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A Consideration of the Function of Implicature in the Sitcom, *Modern Family*

Hye-Jeong, Kim
(Kookmin University)

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The goal of this study is to look at the function of implicature and to consider how it works in communication. An interlocutor listens to a speaker's utterance and has to interpret what has been said. The speaker's utterance often conveys more than the literal meaning of that utterance. This is called implicature. This interpretation of an utterance, which enables a listener to understand what a speaker has said and respond accordingly, can be different depending on a number of variables, one of which is implicature. Conversations in the sitcom *Modern Family* were analyzed to look at implicature from three points of view: reinforcing communicative intention, disclosing emotionalism, and mitigating conflict. If second language learners notice and understand the function of implicature, it might be easier for them to be aware of what a speaker really wants to say and understand their intention at that moment. Students need to learn to figure out the intention of a speaker and respond in an appropriate way. To notice implicature and manage ongoing conversation naturally, the awareness-raising activity, student-centered interaction, is introduced briefly. Explict and direct attention to implicature and its function in communication is necessary to enhance communicative competence.

[implicature/communicative intention/emotionalism/conflict]

I. INTRODUCTION

The most important thing in communication, we assume, is to notice what a speaker wants to say and respond accordingly. This is what allows interaction to be maintained and continued. In other words, it is central to notice and understand what a speaker means to say in communication. It is defined as implicature, an important concept in pragmatics introduced to solve the problems of meaning that cannot be solved by conventional theories of semantics. Below is a typical example of implicature.

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Example: Tasty!

This is an expression about the taste of food or drink but it can have a broader meaning within a certain context. Let's say someone looks for a Coke in the refrigerator on a very hot summer. They are very thirsty, find what they want, drink the Coke quickly and then say 'Tasty!'. Within this context we can understand the implied meaning.

Context can produce different implicatures; in other words, implicature can be different according to the context of a situation. What we want to say can be taken as true or false depending on how other interlocutors interpret the speaker's utterance. Implicature delivers much more content than what we literally say. Let's look at a scene of a movie in detail to see more clearly how this works.

Example: (Patrick and Emma are trying some cake at one of the tables in a bakery showroom. Patrick's uncouth manner is embarrassing Emma. She tries to stop him from making a scene, but he completely ignores her and continues to be obnoxious.)
Patrick: (chewing) This cake is fantastic!
Emma: (whispers) Shh! Please, please. Be quiet.
Patrick: Hey, can I get another slice of this one, please?
(Patrick swears loudly and Emma looks down in embarrassment. Emma has had it with Patrick's childish behavior.)
Male cake consultant : Here you are, sir.
Patrick: There's my milk. Would you like a sip?
Emma: **I'm not six**.[1]

(Choi & Schenck, 2010, pp. 130-134)

In the above lines, Emma does not mean that she is thirty or so rather than six but intends to blame Patrick for his childish behavior. Emma reveals her displeasure with the mess he is making and she refuses his offer by saying that she is a mature adult, not like Patrick who she thinks is behaving like a six-old-year child. With implicature, Emma conveys her hidden intention and her displeasure with Patrick. If we do not notice or understand implicature we will not continue our communication favorably. In this section, we do not need to emphasize the importance of implicature. Most of all, we need to ask ourselves the question, 'what is the function of implicature in communication? Why does a speaker use implicature? Without it, do we have trouble with interaction? To

[1] Particularized implicatures require not only general knowledge but also knowledge which is particular or local to the speaker and hearer and often to the physical context of the utterance as well (Peccei, 1999, p.38).

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answer these questions, this study would like to look at the dialogue in a sitcom which is filled with normal daily conversation. The popular sitcom *Modern Family* has been chosen as it deals with the minutiae of family and therefore is filled with authentic conversation. From the analysis of conversation in *Modern Family* we can consider the function or effect of implicature in communication. If we can apparently notice and understand the role of implicature, we can more actively be aware of and use it, which is very helpful for second language learners to try to improve their communicative competence.

II. LITERATURE REVIEW

A listener should interpret what the speaker's utterance is to understand what the speaker means to say (Bach, 2005; Cummings, 2000; Grundy, 2000; Mey, 2001). This interpretation can be different depending on the situation, interlocutors, experience, common knowledge etc. Interpreting an utterance is ultimately "A matter of guesswork, or (to use a more dignified term) hypothesis formation" (Mey, 2001, p. 30), which is called conversational implicature[2]. Hurford and Heasley (1983) mentioned that implicature is a concept of utterance meaning as opposed to sentence meaning[3] (p. 278).

