It means they are not happening in the specific context. While particularized conversational implicature appears in need a specific context. This implicature always calculated the expression with special knowledge of any particular context (Grice, H. P., 1975). Detail elaboration of general and particular conversational implicature as follows:

Generalized Conversational Implicature (GCI). is the type of conversational implicature in which the listener does not require specific knowledge about the context because it does not depend on specific features of the context and uses the expression in ordinary contexts. In other words, the kind of conversational implicature conveys an implicit meaning without explicitly mentioning a particular conversational context as a result, the listener does not take longer to interpret the additional meaning conveyed (Grice, H. P., 1975). Generalized Conversational Implicature (GCI). means that the intended conclusion depends on certain features of the particular context of the utterance. Which has no intelligible meaning because it is in a certain knowledge when the sentence is spoken. In other words, the second type of conversational implicature also has implicit meaning and uses certain context in conversation. Thus, sometimes the listener needs more time to interpret the implied meaning, those definitions found by Grice in Hidayati's research (Grice in Hidayati, T., 2022).

A Generalized Conversational Implicature (GCI). also occurs in most contexts and does not rely on specific background information or context to be understood. It can be inferred from the structure of the sentence and the general conversational context (Grice, H. P., 1975).

Example:

Speaker A: "Raffi Ahmad has many collections of luxurious cars."

Speaker B: "Oh, so he must be the most influential and richest artist, youtuber, and influencer in Indonesia".

Analysis:

Implicature: The statement by Speaker B implies that because Raffi has many luxurious cars, , he must be the most influential and richest artist, youtuber,

and influencer (or at least was an artist at some point).

Reasoning: This implicature arises from common knowledge: In many cultures, it's assumed that having many luxurious cars usually implies some form of prosperity and glitter life (even though that's not strictly true in all cases). This type of implicature does not require much context beyond shared social norms.

Generalized: The implicature is generalized because it's something people often infer without needing specific context or additional information. It works in most situations involving someone with luxurious cars.

Particularized conversational implicature appears in need a specific context. This implicature always calculated the expression with special knowledge of any particular context. While Generalized Conversational Implicature (GCI). arises quite generally across contexts. In other words, the speaker gives the utterance, but the listener just responds a part of the utterance. It means they are not happening in the specific context. Particularized is described into six description such as follows: 1) particularized implicature is cancelable, (2) it is also non-detachable; that cannot be detached from an utterance simply by changing the words of this utterance or their synonyms, and (3) particularized implicature is calculability; it is calculated in terms of rational steps that show how the sense of utterance, the cooperative principle and the maxims give arise to inferences in order assumption of cooperation to be preserved. Then, (4) particularized implicature is non-conventionally attach to specific lexical items, buy they systematically in certain pragmatics context (Grice in Wijayatiningsih, 2015).

A particularized conversational implicature depends on specific context or background knowledge, which is needed to fully understand the speaker's intended meaning. In this case, the

implicature is tied to a specific scenario and would not necessarily be inferred in other contexts (Grice, H. P., 1975).

Example:

Speaker A: "I can't believe how amazing this one-meter pizza is."

Speaker B: "Yeah, especially considering how bad your cooking is."

Analysis:

Implicature: Speaker B implies that Speaker A's cooking is generally bad, but the one-meter pizza is surprisingly good in comparison.

Reasoning: The implicature is understood in the context of the relationship between the two speakers. If Speaker A has a history of being a poor cook, then Speaker B's statement makes sense. However, without this specific background knowledge, the response might not carry the same implicature.

Particularized: This implicature is particularized because it depends on prior knowledge about the cooking skills of Speaker A, and the conversation wouldn't carry the same meaning without that shared context.

