

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in *Americanah* and *Purple Hibiscus*

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Abstract

Conversational implicatures and their communicative significance play a crucial role in enriching the depth and meaning of any literary work. This study is based on the three categories of conversational implicatures: generalized, particularized, and scalar conversational implicatures in the selected novels “Americanah” and “Purple Hibiscus” by Chimamanda Ngozi Adichie. Based on the theoretical framework given by Grice, the research provides a detailed look at how these implicatures function in the scope of the selected novels. This research is qualitative in nature by applying a phenomenological interpretivist approach to data, allowing for an in-depth interpretation. Three excerpts from each novel are selected through the purposive sampling technique. The analysis and discussion reveal how characters in the selected novels utilize implicatures to convey latent information and build connections in society and culture. In examining the role of generalized, particularized, and scalar implicatures, the study reveals their importance in conveying subtleties in communication that go beyond the literal meanings of words. Thus, this research not only demonstrates the significance of Gricean theory in interpretation of literary texts but also reveals how conversational implicatures become an effective tool of character building and manifestation of selected themes in Chimamanda Adichie’s literary works.

Keywords: Conversational Implicature, generalized conversational implicature, particularized conversational implicature, scalar conversational implicature

INTRODUCTION

Language serves a predominant role beyond mere communication for unleashing the communicative interplay among people (Gumperz, 1982). It encompasses cultural expression and interpersonal connections, acting as a conduit for individuals to convey their

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

deepest thoughts, emotions, and motivations, thus forming an intricate network of social bonds. The Sapir-Whorf hypothesis (1929) postulates that linguistic variation among cultures arises because language serves as more than just a method of communication; reflecting the values, conventions, and traditions of a given group. A deep familiarity with language and linguistics is essential to examine how people in different situations use language and interact with each other.

Humans are frequently engaged in conversation and interaction with each other for which language is extensively used to communicate. For communication, language is used to convey facts, thoughts, ideas and feelings. In this process of cascading the ideas, effective communication is to bring into contact the mutual intelligibility of the users namely; the receiver and the producer of the message. Effective communication between speakers and listeners is necessary for the audience to understand the message. Language skills makes communication effective with emotional intelligence (Javaid et al., 2023). It is centered on collaboration, knowledge, and context of a message that enables us to share the same goal. Collaborative strategies (Ramzan et al., 2023) and learner's engagement alongwith use of artificial intelligence (Javaid et al., 2024) improve language learning and reduces stress. On this behalf, the process of communication takes place alongside the discursive strategies that are part of discourse practice. In Pragmatics, a specific strategy is used when someone's language implies specific elements of intentionality which is known as "Implicature". Most people utilize it frequently in everyday life because people communicate, connect, and exchange information through language which is a pivotal part of the discourse. Language users need to be able to comprehend one another to communicate effectively. However, a language user often tends to utilize various terms to make information explicit to others. In this instance, a language user may aim to transmit more information than is stated directly such as "what the speaker meant is not appearing or being part of what he said in the discourse clearly or directly (Horn, 2009). This concept is known as implicature in linguistics which goes beyond the surface meaning of a word or expression to the ideological standpoints.

The term "implicature" refers to the process of inferring or suggesting one thing by saying another. In this connection, "implicature symptoms" can be used to describe instances in which a speaker's meaning differs from the understanding of the sentences that the speaker uses in discourse. Implicature is based on the traits of the conversational sense rather than the standard meaning of the spoken word. However, two categories of conversational implicature take place during a discursive practice that are; conventional implicature and conversational implicature. The conventional implicature has its roots in the context of a culture where the importance is given to the culture in which the hidden meanings lie. On the other hand, conversational implicature discusses the underlying meaning that is not part of the context of utterance. Implicature is used for implicit communication and it caters to the purpose of a suggestive meaning of expression. Cooperative interaction through communication takes on the characteristics of conversation. In relation to information, people interact with one another to take out the essence of meaning from it. There are usually two participants present when a communicative encounter takes place. They are the interlocutor and speakers who converse and exchange information. When this concept is taken from literary text, especially, for the novel and its analysis, the emphasis falls on the

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

depiction of the characters' unique experiences, which gives readers a similar but more complex image of both the characters and the setting in which they exist (Nurhidayah, 2023). Media usage (Iqbal et al., 2023) and psychological discursiveness of language is noteworthy (Ramzan et al., 2023; Ikramullah et al., 2023).