It is related to the method by which speakers work out the indirect illocutions of utterances Gazdar (1980) defined implicature as a proposition that is implied by the utterance of a sentence in a context even though that proposition is not a part of nor an entailment of what was actually said (p. 38). It is said that a speaker's words often convey more than the literal meaning of the words uttered (Renkenma, 1993, p. 7). Therefore, for understanding a message put across by a speaker, the interlocutors should generate the intended meaning. As mentioned above, a message can be interpreted differently on a different occasion with a certain context. The same words can carry different implicatures depending on the context in which they are uttered, like the example 'tasty' presented above. Researchers generally agree that scalar implicatures are a kind of pragmatic inference[4] where context plays a crucial role (Carston, 1998; Chierchia, 2004; Geurts, 1998; Horn, 1989; Levinson, 2000; Sperber & Wilson, 1996;

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[2] A different(opposite, additional, etc) pragmatic meaning of an utterance with respect to the literal meaning expressed by utterance (Mey, 1998, p. 371).

[3] Thomas (1995) discussed four distinct properties of implicatures to distinguish semantic meaning from implied meaning: Non-detachability and non-conventionality, implicature changes, calculability, defeasibility (pp. 78-84).

[4] Theoretical studies on the border of semantic and pragmatics have played a critical role in understanding how inference works (Carston, 1998; Chierchia, 2004; Horn, 1989; Levinson, 2000; Wilson & Sperber, 2004).

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Wilson & Sperber, 2004).

We need to consider the importance of context when looking at the function of implicature in a conversation. A movie is one of the most explicit materials showing the mechanism of a context, which is why some researchers use movie material in making a thorough study of implicature. To decode the deep meaning of an utterance, interlocutors have to cooperate with each other. Participants in a conversation are mutually responsible for establishing what the speaker means. Definite reference is only one part of that process. They must collaborate[5], in one way or another, on most or perhaps all other parts of the speakers meaning. Interlocutors in a conversation must collaborate or, in other words, interactively negotiate the implicatures that are being made in a conversation (Clark & Wilkes-Gibbs, 1986, p. 37).

Conversational implicatures do not accept corpus studies because they are not explicit and not overt; in the corpus they are simply not shown. That may be the reason why there are no corpus studies of conversational implicatures. The research is based totally on evidence achieved using the inference method (Chemla, 2009). For this reason, we need to measure the role of implicature using the discourse in a movie. Researchers have studied the features or types of implicature presented in movies or articles through analyzing the conversations of characters in the material (Budianto, 2007; Gibert, 2003).

Risdianto (2011) identified and analyzed the implied meaning conveyed by the characters in Oscar Wild's "Happy Prince". He found that the reasons for the conversational implicature used in Oscar Wilde's short story *Happy Prince* are to make it easy for us to understand the dialogue or conversation in the short story. Beside that, it is also aimed at minimizing misunderstanding among readers and literary critics (Risdianto, 2011, p. 225). Tukijan (2007) presented findings of the total amount of implicature and the types of conversational implicature through an analysis of three main characters (Belle, Washburn and Marta) in the movie *Taxi*. The findings of this study reveal that most generalized conversational implicatures are produced by the three main characters (51.43%), compared to particularized implicatures which comprised 48.57% (Tukijan, 2007, p. 56).

This study selected the sitcom, *Modern Family*, which deals with the round of daily life of family members. We analyzed the discourse of a conversation in that sitcom with which we inferred the function or role of implicature and considered how it affected the maintenance of the conversation.

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[5] According to Grice there is a general cooperative principle between speakers and hearers which controls or guides the way they speak (Palmer, 1981, p. 173).

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III. ANALYSIS OF THREE FUNCTIONS OF IMPLICATURE

1. Reinforcing Communicative Intention

Reinforcing communicative intention is one important role of implicature in conversation. We have an intention of what we want to say in consciousness or unconsciousness during our interaction, generally for maintenance of a social relationship or asking for some information. A speaker wants to convey his/her communicative intention and therefore a hearer needs to notice what the speaker means rather than what he/she says. In other words, we have to be aware of implicature and its function in communication. Let's look at an example of this from a scene in *Modern Family,* season 3, episode 2.

FIGURE 1

***Modern Family* Scene 1: Communicative intention**

1 Cam: So after hors d'oeuvres, we'll bring everyone in here to share the news. We're having the family over tomorrow night to tell them we're planning on adopting a new baby.
2 Mitchell: Yes, and we both agreed to--to go a little more low-key with the announcement this time. (To Cam) Okay, just to be clear, this is low-key?
3 Cam: It's a banner and just some light musical accompaniment,
Mitchell. I don't have a lower key. Besides, this is a happy occasion.
Am I right, Lily?Aren't you excited to get a new baby brother?
4 Lily: No! I hate the baby!
5 Mitchell: We are having a slight issue getting Lily on board with the adoption.
(imitating Lily) "I hate the baby."
6 Cam: (imitating Lily) "No new baby."
7 Mitchell: (imitating Lily) "I wanna make the baby dead."
8 Cam: I thought we weren't gonna share that one.
9 Mitchell: I-I-I just hope that the problem is she hasn't spent much time with any babies.
10 Cam: So we thought it would be a great idea to show her how much fun
it'll be to have one around.