The Previous Research on conversational implicature in movies employed by Putriayu entitled "A conversational implicature analysis on the Split Movie". It discusses about the conversational implicature based on the theories of Grice and Yule's, they are Conversational Implicatures theory and Cooperation and Implicature theory (Putriayu & Imperiani, 2022). Research on implicature entitled "Conversational Implicature in The Croods Movie" by Niah R., et al. They analysed the conversational implicature and summarised by using the percentage number as follows, particularized conversational implicature 75% occurred and Generalized Conversational Implicature (GCI). 15%. They concluded that particularized conversational implicature is the

most prominent appearing in the movie. (Niah et al., 2023). Musdalifa employed another research entitled “An Analysis of Conversational Implicatures of The Main Characters in Lady Bird Film: A Pragmatic Study. The research identified the conversational implicature into form of dialogue which are categorized into two, namely generalized conversation implicature and particularized conversation implicature and the function classification in declarative, representative, directive, expressive and commissive form. (Musdalifa, Surya Sili, 2018). The tree studies on Conversational Implicature above are taken from the movies or films as the main data, but they aren't from Bird Box movie or from different title.

The following two studies are about CI with sources from daily conversation, and TV Game Show. 1. Journal entitled “Investigating the Importance of Conversational Implicature and Violation of Maxims in Daily Conversations”. The researchers intend to investigate the importance of conversational implicatures in daily conversations. In addition, they identify how speakers violate the cooperative principle. Consequently, several everyday conversational implicatures in a variety of settings were examined. Seventy-seven conversations were recorded from multiple sources such as the existing dataset, students' discussions, and Internet sources. A large number of particularized conversational implicatures is used in daily conversation compared to generalized and scalar implicatures (Rabaab Elmahady Musa et al., 2022). 2. Journal with title “Conversational Implicature of The Presenters in Take Me Out Indonesia. The research is still focus on Conversation Implicature (CI) in game show program in one of private TV stations in Indonesia. The discussion has shown that conversational implicature can be discussed in terms of its functions or information we use to draw conclusion about it. In this show, conversational implicature takes place in the

context of communication and the context game. The result of this study may just reflect a part of the conversational implicature that the presenters apply in the show but it perhaps will give more references and further considerations for language students in their studies and even broadcasters within their communications (Didi Sukyadi & Sheila Nanda Parayil, 2016).

Similar seven studies taken from the similar source either film or novel of Bird Box are as follow: The first Journal entitle “Strategy of Information Exchange Found in Bird Box (2018)”. The researchers convey four results, they are exchange strategies ; direct speech acts provoked by direct speech acts, indirect speech acts provoked by direct speech acts, direct speech acts provoked by indirect speech acts, and last indirect speech acts provoked by indirect speech acts (Laksono, 2018). The second one is “

Construction of the Role of The Mother in The Film Poster Bird Box”. The researchers of this one study about the representation of motherhood is the construction of the various roles that a mother generally has, so the representation on the poster of this bird box becomes one of the roles a mother has, that is, a mother who is master of her children and can give them a sense of security, comfort, and a place where children can depend (Anindia Putri & Putri, 2021). The third one is “The Analysis of Social and Discourse Deixis in the ‘Bird Box’ Novel by Josh Malerman”. The researchers found 4 types of deixis from the novel, they are deictic expressions. social dixies, absolute social deixis, discourse deixis. The use of appropriate deictic words helps language learners, such as students who are not native English speakers, in their efforts to produce efficient communication in both spoken and written forms. Nevertheless, this study limits to two types of deixis; social (Maskana et al., 2024). The fourth one is “

The Bird Box Movie's Portrait of Malorie Masculinity”. This study refers to the opinions of the gender sequence theory R.W. Connell's,

who recognizes many different masculinities according to time, culture and individual. As a concept of sociology, the nature of hegemonic masculinity based on the hegemonic theory of culture, by the Marxist theory of Antonio Gramsci, who analysed the power relations between social classes of a society (Ardesis et al., 2022). The fifth journal entitled “

Deixis Analysis Found In “Bird Box” Movie”. Then, the researchers use the theory from Yule (2017) to analyse deixis types, they are 34 deixis data in spatial deixis, temporal deixis, and person deixis. 16 were in spatial deixis, 12 data in person deixis, and 6 data in the temporal deixis. The dominant is spatial deixis used by the characters to point places to other hearers in Bird Box movie (Rebong & Handayani, 2023). The sixth research entitled “Feminism of The Main Character in The Bird Box Movie” employs study about the kind of feminism that exists in the main character; the feminism values contained in the main character; and the characterization of the main character (Vinka & Ratna, 2024). The last journal with title “Blind Survival: Disability and Horror in Josh Malerman's Bird Box”. reverses Gothic depictions of disability as monstrous or metaphor for ignorance or weakness by presenting disability as protection. This unexplained event introduces blindness as a necessary choice, complicating the dichotomy between blindness and sight by making sight a fatal disability (Kremmel, 2019).