More than other literary genres, novels frequently cover inner thoughts, feelings, and emotions as well as complex, often incongruous ideas or beliefs. It is not about going through the literary text rather; the experience of reading the stories makes the readers feel more intimate. Novels are more oriented toward individual readers, but epic poetry and other kinds of storytelling have been created to be read or consumed by large audiences. Studying a literary work, particularly a novel, allows readers to develop a better understanding of life, the environment, and culture based on the experience. It also enables us to learn more about societal issues and human problems. Expressive writing helps convey ideas and emotions (Javaid & Mahmood, 2023).

LITERATURE REVIEW

Linguistics, a multifaceted discipline, encompasses various subfields that explore language from different angles. Pragmatics, one of these subfields, focuses on the study of language in use. It is a branch of linguistics that investigates the social applications of language, delving deeper than simple dictionary definitions to unearth the nuances of meaning that emerge from factors such as social conventions and cultural expectations (Levinson, 1983). Pragmatic theories like Brown and Levinson's politeness theory (1987) and other theories shed light on the social and cultural norms and strategies that underpin effective communication (Watts, 2003). Furthermore, Austin's (1962) and Searle's (1969) speech act theory provides insight into how speakers perform speech acts like asking for something or apologizing by employing distinct linguistic forms according to societal norms. The performative character of language was a central theme for Austin, who argued that words might do more than describe acts; they can embody those actions. This theory was developed further by Searle, who distinguished between direct and indirect speech acts to illustrate how language is deployed to achieve specific ends in interpersonal communication. The social and cultural components of language, in addition to linguistic characteristics, have a crucial influence on defining patterns of interaction.

Discourse has an interdisciplinary perspective and is not limited to one definition. It includes additional fields connected to the meaning-making process. It is an all-encompassing phrase that covers a vast hierarchy of contextual interpretation. Titscher et. al's (2000) argument suggests that discourse considers the "full palette of meaning" while keeping in mind the grammatical orientation of the words concerning the context. Dijk (1977) is correct to note that the discourse is solely based on the text from contextual standpoints in one other area. It implies that discourse is context-dependent and considers the specifics of contextual data. Analyzing a text about the context that creates a social reality appears rather intrusive. Discourse, according to Fairclough (1989), is not just about the text, but rather a part of the entire process of social interaction. Text is just one component of the discourse process. Therefore, every type of text—spoken or written—is a component of the discourse process. According to Fairclough (1989), discourse is not all about the text rather it is a component of the whole process of social interaction. Text is merely the part of discourse process. Thus, any

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

form of text whether it is written or spoken is the ingredient of the discourse process. Fairclough (1995) claims that discourse is how social practices are defined and interpreted, and that it is a means of giving direction to human social practices. In this connection, in another place, discourse is described as the means of signifying various domains from a particular perspective. The viewpoint might be anything from an individual's perspective to a comprehensive analysis of a certain class or society. Phillips and Jorgensen (2002), hold the belief that discourse has an orientation towards a particular pattern that provides a very clear explanation regarding the essence of discourse.

Pragma-Discourse

Pragma discourse is a blend of two fields of linguistics: pragmatics and Discourse. Pragmatics is a field in linguistics that employs a wide range of theories as stated in the work of Peccei, (1999) "Pragmatics emphasizes those domains of meaning that cannot be predicted by linguistic knowledge alone and takes into consideration experience of physical and social manifestations,". According to Laurence and Gregory's citation of Stalnaker (1977, p.383), "Pragmatics is the investigation of linguistic actions and the contexts in which they are performed. Yule (1996) states that "Pragmatics is the study of speaker meaning; it is the study of conceptual meaning; it is the study of how to be expressed than is stated; and it is the study of the expression of relative distance."

Pragmatics is a field that presents a significant number of examples that promote its scope and approach. The field has been studied for a long time by most researchers and it has been placed among the contemporary linguistic areas that deal with language along a continuum of context. In this regard, Yule (1996), studied pragmatics and discussed its scope extensively stating that pragmatics itself is the interpretation of human actions more than their language. This statement shows that human language is a complex whole of various elements that are put together to form meaning which is only possible through placing signs and symbols in a habitual order instead of direct communication with fellow members. The intermingling of signs and symbols is for a specific purpose and reason. The language is used in this context for either making language polite or showing euphemistic remarks for the purpose of criticizing a socio-political phenomenon. The language may be used to show the hierarchical structure of social status in society. These strategies of language are quite often used in order to show a group of people being educated or uneducated. It is a language that stimulates such kinds of situations to showcase that lack of information leads to misinterpretation. Thus, it is a fundamental aspect of language that rapport needs to be built for a common understanding of linguistic items in order to prevent misinterpretation in a text whether that is written or spoken. Good communication is a result of good interpretation indicating mutual cooperation of the communicators for which pragmatics, hence, takes the responsibility to resolve these problems that emerge due to the communicative incompetency of the interlocutors (Yule, 1996).