Cam and Mitchell are a gay couple who have a Vietnamese-adoptee, Lily and they are planning to adopt another new baby. They will make an announcement about adopting a baby boy to all the family tomorrow night. Cam is very excited to get a new baby and Mitchell wants him to calm down. In the 2nd line, Mitchell says 'a little more low-key with the announcement,' from which we can infer he is very concerned about his partner's excited fuss. After watching Cam's preparation for the announcement with noisy music, his dancing and a banner which says 'It's (gonna be) a boy!' Mitchell asks him, 'this is low key?' suggesting that, from his point of view it definitely isn't low key.

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With the implicature, Mitchell tries to point out his fuss and indicates that he wants his partner to be more toned down. Cam catches his communicative intention and gets the situation under control. In the 3rd line, he indicates his agreement by showing that he has prepared just a banner and some light music which to him means that it is not a big deal.

Cam catches his partner's intention and responds directly with the plea, 'I don't have a lower key' which implies it is not an exaggeration. The next utterance 'this is a happy occasion' means that the announcement of an adoption is significant and should be congratulated and therefore they need a little exaggeration. Mitchell and Cam have a different opinion about how to announce the adoption and they exhibit their communicative intention with implicature.

Mitchell thinks Cam is exaggerating too much whereas Cam thinks that it is something special to be congratulated. Their different opinions are expressed through their implicature which functions by conveying the intention of each speaker in a soft and clear manner. As you can see, implicature makes use of context in the interpretation of what is said and makes it more work as well.

FIGURE 2

***Modern Family* Scene 2: Communicative intention**

1 Mitchell: We're talking about bringing another child into this house.
How's that gonna work with Lily being so possessive of you?
2 Cam: Why am I hearing an accusatory tone?
3 Mitchell: Oh, come on. You have to admit that you do coddle her.
4 Cam: I will not apologize for loving our daughter.
5 Mitchell: I'm not criticizing. I'm not only criticizing, but we did talk about giving Lily a little more independence.
6 Cam: Yeah, which is why we put her in preschool.
7 Mitchell: Yes, but you can't bear to leave her there. You always pick her up early.
8 Cam: That is ridiculous.

After it turns out that their daughter, Lily has had a hard time socializing with other children, Mitchell and Cam try to work on the problem for Lily's sake. Mitchell figures out that Lilly does not get along very well with other kids and he blames his partner, Cam in the 1st line. 'How's that gonna work with Lily being so possessive of you?' is a form of interrogative sentence but it is not a simple question. It contains a kind of criticism of Cam who understands his implication and responds in the 2nd line. The 7th line contains the same kind of implied criticism of a speaker who would like to say literally 'your action of coddling of Lily is not right'. Let's look at another situation with implicature reinforcing communicative intention.

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FIGURE 3

***Modern Family* Scene 3: Communicative intention**

1 Claire: What? None of you believed me, so I got proof.
You should all be sucking it right now.
2 Gloria: Hey, please stop with the "sucking it," Claire. The children!
3 Cam: Yes, children are very impressionable. You'll never know what they'll pick up.
4 Mitchell: Okay, Cam, I'm sorry that I blamed it on you, okay? But we both need to look at our actions. I mean, if we're thinking about adopting another baby, then we need to--
5 Phil: You guys... you're adopting another kid?
6 Everybody: Wow!!
7 Cam: No! No, no! You're-- wait!
8 Gloria: Congratulations!
9 Mitchell: We're thinking about it.
10 Jay: What the hell's happening here?
11 Phil: Is that from "Footloose"?
12 Cam: Really, Mitchell? You couldn't even share telling your family! Fine. Fine.
13 Gloria: But why are you upset? This is such good news.
14 Mitchell : No, we're a little on edge because Lily has been acting out like she doesn't want a sibling, and--
15 Cam: Yeah, because Mitchell taught her to hate sharing.
16 Mitchell: And/or because Cam wears her like a fanny pack.
17 Jay: Oh, stop blaming each other. No kid wants a sibling.

In this scene, Claire spits out as the slang expression 'sucking it' in front of the family including children. Gloria is displeased with Claire's imprudent language and stops her.

In the 2nd line, Gloria shouts 'The children!' and it is, as we all know, not a call for the children. Gloria's intention is hidden behind just one word, 'children'; her utterance implies that there are children in front of us and we have to be careful of low-grade language. It functions as a kind of warning which both presents her communicative intention and reinforces it. One word can have a lot of meaning and different functions, from which we can recognize how effective and how economical the use of language is.