From the first three -studies, it can be obtained that topics of study are similar about CI on the films. The second-two studies are about CI on daily conversation and TV game show. The third -seven studies are about CI from Bird Box either from novel or film. From all studies above, there is no study about CI on Bird Box film. The seven studies are quite different significant topic even though the data is from either Bird Box novel or Bird Box film. Based on the previous research then team researchers employed study on CI from Bird Box film entitle A Conversational Implicature Analysis in The Movie “Bird Box” Directed by

Susanne Bier. Some reasons of choosing the title are; firstly, the genre of the movie is an American post-apocalyptic horror thriller, which is quite different with Indonesian horror movie. Secondly the film was viral in 2018 with the total viewer is 89 million in Netflix on the third week of its releasing. Thirdly understanding the story of horror movie sometimes needs extra effort. Since understanding this film exerts extra energy, the team researchers selected to analyze the discourse analysis and pragmatic study mainly on CI based on Grice theory. Other theories of Levinson, Geurts, Hosstede, Hall, Kracaur, Proop, Barthes, De Ruiter, and Spolski complemented it.

In contrast with Grice, Bethan D. on his research has different point of view with Grice theory. He saw as an important deficit in the discussion and interpretation of Grice’s Cooperative Principle. There seems to be a tendency to dwell too much on the term ‘cooperation’, rather than looking beyond the title of the principle to the motivation Grice gave to the mechanism he had identified. This seems to be largely because Grice (1975) is read in isolation, rather than in the context of his other writings on the philosophy of language (Davies, 2000)

METHOD

Qualitative research is a form of research in which the researcher collects and interprets the data. Qualitative approaches to data collection, analysis, interpretation, and report writing differ from the traditional, quantitative approaches (Creswell, 2014: 23). In this research, data collection is very important to support the analysis process. This research is purely qualitative because it involves analysis, description, and interpretation of data collection. The selection of qualitative methods for this research is related to the research objective, namely to analyze the conversational implicature from the movie Bird Box.

The source of the primary data, according to Kothari (2004: 95) the primary data are those that are gathered fresh and for the first time, making them unique by nature. In this research,

the researcher shows the sources of the data and type of data. The data divided into two parts. The primary sources & the secondary data sources. The primary source of this data is taken from the movie Bird Box directed by Susanne Bier through observation & through dialogue of the characters by watching the movie. The secondary data in this research is taken from the certain journals, e-books, and articles. The instrument of the research is a table of notes. In this research, the researcher uses the taking notes technique to analyze the movie, such as utterances based on the dialogue from the main characters. The researchers provided an example description of essential data that have been noted by the researcher, those are:

Types of Conversational Implicature.

Table 1. Types of Conversational Implicature.

No	Actor	Duration	Utterance of Conversational Implicature	Type of Conversational Implicature	
				GCI	PCI

Table 2. Contextual Meaning

No	Actor	Duration	Utterance of Conversational Implicature	Contextual Meaning

The data collecting technique refers to the process the researcher uses to gather the study's data. In this study, the researcher uses certain methods. Data collecting techniques, according to Sidiq and Choiri (2019: 57-58), are a way of gathering information in the field so that study findings may be useful and evolve into a new

idea or creation. The research's data are utterances from the movie Bird Box's dialogue which shows the type of conversational implicature and contextual meaning from the main characters. Data analysis is the act of methodically searching and classifying information from watching, taking notes, and other sources so that it is clear and understandable. In this research, the researcher overwhelms the steps and studies it. After the data is collected, then analyzing and classifying the data. To obtain the data, the researcher uses the following techniques as follow: Watching the movie, focusing on analysis, writing notes the data, classification data, analyzing data classification, interpreting data result, drawing the conclusion, and writing down to show how much data are got. .