Pragmatics is a method of investigating how to comprehend a certain text from a semantic viewpoint, even when the text seems to be lacking or truly means something different from what the author intends. Through pragmatic analysis, we can investigate how "meaning beyond words" can be understood. The word's semantic properties do not confer any additional meaning; rather, we exchange specific contextual information with the author or

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

speaker of the text.

The context used in discourse is a type of general conversation that enables the interlocutor to understand the meaning of the conversation directly; generalized conversational implicature is a type of implicit communication in which the interlocutors do not need special knowledge to know the meaning of a conversation (Grice, 1975 as cited in Saragi, 2011). The generalized conversational implicature are those that do not depend on specific distinctive characteristics but are typically connected to the intended proposition. Moreover, Asridayani and Soekarno (2019) state that generalized conversational implicatures are used to assume the nuances of a text that the receivers have no surface knowledge of the text.

Implicature

The concept of implicature was first introduced by the philosopher H.P. Grice in his seminal work "Logic and Conversation" (Grice, 1975). According to Grice, implicature arises from the cooperative principle, which assumes that speakers and listeners will work together to communicate effectively. Grice identified four maxims that are generally followed by speakers in conversation: the maxim of quantity (provide as much information as necessary), the maxim of quality (provide truthful information), the maxim of relevance (provide information that is relevant to the conversation), and the maxim of manner (be clear and concise in your communication). Violations or flouting of these maxims can lead to the generation of implicatures.

Since Grice's original work, many researchers in linguistics, philosophy, and psychology have explored implicature and its role in communication (Carston, 2002 et al.). Empirical studies have examined the cognitive and neural mechanisms involved in implicature processing (Nieuwland & Kuperberg, 2008; Pytkänen & McElree, 2007), while theoretical models have sought to formalize the process of implicature generation (Horn, 1984; Levinson, 2000).

Kinds of Implicature

Implicature is meant to derive aspects of meaning from the cognates that is called "implication" which means to imply or to fold something for deducing its meaning. In this regard, implicature works for the folding and unfolding of meaning for the sake of understanding. Implicature is divided into two major kinds they are: conventional implicature and conversational implicature.

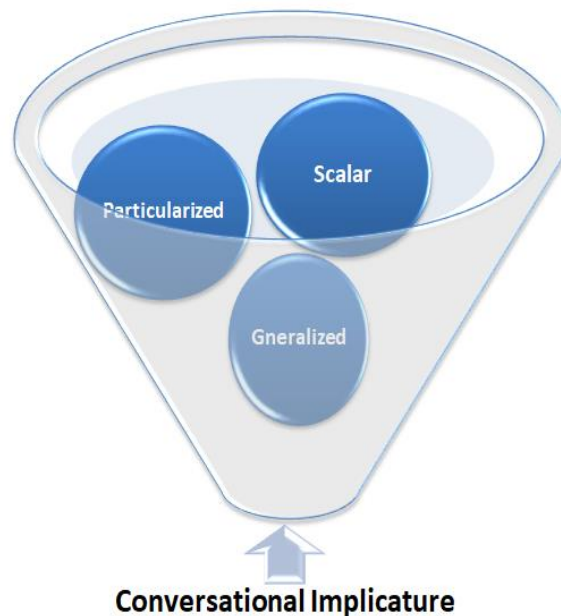
a. Conventional Implicature

Conventional implicature arises from two different aspects of meaning in grammar that is the lexical meaning and new ways of meaning formed. It means that there is always a principle of compositionality through which the meaning of an expression or utterance emerges out of context. According to Yule, "Unlike all other conversational implicatures, ordinary implicatures do not require a specific context to be understood, nor do they need to occur in a discourse. Conventional implicatures are linked to particular words and, when those words are used, they produce additional meanings that are communicated" (Yule, 1996 p. 40). In this sense, conventional implicature gives a sense and meaning to an expression in a socially acceptable situation that is validated by society.