Implicature allows us to use language more economically and more functionally with a limited usage. Cam agrees with Gloria's opinion about the children and he wants Mitchell to listen to him. Cam and Mitchell are arguing with each other about Lily's education. Lily has a hard time with her sharing issue at her preschool. Mitchell puts the blame on Cam because he thinks that Cam is so possessive of her, whereas Cam tries to pin the blame on Mitchell because he supposes that Lily might be gotten her issue with sharing from Mitchell.

In the 3rd line, Cam mentions children being impressionable, including Lily, and how easily children pick up something from their environment, implying that kids usually pick habits up from their parents and that Lily has picked up her selfishness from Mitchell. Mitchell notices Cam's communicative intention and apologizes. They are having the family over that night to tell them they are planning to adopt another baby.

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Cam wants the announcement to be prepared perfectly and he wants to make the announcement in front of the family with a prepared setting including a banner and some light musical accompaniment but Mitchell spits out the news in spite of himself. Without any preparation, Mitchell happens to make an announcement and all the family members get to know the news and congratulate them on it. Cam is really disappointed and attacks Mitchell for his inattentive utterance in the 12 th line. With a very depressed voice, Cam exhibits an implicature of blaming Mitchell. Their argument gets worse in the 15th and 16 th lines. They are a little nervous because Lily has been acting like she doesn't want a sibling. Cam attacks Mitchell for this matter with a very explicit manner in the 15 th line. Mitchell responds that Cam wears Lily like a fanny pack, which has an implied meaning that Cam is so possessive of their daughter. The reference to a 'fanny pack' reinforces what Mitchell really wants to say.

FIGURE 4

***Modern Family* Scene 4: Communicative intention**

1 Woman: Oh, is this Lily?
2 Mitchell: Oh, yes, it is. Hey, honey. Say hi to the baby.
3 Lily: (Pushing the baby) My Daddy!
4 Mitchell: Okay, so that's one problem solved.
5 Cam: (Seeing the woman out) Bye! See you soon! Or never.
6 Mitchell: Cam, I'm a little freaked out about what Lily did.
7 Cam: Oh, please. She barely touched him, and he went from zero to big crybaby.
8 Mitchell: We're talking about bringing another child into this house.
How's that gonna work with Lily being so possessive of you?
9 Cam: Why am I hearing an accusatory tone?
10 Mitchell: Oh, come on. You have to admit that you do coddle her.
11 Cam: I will not apologize for loving our daughter.
12 Mitchell: I'm not criticizing. I'm not only criticizing, but we did talk about giving Lily a little more independence.
13 Cam: Yeah, which is why we put her in preschool.
14 Mitchell: Yes, but you can't bear to leave her there. You always pick her up early.
15 Cam: That is ridiculous.

Lily is very possessive of Cam and completely dependent on him. Mitchell hopes that the problem is that Lily hasn't spent much time with other kids and thinks it would be a great idea to show her how much fun it will be to have another kid around. When Lily finds another kid on Cam's lap she knocks the baby off his lap. After sending a baby out, in the 6th line, Mitchell is concerned about Lily's behavior. Cam responds in the 7th line that Lily was not pushing the baby but touching him, which implies it's not a big deal and it is not her fault for what happened. With the implicature, Cam tries to defend his daughter, but Mitchell considers that they are having a slight issue getting Lily on board with the new adoption and she has trouble with having a new baby brother. Mitchell tries

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to point this out and implicitly blames Cam for Lily being so possessive of him in the 9th line. Cam notices the communicative intention in the implicature in the 10 th line, which functions as criticism of the speaker.

Mitchell supposes that Cam needs to detach Lily from him before the new baby comes and Cam considers that this is why they put Lily in preschool. Mitchell does not agree with Cam and still tries to blame him for Lily being so dependent on him. In the 14th line, his utterance conveys that Cam cannot bear for Lily to be in preschool and he always picks her up early so he does not encourage Lily to be independent. The 14th line, 'you always pick her up early' expresses this but emphasizes that it is finally something that is completely Cam's fault. The implicature strengthens what he tries to say and functions as an emphasis of the intention of the speaker.

2. Disclosing Emotionalism

Every utterance holds the emotion of the speaker and implicature also can function as a tool of delivery of the feeling at the time when a speaker utters his/her opinion and thought in a particular context. Instead of the direct expression, 'I am mad at you' or 'I am happy to gloat', you can use implicature as a medium to reveal your feeling to maintain a soft social relationship or to avoid making an uncomfortable situation. *Modern Family* Scene 4 is an example of the effect of implicature as a tool of showing one's feelings.