FINDINGS AND DISCUSSION

Finding

The researchers provide the answers to the problem statements of the research. The problem statements are: To identify the type of conversational implicature and to describe the meaning of each conversational implicature found in dialogue of the main characters in the movie Bird Box directed by Susanne Bier. There are two types of Conversational Implicature. They are:

1. Generalized Conversational Implicature (GCI).
2. Particularized Conversational Implicature (PCI)

The utterances of the main characters which consists conversational implicatures are displayed in the following table:

Table 3. Types of Conversational Implicature.

No	Actor	Duration	Utterance of Conversational Implicature	Type of Conversational Implicature	
				GCI	PCI
1	Malorie	00:01:10	Under no circumstance are you allowed to take off your blindfold.	✓	
2	Malorie	00:01:25	This is just a place. There's nothing more that we need from it.	✓	
3	Malorie	00:01:47	But you never, ever take off your blindfold	✓	

4	Jessica	00:04:19	Turn on the news, dumb-dumb.	✓
5	Malorie	00:05:35	Or I can cancel the appointment and we can go and see a horse.	✓
6	Malorie	00:06:25	Why should I leave? I have you to get me groceries.	✓
7	Malorie	00:10:50	I don't have any clothes.	✓
8	Jessica	00:11:24	I'm not running the light with a pregnant lady in the car.	✓
9	Tom	00:14:29	Open the door. This woman is pregnant.	✓
10	Malorie	00:27:07	We have no idea how these things can operate.	✓

Note:

GCI: Generalized Conversational Implicature (GCI).

PCI: Particularized Conversational Implicature

The utterances of conversational implicature of the main characters which contain types of contextual meaning are displayed in the following table:

Table 4. Types of Contextual Meaning

No	Actor	Duration	Utterance of Conversational Implicature	Contextual Meaning
1	Malorie	00:01:10	Under no circumstance are you allowed to take off your blindfold.	Malorie demanded the kinds to obey what she said
2	Malorie	00:01:25	This is just a place. There's nothing more that we need from it.	The place that Malorie meant is a safe place than other places.
3	Malorie	00:01:47	But you never, ever take off your blindfold	Malorie's too scare and worried about the kids, she warns again the kids to do her want so that they will not die.
4	Jessica	00:04:19	Turn on the news, dumb-dumb.	Jessica actually wanted to order Malorie to see the news.
5	Malorie	00:05:35	Or I can cancel the appointment and we can go and see a horse.	Malorie does not want to be accompanied by Jessica
6	Malorie	00:06:25	Why should I leave? I have you to get me groceries.	Malorie denied Jessica's utterance that she is not lonely.
7	Malorie	00:10:50	I don't have any clothes.	Malorie clearly enough refused Jessica's offer to stay overnight at her home.
8	Jessica	00:11:24	I'm not running the light with a pregnant lady in the car.	Jessica refused Malorie's order to break the red light.
9	Tom	00:14:29	Open the door. This woman is pregnant.	Tom asked people inside to let him and Malorie into the house
10	Malorie	00:27:07	We have no idea how these things can operate.	Malorie refused Greg's Idea

Discussion

The findings of research shows that there are two the types of conversational Implicature in the movie “Bird Box directed by Susanne Bier”. They are:

1. General Conversational Implicature
2. Particular Conversational Implicature.

The description of the analysis data as follows:

1. Generalized Conversational Implicature (GCI).

Thera are 7 data General Conversational Implicature.

Datum 1:

Actor : Malorie

Duration : 00:01:10

Utterance : “Under no circumstance are you allowed to take off your blindfold”.

Complete dialogue:

Malorie : you have to do every single thing I say or we will not make it. Understand?

Boy & Girl : They nod

Malorie : Under no circumstance are you allowed to take off your blindfold.

Malorie : If I find that you have, I will hurt you.

Malorie : Do you understand?