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

b. Conversational Implicature

Conversational implicature arises in conversation without any regard to a specific culture or traditional meanings. It studies the aspects of discourse and looks at the linguistic nuances or elements that are utilized in a discourse. Grice (1996) has rightly said about conversational implicature that the meaning of it is implicated not under the discourse taking place in certain socio-cultural contexts but with the help of cooperation contributed during a discourse. The conversational Implicature is further divided into three types namely; Generalized Conversational Implicature, Particularized Conversational Implicature, and Scalar Conversational Implicature. They are illustrated in the diagram below:



The work of H.P Grice “Logic and Conversation” (1975) cannot be disregarded while studying generalized conversational implicatures. In his work, Grice defined generalized implicature as the part of the language that arises from language use in general rather than a particular context. This implicature is derived from the cooperative principles of communication that are classified as conversational or conventional implicatures. An indirect inference drawn from a statement based on conversational maxims such as the maxim of relevance, manner, quantity, and quality is known as a generalized conversational implicature. On the other hand, particularized conversational implicatures originate in specific circumstances as a result of the special circumstances of a discourse. These conclusions apply just to the discourse under consideration and do not apply to other talk that takes place in daily life. Finally, scalar conversational implicature which is the process in which speakers transfer information by choosing a weaker term when a stronger one is available (Grice, 1975).

Research Objectives

1. To identify and examine the categories of conversational implicatures in

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

Americanah and *Purple Hibiscus* by Chimamanda Ngozi Adichie

2. To explore and assess the discursive and communicative significance of conversational implicatures in the selected novels

Research Questions

1. What are the categories of conversational implicatures employed in *Americanah* and *Purple Hibiscus*?
2. What are the implied meanings, discursive and communicative significance of conversational implicatures in the selected novels?

METHODOLOGY

The study applies a qualitative approach to understand the perceptions and experiences concerning conversational implicatures in the selected novels. Qualitative research observes a phenomenon deeply through observation and interpretation as evidenced by Denzin and Lincoln (2000), who asserted:

“Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes the world visible. These practices...turn the world into a series of representations including fieldnotes, interviews, conversations, photographs, recordings and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world”. (p. 3)

Qualitative research methods, like interpretive phenomenological analysis, allow for a thorough investigation of cultures and their facets that provide insightful knowledge about the subtleties of associated language and cultural practices. This highlights how qualitative researchers investigate phenomena in their natural setting, seeking to understand or interpret events in terms of the meanings that individuals assign to them.

Theoretical Framework

On the other hand, in *Logic and Conversation*, Grice defends how logic and conversation relate to each other in language users' minds during the process of communication (Grice, 1991). Considering the notion of emerging conversational implicatures in novels, the analysis was undertaken by applying the implicatures theory of Grice. Specifically, it centered on the three principal types of implicatures. They are; generalized conversational implicature, particularized conversational implicature and scalar conversational implicature. In the process of analysis, the dialogues of the characters from both the novels were thoroughly scrutinized through these three conversational implicatures along with their examples and interpretation.

Sampling Technique

The sampling technique for the present study was non-probability sampling. Further, in non-probability sampling, a purposive sample was utilized. The novels from post-colonial context were thoroughly explored in which *Americanah* and *Purple Hibiscus* was found suitable to fulfill the purpose of the study. There was further the appropriate selection of the excerpts based on the research questions of the study in order to interpret the data through the lens of Gricean proposed theory.

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

FINDINGS

The process of data analysis is based on three conversational implicatures namely; generalized conversational Implicatures, Particularized Conversational Implicatures and Scalar Conversational Implicatures. They were first identified into their appropriate categories and then were interpreted on the basis of the model.

Excerpt No.1: Americanah

"Make small-small braids that will last long, it's very expensive to make hair here," Aunty Uju told her. "Aunty, let me get the visa first!" Ifemelu said. She applied for a visa, convinced that a rude American would reject her application, it was what happened so often, after all, but the grayhaired woman wearing a St. Vincent de Paul pin on her lapel smiled at her and said, "Pick up your visa in two days. Good luck with your studies." (Americanah, 2013, p.105).

Generalized Conversational Implicature

In the passage, the general perception that individuals have about the costs associated with visiting a salon is discussed. The section of dialogue mentions Aunty Uju telling Ifemelu to braid her hair into little, durable buns because getting her hair done costs money. This implies that paying for hair services is expensive in America. This generalized conversational implicature calls into question the commonly accepted notion that salon services are pricy in the United States.