FIGURE 5

***Modern Family* Scene 5: Emotionalism**

1 Mitchell: Good morning, princess. Good morning, Lily.
2 Cam: Very adorable, Mitchell, but I'm having kind of a rough morning,
3 Lily: Daddy, up.
4 Cam: I'm sorry, Lily, those days are over. Now here's your lunch.
Go get your bag. We will be leaving shortly.
5 Mitchel: Cam, you don't have to ice her out completely.
6 Cam: Do you think I'm enjoying this? But I need her to detach from me before the new thing comes or who knows what she'll do to it.
7 Mitchell: Why are you saying "thing" instead of "baby"?
8 Lily: Kill the new baby.
9 Mitchell: Oh. Um, look, I-I-I know this is hard, but I really appreciate what you're doing.
And believe me, I take no pleasure in seeing you suffer like this.
(interviewing) I take a little pleasure.
No, but there--there are very few parenting issues where I come out on top. You know, I'm distant. I work too much. My French braiding is "sloppy."
Finally, you know, something that isn't my fault.

Mitchell and Cam are trying to adopt a new second baby but their first baby, Lily does

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not want a new brother. Cam blames himself for Lily's issue of having a hard time with the idea of a sibling. Cam is really working on trying not to coddle Lily so much in the 4th and 6th lines, in which Cam reveals his feeling with being displeased and uncomfortable. In the 9th line, Mitchell comforts Cam with the thought that he knows how much Cam is suffering from icing Lily out, while in the back of his mind he thinks it is not his fault and Cam deserves to feel uncomfortable with the situation. Mitchell considers he works too much and is distant from Lily and therefore he barely affects Lily's personality. 'My French braiding is sloppy' means that he is not good at the practical, day-to-day requirements of raising a child and Lily's issue is not his fault but Cam's. His hidden intention functions as a confirmation of their relationship reveling his feeling of being a little pleased. They are partners and seem to be equal but in this case Mitchell feels he has the upper hand after some soft argument.

Using implicature Mitchell shows his dominant position in the communication in which he takes the advantageous position first for the issue about Lily. With implicature their relationship is apparently confirmed and reset from another spectrum, in which they have a different position even though they are equal parents to Lily. Implicature plays an important role in expressing their feelings and state of their mind with a confirmation or reorganization of the relationship, in which one can take or lose the initiative of communication.

FIGURE 6

***Modern Family* Scene 6: Emotionalism**

1 Jay: I spend half my life waiting on you.
How many times do you have to change your outfit?
2 Manny: Sorry, Jay. Too many choices is a prison.
3 Gloria: Just drive before he rethinks the pants.
4 Manny: What's wrong with my pants?!
5 Gloria: Go. Go. Go.
6 Jay: So, Manny, how'd it go with the principal today?
7 Gloria: It was terrible, but he was brave, and now it's over. Right, Manny?
8 Manny: Mm-hmm.
9 Gloria: Mm. So d-- -
10 Jay: What'd they give you? Detention? Suspension?
11 Gloria: No, just a warning because it was first offense. So how was work?
12 Jay: Great. Just a warning, huh?
13 Manny: Like she said.
14 Gloria: So I ask about work, and you change the subject.
Are you trying to hide something?
15 Jay: No, I just wanna make sure he's okay. You okay?
'Cause, I mean, it looks like you're sweatin' bullets back there, kid.
16 Gloria: Stop grilling him. First the principal, now you.
This poor boy has been screamed at all day.

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Jay and Gloria are a remarried couple that have a son, Manny, who is very interested in fashion and style. One day Jay has been waiting a long time for them in his car and is getting upset. As soon as they get in the car, in the 1st line, Jay complains about waiting and says, 'How many times do you have to change your outfit?' It is not really a question and Jay does not really want to know the exact number of times Manny changed his outfit. In the context, we can finally infer that it symbolizes the long time he has waited and a complaint in which we can recognize he feels annoyed. To understand the utterance in the 3rd line, 'Just drive before he rethinks his pants', we need to have shared knowledge about Manny who just loves to get dolled up in his best clothes. If Manny rethinks his pants and wants to change them, it will take a long time for them to wait again and start. That is why Gloria urges Jay to drive.

With implicature, Gloria reveals her intention she does not want to wait any longer and delay their start. This utterance, we can say, belongs to the first category of the effect of implicature, reinforcing communicative intention.

After this, Jay begins to poke and pry to find out what he wants to know, which makes Manny uncomfortable. Gloria tries to keep him from being inquisitive and defends her son in the 14th line, 'So I ask about work, and you change the subject. Are you trying to hide something?' Gloria does not apparently assume Jay is trying to hide something from her but she just cuts the grass from under his feet when he is about to make Manny embarrassed. Finally the 16th line - 'Stop grilling him. First the principal, now you. This poor boy has been screamed at all day.' - shows her emotional explosion in which she intends to stop his husband. What she wants is to make it clear to her husband that he should stop: 'stop it and that's enough, if you keep questioning Manny closely about the school, it will make me be irritated.' You can express your feelings using simple implicature, simultaneously conveying your hidden intention. Let's look at another scene with clear implicatures.