Analysis:

Implicature: The statement by Malorie implies that Malorie demanded the kids to do that because she is too worried about them. Or in any condition the kids must wear the blindfold. If they take off the blindfold it will endanger them. In the next utterance Malorie threatened the kids by saying “If they take off the blindfold, Malorie will hurt the kids (angry at least).

Reasoning: This implicature arises from common knowledge: In certain situation in scene of film, it's assumed in that situation the kids are not allowed to take off the blindfold. Taking off the blindfold will hurt them. This type of implicature does not require much context beyond shared social norms, and it does not rely

on specific background information or context to be understood.

Generalized: The implicature is generalized because it's something people often infer without needing specific context or additional information (Grice, H. P., 1975). It works in most situations that it will be more dangerous for others (the kids) and it will let someone else (the kids) to avoid danger. And Malorie did it by warning or reminding the kids not to do so.

Datum 2:

Actor : Malorie

Duration : 00:01:25

Utterance : “This is just a place. There’s nothing more that we need from it”.

Complete dialogue:

Malorie : Boy, you have your dog. Girl, you have your kitty. This is just a place. There’s nothing more that we need from it. Do you understand?

Boy & Girl : They nod

Malorie : Under no circumstance are you allowed to take off your blindfold.

Malorie : And no talking on the river. You must listen as close you can.

Analysis:

Implicature: The statement by Malorie implies that Malorie tells the kids that the place which they reach soon is a better and safe place rather than others, by saying” This is just a place. There’s nothing more that we need from it. Malorie would tell the kids that they will be safe so do not need to worry about the situation.

Reasoning: This implicature arises from common knowledge: In certain situation in a scene Malorie demanded the kids to prepare enough and not to bring anything useless besides the boy’s dog and the girls’ kitty. When Malorie confirmed by asking “Do you understand?” The kids replied by nodding.

Generalized: The implicature is generalized because it's something people often infer

without needing specific context or additional information (Grice, H. P., 1975). Malorie tells something general and she doesn't tell the specific place, and other speakers (the kids) understood by nonverbal response (nodding).

Datum 3:

Actor : Malorie

Duration : 00:01:47.

Utterance : "But you never, ever take off your blindfold"

Complete dialogue:

Malorie: If you hear something in the words, you tell me.

If you hear something in the water, you tell me. But, you never, ever take off your blindfold.

Boy & Girl : They nod.

Malorie: Under no circumstance are you allowed to take off your blindfold.

Malorie: And no talking on the river. You must listen as close you can.

Analysis:

Implicature: The statement by Malorie implies that Malorie tells the kids for many times to do the same things, not to take off the blindfold. It also implies that Malorie is scared and worried about the kids. Even the tense is increased like warning someone by saying "But you never, ever take off your blindfold".

- Reasoning: This implicature does not rely on specific background information or context to be understood. It can be inferred from the structure of the sentence and the general conversational context. The kids understand what Malorie said without finding or looking for other reference. And the kids always respond by nodding.

- Generalized: The implicature is generalized because it's something people often infer without needing specific context or additional information (Grice, H. P., 1975). Malorie tells something general and repeats for many times. Either the kids and the viewer understand what Malori said. The response nodding from the kids means no misunderstanding in communication among others, and by repeating the same utterances for many times viewers will be more familiar with

scene of the film. At the same time viewer get involved with the situation.

Datum 4:

Actor : Malorie

Duration : 00:06:25.

Utterance : "Why should I leave? I have you to get me groceries."

Complete dialogue:

Jessica : You should be afraid of being alone, not of this. And we need to do is to get you

out into the real world with other people, not stuck in this house all day. You never leave.

Malorie : Why should I leave? I have you to get me groceries.

Analysis:

Implicature: The statement by Malorie implies that Malorie tells Jessica that she still has her to do grocery with her whenever she wants. by saying "Why should I leave? I have you to get me groceries". Or Malorie just easily can ask someone else (Jessica) to get Malorie groceries without going out by herself. to do grocery with her whenever she wants. by saying "Why should I leave? I have you to get me groceries". or Malorie just easily can ask someone else (Jessica) to get Malorie groceries without going out by herself.