Particularized Conversational Implicature

Ifemelu allegedly fears the visa application procedure and believes that if she applies for one, an unfriendly American will reject her. This inference is limited to Ifemelu's circumstances and mental state. Ifemelu exhibits a particularised conversational implicature in her visa application, which draws attention to her doubts and fears regarding the procedure, along with her fear of running across a nasty American. This example meticulously illustrates Ifemelu's viewpoint and experiences with the immigration procedure to the United States.

Scalar Implicature

In this instance, the scalar implicature indicates that Ifemelu's visa request has been granted, as indicated by the gray-haired woman's statement, "Pick up your visa in two days." The scalar conversational implicature in this regard is in terms of the visa application process in which the woman's kind and comforting comment suggests that Ifemelu has been successful in getting the visa.

Excerpt No. 2: Americanah

"And remember that it's not about you. American Blacks are not telling you that you are to blame. They are just telling you what is. If you don't understand, ask questions. If you're uncomfortable about asking questions, say you are uncomfortable about asking questions and then ask anyway. It's easy to tell when a question is coming from a good place. Then listen some more. Sometimes people just want to feel heard. Here's to possibilities of friendship and connection and understanding." (Americanah, 2013, p.329)

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

Generalized conversational Implicature

"The point of the message is not to place the blame on the reader" (p.329) is the generalized conversational implicature in the selected excerpt. This illustrates a broader communication principle by emphasizing that the speaker does not intend to cast the listener in a negative light or assign blame.

Particularized Conversational Implicature

The phrase "American Blacks aren't condemning the listener; rather, they're just expressing their experiences"(p.329) is the particularised conversational implicature in the passage. It conveys the idea that American Black people should share their stories to foster understanding rather than instill guilt in the listeners.

Scalar Conversational Implicature

The scalar conversational implicature in the selected passage is "Seeking understanding is more crucial than feeling awkward when you ask a question." (p.329). Here, the message seems to be that understanding and sympathizing with other people's emotions is more significant than experiencing discomfort.

Excerpt No. 3: Americanah

"Those plates, with their amateur finishing, the slight lumpiness of the edges, would never be shown in the presence of guests in Nigeria. He still was not sure whether Emenike had become a person who believed that something was beautiful because it was handmade by poor people in a foreign country, or whether he had simply learned to pretend so." (Americanah, 2013, p.275)

Generalized conversational implicature

The sentence "Plates with amateurish finishing are not presented in the presence of guests in Nigeria"(p.275) in the dialogue suggests that serving dishes with poor finishing and somewhat jagged edges to guests is not typical in Nigeria. This implies a standard of behavior for guests inside the culture. This remark suggests a minimum level for the quality of things that are on exhibit for guests that implies a cultural standard.

Particularized Conversational implicature

"Emenike's attitude towards the plates is unclear" in the excerpt implies a particularized conversational implicature. It suggests that Emenike might be pretending to act this way, or he might have come to appreciate the beauty of handcrafted items from developing nations. The specific focus of this inference is Emenike's possible intentions toward handicrafts.

Scalar Conversational implicature

"There's a spectrum of motives regarding Emenike's appreciation of the plates" is the scalar implicature of this passage. It shows that Emenike's enjoyment of the plates stems from a number of different things, highlighting the distinction between genuinely appreciating something for its beauty and merely acting as though it is wonderful since it was made by impoverished people in a distant country. This suggests a variety of motives, ranging from

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

genuine admiration to manufactured admiration. The passage contrasts genuine belief with possible pretense to implicate a range of plausible attitudes or motivations Emenike might have for it.

Excerpt No. 1: Purple Hibiscus

"It was what Auntie Ifeoma did to my cousins, I realized then, setting higher and higher jumps for them in the way she talked to them, in what she expected of them. She did it all the time believing they would scale the rod. And they did. It was different for Jaja and me. We did not scale the rod because we believed we could, we scaled it because we were terrified that we couldn't."(Purple Hibiscus,2003, P.158).

Generalized Conversational Implicature

In this instance, the generalized conversational implicature is when the speaker says "Auntie Ifeoma did to my cousins, I realized then, setting higher and higher jumps for them..." Here, it is suggested that there exist expectations from people in which they are thrown to know their performance and handling of the situation. In this case, Auntie Ifeoma puts her cousins in challenges to withstand the obstacles and come true to her expectations. The phrase "higher and higher jumps" explicates a pattern of expectations that are continuous and increasing. The goals set for the cousins are ambitious that they fail to fulfill. It functions as a generalized conversational implicature owing to its nature of societal expectations.