FIGURE 7

***Modern Family* Scene 7: Emotionalism**

1 Manny: What do you think the principal's going to do to me? I am a first-time offender.
(School bell rings) Oh, great. Now I'm tardy. Strike two.
2 Gloria: Manny, think of this in a positive way, like it is your "ha ha" moment.
3 Manny: What does that mean?
4 Gloria: That means that one day, you're gonna laugh about it.
5 Manny: Ah, I should've just given that stupid necklace back to Alicia when she was standing right next to her locker.
This is the worst day of my life, till tomorrow... Oh. And every day after that.
Oh. Come on, Mom. Let's get this over with.
6 Gloria: Wait.
7 Manny: What?
8 Gloria: Which one did you say that it was her locker? This one?

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9 Manny: Mm-hmm. The one that smells like rose oil. Mom?
10 Gloria: Keep the lookout.
Now promise me that you will never, ever do anything dishonest again.
11 Manny: I promise.
12 Gloria: Okay, because that's not the way I raised you. Don't tell Jay anything, okay?
13 Manny: Mnh-mnh.

Gloria's son, Manny, has inadvertently stolen Alicia's jewelry. He followed her after school and when she dropped her necklace Manny picked it up because he wanted to keep it as a memento of her. The principal suspected him but Gloria, who did not know what Manny had done, gets mad at the principal and even threatens him. She did not have the slightest doubt that her son was innocent. Manny's father found out the truth and forced Manny to see the principal to apologize and receive punishment. Gloria finally learns what really happened and both her and Manny decide to humbly apologize for what Manny has done and seek the forgiveness of the principal.

In the 1st line, Manny sighs 'Oh, great. I'm tardy. Strike two.' This utterance is not an expression of anxiety about his lateness, which is an explicit implicature. 'Oh, great' is said in an ironic tone, indicating that this is never great. 'Strike two' means that he has now made two infractions against school rules - strike one is that he has been charged with stealing and strike two is that he is late for class. With this utterance he reveals his feelings of desperation and gloom. His heavy heart is amplified in the 5th line, 'This is the worst day of my life, till tomorrow... Oh. And every day after that'. He figures out that this situation makes him depressed and it will continue for a long time, which will make him unhappy and fall into despair. It is true that language goes with the emotion of a speaker. Implicature especially is an effective way to deliver the feelings of a speaker pretending to hide their own feelings.

Manny's successive utterance, 'let's get this over with,' shows a sign of desperation. It means he wants to be forgiven but simultaneously he is annoyed; furthermore, he is utterly discouraged. Gloria feels sorry for her pitiful son and she decides to put the necklace in Alicia's locker. She tries to forge an elaborate scheme that Alicia has misplaced her valuables and it will naturally turn out that her son is obviously honest. The 10th and12th show her confidence in Manny's honesty.

3. Mitigating Conflict

Speakers may argue or even fight in the middle of negotiation to share their opinions and also face a conflict in their interaction. Usually, in times of a conflict, implicature can be used to relieve the tension and alleviate the problem. This function might be a subcategory of the first function-reinforcing communicative intention. If the intention of a speaker is to

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avoid a conflict or disagreement, it belongs to the first function. Let's look at a situation which reveals that implicature works as mitigating a conflict between characters.

FIGURE 8

***Modern Family* Scene 8: Conflict**

1 Alex: Could you "L" A little less "O L"?
Don't you see what I'm trying to do here?
2 Hailey: Die alone?
3 Claire: (From downstairs, only voice) Girls, dinner!
4 Alex: You know, why does Luke get his own room, and I still have to share with you?
I can't take it anymore.
5 Hailey: Me either, even if it is just for one more year... When I leave for college.
6 Alex: It is one more year or when you leave for college?
Because those happen to be two different things.

As siblings, Hailey and Alex share a room, while their younger brother, Luke, has his own room. Hailey is not interested in study whereas Alex regards homework as important, which is why Alex does not want to share a room with her sister. While Alex is concentrating on her homework, Hailey is laughing out loud, hindering her from doing her homework. Both Alex and Haley want their own rooms.

Hailey advises her sister to bear it just for one more year when she leaves for college. In the 6th line, Alex delivers her thoughts on her sister's inferiority, saying that one more year is one thing, and when she leaves for college is quite another. This implies that Alex does not think that Hailey is a capable student and therefore she probably will not enroll in college. If she had presented her inner thoughts directly and explicitly it would have caused a fight or argument between them. Implicature plays a role in communication by mitigating the conflict between speakers and relieving the seriousness of the problem.