Reasoning: This implicature does not rely on specific background information or context to be understood. It can be inferred from the structure of the sentence and the general conversational context. The kids understand what Malorie said without finding or looking for other reference. And the kids always respond by nodding.

Generalized: The implicature is generalized because the listener does not require specific knowledge about the context and it does not either depend on specific features of the context and uses the expression in ordinary contexts. In other words, the kind of conversational implicature conveys an implicit meaning without explicitly mentioning a particular conversational context. As a



result, the listener does not take longer to interpret the additional meaning conveyed (Grice, H. P., 1975). Through the Malorie's spoken (response from Jessica) is really a denial of Jessica's statement to her. Malorie wants to tell Jessica that she still has her and she never feel alone. But she does not directly respond it with the direct denial

.Datum 5:

Actor : Malorie
 Duration : 00:48:36.
 Utterance : "We're not assholes."

Complete dialogue:

Douglas: We have everything we need to live here. Everything. There is no statistical, logical, or legal argument for trying to get back there.

Malorie: Here's an argument: We're not assholes.

Analysis:

Implicature: The statement by Malorie implies that Malorie rejected Douglas's idea to stay in Supermarket. She thinks about others people who left at Greg's house by saying "We're not assholes". This utterance is response from Douglas of asking Malorie to do normal life like other people to go out from home to do routine activities.

Reasoning: This implicature does not rely on specific background information or context to be understood. The speaker gives the utterance, but the listener just responds a part of the utterance. It means they are not happening in the specific context. Malorie understands what Douglas says without finding or looking for specific context.

Generalized: The implicature is generalized because the listener does not require specific.

The implicature is generalized because the listener does not require specific knowledge about the context, and it does not either depend on specific features of the context and uses the expression in ordinary contexts. In other words, the kind of conversational implicature conveys

an implicit meaning without explicitly mentioning a particular conversational context. As a result, the listener does not take longer to interpret the additional meaning conveyed (Grice, H. P., 1975). Through the Malorie's spoken (response from Douglas), it's clearly enough rejecting to stay in Supermarket because she remembers, there are some friends that they left at Greg's house will starve. But Malorie does not mention who were "we"?

Datum 6:

Actor : Malorie
 Duration : 01:23:57

Utterance : "Please don't. Please don't hurt us. Stay away from us". "Please, please, Please".

Complete dialogue:

Babies Crying.....

Malorie : Please don't. Please don't hurt us. Stay away from us. Please, please, please.

Analysis:

Implicature: The statement by Malorie implies that when the Malorie's spoken was really never-racking. Malorie thought that Gary won from fighting with Douglas and Tom, she was so scared that Gary will make her to kill the babies and herself.

Reasoning: This implicature arises from common knowledge. It's assumed when Douglas fights with Tom, it annoys the baby and the baby is crying. Wondering the worse situation Malorie reacted by saying "Please don't. Please don't hurt us. Stay away from us. Please, please, please. It means that Malorie wants from the fighting situation not endanger her and the baby. She begs many times by repeating "please "for three times

Generalized: The implicature is generalized because it's something people often infer without needing specific context or additional information (Grice, H. P., 1975). It describes more dangerous situations since the fighting is getting more serious. To calm down or to stop the fighting Malorie forbids fighting and begs not

hurt her and the baby, and ask them to stay away from them. The utterance from Malorie is clearly understood without any detail, specific, additional information. That goes without saying it is generalized implicature.

Datum 7:

Actor : Boy

Duration : 01:31:41

Utterance : "But Tom's telling a story".

Complete dialogue:

Malorie : Boy! Girl! Time for bed.

Boy : But Tom's telling a story.

Tom : Mal, let me just - .We're almost alone.

Malorie : I'm gonna say it again.

Analysis:

Implicature: The statement by the boy implies that the boy refuses to go to sleep. He wants to keep listening Tom's story. Boy's way to respond Malorie is a rejection. He is not directly refusing Malorie's instruction to go to bed.