Particularized conversational implicature

The particularized conversational implicature in this dialogue is when the speaker passes a comment on the speaker: "We did not scale the rod because we believed we could, we scaled it because we were terrified that we couldn't." Here it is suggested that the rod was scaled out of fear rather than their own will or confidence. The word "terrified" in this context is used for indicating a specific emotional state that resulted in the motivation of the narrator and Jaja. It also implicates a reality that their emotional plight was driven by fear rather than their capabilities this way it works as a particularized conversational implicature because it is a specific instance of an individual's experience.

Scalar Implicature

The scalar implicature in the context of this dialogue emerges out of an action when the act of scaling the rod was taken into account as evidenced by the text "She did it all the time believing they would scale the rod. And they did." Here the speaker suggests a situation in which a consistent belief in the abilities of others leads to successful achievement. It infers a positive expectation that actual success is only possible with commitment and a belief in achievement. It shows a type of gradation between a belief and achievement which works as a scalar implicature in the context.

Excerpt No. 2: Purple Hibiscus

"I would be a rooster, proudly wearing my chest out, claiming territory with my morning crow. And people would have no choice but to listen, to stop and pay attention. But sometimes, late at night, I imagine that I am a bat. I fly silently, avoiding the pitfalls of the world below. I navigate

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

through the darkness, embracing the freedom of the night. And in those moments, I realize that being a rooster is not the only way to assert oneself. There is strength in the quiet glide, in the ability to move through the shadows without announcing your presence" (Purple Hibiscus, 2003, P.205).

Generalized Conversational implicature

The context of this discussion is based on an imaginative plight in which the speaker says "And people would have no choice but to listen, to stop and pay attention." In this context, the speaker is trying to give the impression that being a rooster would give him the ability to make people listen to him carefully. The general experience of the rooster's crowing is shown through generalized conversational implicature that grabs the attention of people and they start responding to it. The general expectation from people to a rooster's crowing is that they would respond to the loud noise/crow made by it.

Particularized Conversational implicature

The specific event of birds and animals is discussed in this excerpt suggesting a particularized experience of the speaker. The imaginative plight of the speaker suggests that he wants to become a bird in order to grab the attention of people and at the same time he tries to give a message that an individual's reflections are akin to showing the nature of humans. The speaker says, "But sometimes, late at night, I imagine that I am a bat." He remarks that he wants to become a bat emphasizing the individual's nature which is not a collective thought rather it is an imaginative exercise of a specific entity. In this regard, the use of the words "sometimes" and "late at night" suggest a particular and selective experience of a specific time.

Scalar Implicature

The speaker comments "There is strength in the quiet glide, in the ability to move through the shadows without announcing your presence." It suggests a contrasting experience of a quiet glide and absence. In this case, the phrase "without announcing your presence" implicates a grading level of quiet strength and one's discretion which can be a suitable alternative to a vivid form of assertion. This kind of comparison between a rooster and a bat indicates a grading level of assertion which is shown through the scalar implicature of the rooster's confidence and the bat's quiet glide. It also suggests an idea that there is no strength in forceful arguments all the time rather a well-crafted message will also have an impact on the conversation which gives way to the strategies of persuasion.

Excerpt No. 3: Purple Hibiscus

"I want to hold his hand, but I know he will shake it free. His eyes are too full of guilt to really see me, to see his reflection in my eyes, the reflection of my hero, the brother who tried always to protect me the best he could. He will never think that he did enough, and he will never understand that I do not think he should have done more." (Purple Hibiscus, 2003, P.210).

Generalized Conversational Implicature

In the selected excerpt, the generalized conversational implicature is discussed with

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

reference to the guilt associated with the person who is unable to see the speaker. The statement discusses the event in words like "His eyes are too full of guilt to see me" which describes a general situation of a people when they commit any sin or guilt; they are unable to face people in society. Similarly, the guilt inflicts on the person's nerves so severely that he is unable to visualize people in front of him which suggest that the perception is affected.