FIGURE 9

***Modern Family* Scene 9: Conflict**

1 Claire: Luke, it's cold, and it's scary up there.
You're gonna be back in your own room by tomorrow night.
2 Phil: I don't know, Claire. It's got a lot of potential.
This is a lot nicer than the attic I lived in when we met.
3 Claire: One night, if that. Trust me on this.
4 Alex: Oh, yes, because you're always right.
5 Claire: Sweetheart, I would love to be wrong.
I just don't live with the right people for that.
6 Phil: Let it go, kids. She's not gonna budge. Kept me up all night with the--
7 Claire: Phil, you did push me!
8 Phil: Your word against mine. Guess it's one of those things we'll just never know, like what really happened to the "Titanic."
I'm gonna skip this meeting of the "Pile on Claire club".
9 Phil: Guess I pushed her into that pile, too.

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Claire has a kind of obsession that she is always right and her husband, Phil is displeased with her suffocating personality. Their youngest son, Luke leaves his room and moves into the attic making his sisters, Hailey and Alex, very happy because they all have their own rooms. Hailey and Alex complain that Luke gets his own room and they still have to share and therefore Luke's moving into the attic is a very happy occasion to them. Their mother, Claire does not like it and insists that Luke will be back in his old room shortly. Phil doesn't agree with his wife and supports Luke's plan to move. In the 3rd line, Claire argues that she is always right and in the 4th line her daughter Alex shows a cynical response to her mom's obsession, which she considers a sickness.

In the 5th line, Claire reveals what she really thinks when she says "I would love to be wrong." This does not mean she really does want to be proven wrong, though, because she supposes that she is always right and thinks she is superior to all the other members of the family. What Claire tries to say is 'you are all wrong and I am clearly right.' If she expresses what she wants to say directly without implicature it could hurt the feelings of the family and would not be considered polite. We need to recognize that implicature can reduce the risk of a conflict in communication and it can also make speakers avoid a heated argument.

FIGURE 10

***Modern Family* Scene 10: Conflict**

1 Mitchell: Cam. Cam, Cam, This–this might not be entirely your fault.
2 Cam: No, it is.
3 Mitchell: I spoke with Lily's teacher, and she thinks that–that she may have a problem with sharing, which she might have gotten from–
4 Cam: You. You don't like to share.
5 Mitchell: No, I do it to make a point sometimes.
Like, if you want the chicken, then order the chicken.
6 Cam: Wait, when did you talk to Lily's teacher?
7 Mitchell: Uh, today, when I–when I dropped her off at school.
8 Cam: And you let me suffer all day?
9 Mitchell: All right, look, we–we can't do this with everybody here.
Can we please just get through the evening?
10 Cam: Yes, but we are not making the announcement tonight
because that is a joyful thing, and I am not feeling very joyful right now.
11 Mitchell: Well, I share your feeling.

Mitchell and Cam are a little on edge because Lily has been acting like she doesn't want a sibling. They have a plan to adopt another new baby and they are going to make an announcement of this news which they want to share with their family. Lily doesn't want a new baby and pushes any other baby away from their parents. Mitchell thinks it is caused by Cam because he sticks to Lily while Cam puts the blame on Mitchell who might have been told that he has an issue with sharing, which is something Lily would

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pick up on. Cam and Mitchell blame each other for Lily's behavior. Cam finds out Mitchell spoke with Lily's teacher who thinks that Lily may have a problem with sharing, which she might have gotten from Mitchell. Eventually it seems to be something that is Mitchell's fault, not Cam's fault. Cam cannot bear that Mitchell already knew this and let Cam suffer all day without telling him. In the 9th line, Mitchell admits his mistake but does not want Cam to discuss it then and there. He says, "All right, look, we–we can't do this with everybody here," meaning Mitchell does not want to argue with him because all the family are there. In the 9th line Mitchell says, "Can we please just get through the evening?" as he wants Cam to stop it and not to make a fuss.

This implicature is restated as the strong statement, "That's enough, stop it, we cannot argue with each other with all the family" and we see that without implicature the argument could have become more intense. In the 10th line, when he says, "….because that is a joyful thing, and I am not feeling very joyful right now," Cam is aware of what Mitchell wants to say and reveals his displeased feeling. Implicature plays a role of mitigating the conflict and stopping the matter from being intensified.