Reasoning: This implicature arises from common knowledge, not from the specific knowledge. The conjunction word "but" means contrary to the previous fact. Utterance says "But Tom's telling story" is the reason for refusing Malorie's request to go to sleep instead of listening to story from Tom.

Generalized: The implicature is generalized because it's something people often infer without needing specific context or additional information (Grice, H. P., 1975). It describes substitution of activity of sleeping and activity of listening story instead. Boy's way to respond Malorie is a rejection. He is not directly refusing her because the kids are obedient, but boy refuses it without specific context, because he just responded, "but Tom's telling a story". The conjunction but refers to contrast or contrary to the previous one and it shows refusal. The utterance But Tom's telling story doesn't need any specific or particular situation. The meaning is

clearly understood, and we can say it is generalized implicature.

2. Particularized Conversational Implicature

From the findings of the research, there are 8 data of Particularized Conversational Implicature (PCI). The detail discussion of the data as follows:

Datum 8:

Actor : Jessica

Duration : 00:04:19

Utterance : "Turn on the news dumb-dumb"

Complete dialogue:

Malorie : Uh ... asshole, I was listening to that.

Jessica : Yeah, so were the people down the street. The store was packed. This thing seem serious. Wow, you literally have no food.

Malorie : What. What thing?

Jessica : Are you serious? I'm serious. Turn on the news dumb-dumb

Malorie : Dumb-dumb.

Analysis:

Implicature: It implies a joke between Jessica and Malorie, while she orders her to turn on the news to know the situation is being chaos. She knew from the first time during she had shopping, she saw the chaos situation in Romania and other countries in Europe and she wanted Malorie know it too.

Reasoning: The implicature is understood in the context of the relationship between the two speakers, Jessica and Malorie. Jessica has already known the chaos situation in specific place in Romania from the specific information (from the news) then Jessice asks Malorie to turn on the news too by saying "Turn on the news dumb-dumb". The previous knowledge of being chaos news then responded by Malorie. Malorie's statement makes sense. However, without this specific background knowledge, the response might not carry the same implicature.

Particularized: This implicature is particularized because it depends on prior knowledge or previous information (Grice, H. P., 1975). It is about the chaos in Romanian. This prior knowledge of chaos can be proved by the preceded information such as the people down the street, the store was packed, and you literally have no food. From the word “news” in utterance “Turn on the news dumb dumb” is specific context. Based on context above the data contains Particularized Conversational Implicature (PCI).

Datum 9:

Actor : Malorie
Duration : 00:05:35
Utterance : “Or I can cancel the appointment and we can go and see a horse”

Complete dialogue:

Jessica : How about I drive you?
Malorie : No, I'm fine.
Jessica : I can go in. We can see the baby.
Malorie : Or I can cancel the appointment and we can go and see a horse.

Analysis :

Implicature: It implies the specific context that Malorie rejects to be accompanied by Jessica to meet Dr. Lapham in hospital. The previous dialogue Jessica offers a drive, but replied by Malori by saying fine, or needing no a help. Jessica still insists to drive Malorie and Jessica can go in, but still it is replied by cancellation of the appointment with the doctor.

Reasoning: The implicature is understood in the context of the relationship between the two speakers, Jessica and Malorie. Malorie has already known that Jessica offering a help to accompany Malorie to drive to a doctor. The refusal of Malorie being accompanied by Jessica is by saying “Or I can cancel the appointment and we can go and see a horse. The previous knowledges or expression of being accompanied as follows: “how about I drive you”, and “I can go in”. Malorie’s statement of being cancelation

makes sense. However, without this specific background knowledge, the response might not carry the same implicature.

Particularized: This implicature is particularized because it depends on prior knowledge or previous information (Grice, H. P., 1975). It is about offering a help from Jessica. This prior knowledge of offering a help replied by refusal from Malorie. As she cancels the appointment, she can go and see a horse instead or it is sarcasm of being cancelation to go and see a doctor. From the word “cancel” in utterance “Or I can cancel the appointment and we can go and see a horse” is specific context and implies rejection. Based on context above the data contains particularized conversational implicature (Grice, H. P., 1975).