Particularized Conversational Implicature

The context goes with a description of self-perception with which the speaker comments "He will never think that he did enough," which suggests a particular instance of falling short of the expectations for protecting the speaker. This is a particular instance in which the person is unable to protect the speaker in specific circumstances which suggests the specific pain she inflicted could not be recuperated with one apology. So, doing something insufficient would not make him come to fulfill the expectations of the speaker. It works as a particularized conversational implicature as it conveys a specific situation related to a specific personal experience.

Scalar implicature

The scalar implicature is clearly described in the statement "he will never understand that I do not think he should have done more" referring to a range of actions. It discusses a scale of brother's action in the context which was deemed fit and necessary to have been performed. The situation chosen was not up to the expectation of the speaker rather it was chosen just because of the ease the person felt. The solution provided by the person did not deem optimal or effective to the speaker which makes it work as a scalar implicature that discusses variation in actions.

DISCUSSION

The aspect of conversational implicature that has been extensively studied in this research paper is its relationship with context. Context plays a crucial role in implicature interpretation, as speakers and listeners rely on the situational and linguistic context to infer the intended meaning. Studies have shown that the availability and salience of contextual information can influence the generation and interpretation of implicatures (Wilson & Sperber, 2004). For example, a study by Noveck and Reboul (2008) found that the presence of a contrasting alternative in the context can increase the likelihood of generating a scalar implicature. Additionally, research has shown that the availability of pragmatic context, such as knowledge of speaker intentions and beliefs, can modulate the processing of implicatures (Breheny, Ferguson, & Katsos, 2013). Furthermore, recent work has investigated the role of situational factors, such as the degree of formality in the context, in implicature interpretation (Chen & Yeh, 2021). These findings suggest that context is a crucial factor in implicature processing and that its role should be taken into account in theoretical and empirical studies of implicature.

Based on the above discussion, it can be inferred that there is a complex interplay between context and cultural effects on implicature interpretation. The way that implicatures are generated and understood is influenced by the cultural background of the speaker and listener, as well as the situational context in which the communication takes place. Cultural

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

scripts, linguistic universals, and other cultural factors can affect how implicatures are processed and interpreted, and these effects can be further modulated by contextual cues such as tone of voice, body language, and other situational factors. Therefore, understanding how cultural differences and contextual cues interact to shape implicature interpretation can lead to a more comprehensive understanding of human communication and may have important implications for cross-cultural communication and intercultural understanding. Another aspect that can be focused on when studying implicature is the role of individual differences in interpretation. While implicature is generally generated based on shared linguistic and contextual knowledge, individuals may have different perspectives and experiences that influence their interpretation. For example, research has shown that factors such as age, gender, and personality can affect how implicatures are processed and understood (Bott & Noveck, 2004; Dascal et al., 2009; Tomlinson & Cohn, 2014). Understanding how individual differences contribute to implicature interpretation can provide a more complete picture of the cognitive and social processes involved in communication.

CONCLUSION

The analysis and interpretation of several conversational implicatures are demonstrated through the analysis of passages from two novels. The three main forms of conversational implicatures namely; generalized conversational implicature, particularized conversational implicature, and Scalar conversational implicatures were examined. The study also described the communicative significance of these implicatures up to greater extent which answered both the research questions for the quest of this study. A qualitative approach of research was followed by utilizing phenomenological interpretivist paradigm which serves its role for interpretation and creation of meaning.

This paper aimed to explore the interaction between conversational implicature and context, demonstrating that understanding implicatures is highly dependent on context. It was assessed in the process of analysis that how generalized, particularized, and scalar conversational implicatures operate in particular cultural and personal interactions. This work shows that cultural factor, personal factors, and factors that include tone, formality, and situational cues all have a strong impact on latent patterns of communication. The study also reveals cultural scripts and linguistic universals through the lens of implicatures underpinned in the selected novels. Furthermore, the study also explores the effect that the individual differences and personal variables like; the age, gender, and personality might have on interpretation of implicatures which signals to the fact that people's differences add to the comprehension of communicative nuances. Therefore, it is concluded in this work that the theoretical understanding that conversational implicatures are not solely formulations in the language but are, to a great extent, cultural and contextual implications. In other words, these factors interact with each other in a complex manner to provide the foundation for enhancing communication an inevitable aspect of multicultural communication interactions. The study therefore provides a valuable addition to the current literature on the importance of context and culture in the interpretation of conversational implicatures.

Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

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Communicative Subtleties: A Pragma-Discourse Analysis of Conversational Implicatures in Americanah and Purple Hibiscus

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