IV. TEACHING IMPLICATURE THROUGH AN AWARENESS-RAISING ACTIVITY

Implicature always occurs in real life interactions so it is important to be aware of how it functions. This awareness plays a key role in the understanding and achievement of pragmatic competence. To start and maintain a conversation, we have to recognize what a speaker wants to say and respond in an appropriate way. Therefore explicit instruction in implicature in the class can be considered a necessary activity. We designed a class activity that aims to explain that concept through some discourse in *Modern Family*. The activity deals with the awareness of the mismatch between what is said and what is meant by a speaker in most natural communicative situations and subsequently students need to notice that speakers mean more than what they say in a purely literal way.

Teachers need to explain and discuss this concept with their students. They also should guide students to discover implicature and its function in the specific context, as well as provide support in the form of a detailed explanation. To promote awareness of implicature, we suggest an explicit kind of instruction using a sitcom which provides an authentic context. The procedure for the awareness-raising activity is as follows.

Students watch an episode of *Modern Family* in class to gain an understanding of the whole story. Before the teacher gives them the original scripts and works on them, students are asked to carry out some tasks. The teacher presents a section of discourse as follows (example from Figure 4).

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FIGURE 11

Power Point: Awareness-raising activity

.....
6 Mitchell: Cam, I'm a little freaked out about what Lily did.
7 Cam: Oh, please. She barely touched him, and he went from zero to big crybaby.
8 Mitchell: We're talking about bringing another child into this house.
How's that gonna work with Lily being so possessive of you?
9 Cam: Why am I hearing an accusatory tone?
10 Mitchell: Oh, come on. _____

<LET'S THINK ABOUT IT!!>

1. Why does Mitchell say this in the 8th line?
2. What do you think he really wanted to say?
3. What do you think is the function of Mitchell's utterance in relation to what is happening?
4. If you were Mitchell, how would you answer in the 10th line?

At first, each student thinks about the three questions and writes down their own answer. After this, the teacher encourages students to discuss their answers in small groups. Having completed the task, each group presents their view of the answers. The aim of this activity is to catch the concept of implicature and figure out its function in the specific situation. In the case of the 4th question, it is not easy to respond in an appropriate way without noticing Cam's communicative intention.

This kind of activity can provide the students with a deep understanding of implicature and also with a practical way to use it in a natural and appropriate way in their daily conversation. As the questions above show, implicature might have a main role in the natural maintenance of conversation and thus awareness-raising activities can be a useful means to recognize and practice implicature. Student-centered discussion[6] and direct awareness have to be focused. When they are involved in the discussion, students have a chance to notice and understand this pragmatic concept in a different context and the subsequent explanation from the teacher is understood more easily. Taking into consideration the limitation of class time or large class size, if you as a teacher cannot gather the data from all of the small groups, you can receive their views through technology such as QR codes or personal blogs.

[6] This kind of activity focuses on cooperative learning, which is proved to be an effective way for writing instruction (Min & Kim, 2006) and listening proficiency (Bang & Im, 2013).

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V. CONCLUSION

The goal of this study is to consider the functions of and effects implicature has in general communication. To do this, conversations from the sitcom, *Modern Family* have been analyzed through which three categories of implicature were found – reinforcing communicative intention, disclosing emotionalism and mitigating conflict.

At first, implicature makes use of context for an interpretation beyond what is said and makes it more work. Using contextual clues, listeners can notice the communicative intention of a speaker. Implicature strengthens what a speaker tries to say and emphasizes the intention of a speaker. Secondly, we also deliver our feelings using simple implicature, which, we can assert, can function as a tool to express emotions. Finally, in times of conflict or a disagreement, it relieves the tension between interlocutors and alleviates the situation.

If we learn to notice and understand the function of implicature, it might not be difficult to be aware of what a speaker really wants to say and understand their emotion at that moment. We also need to learn to understand the deeper meaning beyond what a speaker literally says and respond accordingly, which might be helpful to continue communication and make a shared relationship between interlocutors. If we do not figure out the intention of a speaker, we can have a hard time with communication.

Bringing together the ability to figure out implicature and manage ongoing conversation, the awareness-raising activity, requiring student-centered interaction, is introduced briefly. Most small group interaction requires that students take discourse roles both as speakers and listeners, which makes this activity a useful means to engage students in authentic communicative actions in person and directly recognize and use implicature.

Based on the awareness-raising activity, students are taught the concept of implicature and figure out the specific context in which implicature is realized and the different functions it performs. This paper introduces just three categories of implicature but students need to be taught many different types of implicature and know how it is used by different speakers in different social contexts. We will deal with how to explicitly or implicitly teach these categories in the second language classroom in detail later.

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Examples in: English
Applicable Languages: English
Applicable Levels: Tertiary

Hye-Jeong Kim
Dept. of General Education
Kookmin University
#1513, Bugak-gwan JeongNeung-Ro 77 SeongBuk-Gu
Seoul, 136-702, Korea
Tel: (02) 910-4382 CP: (010)-5366-4907
Email: naa4907@naver.com

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