Datum 10:

Actor : Malorie
Duration : 00:10:50
Utterance : “I don’t have any clothes.”

Complete dialogue:

Jessica : We're going straight to Santa Rosa. You can stay at my place until whatever the fuck this isn't
Malorie : I don't have any clothes.
Jessica : You can wear something of mine

Analysis :

Implicature: It implies the specific context that Malorie rejects to stay at Jessica’s home in Santa Rose. Offering to stay is rejected. For the response of the rejection Jessica still insists to stay in her house.

Reasoning: The implicature is understood in the context of the relationship between the two speakers, Jessica and Malorie. Malorie has already known that Jessica offering her to stay in Jessica’s house. Then replied by refusal by Malorie by saying “I don’t have any clothes”. It means objection from Malorie to stay in Jessica’s house. It doesn’t really mean that Malorie has no clothes at all, it is just strong refusal or strong objection. The previous knowledges or expression

preceded the refusal as follows: "We are going straight to Santa Rose" and "You can stay at my place until whatever the fuck this isn't". Malorie's statement of being refusal or objection makes sense. However, without this specific background knowledge, the response might not carry the same implicature.

Particularized: This implicature is particularized because it depends on prior knowledge or previous information (Grice, H. P., 1975). It is about offering a stay in Jessica 's house in Santa Rose. These prior knowledge of offering a help replied by refusal from Malorie. As she refuses to stay, she says not having any clothes. From the phrase "any clothes" in utterance "" I don't have any clothes" is specific context and implies rejection. Based on context above the data contains particularized conversational implicature (Grice, H. P., 1975).

CONCLUSION

Based on the results of data analysis, the conclusions can be drawn as follows: The reason of choosing the title of the film or movie is one of the carefully considerations of the researchers because; firstly, the genre of the movie is American post-apocalyptic horror thriller. Secondly the film was viral in 2018 with the total viewer is 89 million in Netflix on the third week of its releasing. Thirdly understanding the story of horror movie sometimes needs extra effort. Since understanding this film exert extra energy, the researchers selected to analyze from the discourse analysis and pragmatic study, that is conversation implicature (CI).

The types of conversational implicatures are found among the main characters in the movie Bird Box are Generalized Conversational Implicature (GCI) and particularized conversational implicature (PCI). Understanding GCI is easier than PCI because in GCI the meaning implies directly from the utterances in the dialogue of the movie, without understanding the special context in it. While in particularized conversational implicature (PCI) audiences or film viewers need paying attention more on the context explicitly in the dialogue. Or in other way, for understanding the PCI audiences or film viewers should have the prior knowledge or information related with context

spoke. By understanding those implicatures well, misunderstanding of the message in the movie will be avoided. Readers or film viewers will just enjoy the entertainment without forcing to understand the meaning of the dialogue utterances. At the same time film writer will communicate the message well with the film viewers. After collecting and analyzing the data, researchers record 15 utterances containing conversational implicatures.

Based on the 15 data found, 7 of them classified into type Generalized Conversational Implicature (GCI). and 8 data classified into type of Particularized Conversational Implicature (PCI). Malorie has 7 data of Generalized Conversational Implicature (GCI). and 4 data of particularized conversational implicature (PCI), while Jessica and Tom have 2 data of particularized conversational implicature (PCI). Besides analyzing the two kinds of conversation implicature (CI), the researchers also equip the data of the contextual meanings of conversational implicatures are found between the main characters in the movie Bird Box. The contextual meaning interpreted and analyzed from understanding the type of CI. The researchers summarized the contextual meaning of conversational implicature among the main characters, Malorie is tendency to speak out of the context, while Jessica and Tom often speak specifically in the context. Based on the findings, discussions, and deep analysis to the topic of CI, team researchers suggest to employ further research in conversational implicature (CI) with different discourses and pragmatic perspectives. The pragmatic and discourse topics can be taken from any sources that is quite parallel and related with the advanced of information technology, social media platforms, especially abandon sources from online sources which can be taken easily and instantly.

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