

Implicature in Selected News Bulletin of Radio Kogi

Precious Funke Samson^{1*}, Ezekiel Olajimbiti¹, Maryjane Ogechi Ejiako², Emeghara Jael Chinwenmeri³, Ochuba Victor Ogechkwu³, Uchenna Prince Ebe³, Blessing Wellington William³

¹Department of English and Literary Studies, Federal University Lokoja, Nigeria

²College of Management Science, Chengdu University of Technology (CDUT), Sichuan P.R., 610059, China

³Department of Linguistics and Communication Studies, University of Calabar, Calabar, Nigeria

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*Corresponding author: Precious Funke Samson

Department of English and Literary Studies, Federal University Lokoja, Nigeria

Abstract

Original Research Article

Previous studies on implicature have addressed many areas with the exclusion of implicature in news bulletins on radio which accounts for how the media use language. This becomes the focus of this study as it examines how the media use language in news bulletins by looking at the types of implicature in the discourse, the instances of implicature, contextual frames, and their implication on the listeners. H.P Grice's Theory of Implicature (1975) was employed in the analysis of the sampled data. A total number of 12 news bulletins with 250 news items were collected from Radio Kogi Studio in Lokoja between January – February 2021. The researcher found 34 utterances containing implicature in the news bulletin, a total number of 17 utterances were analyzed, 6 utterances under the two types of implicature, and 6 utterances flouted the cooperative principles. The implication of the instances of implicature found in this study shows that the audience would need more inference to understand or comprehend what the news is all about. If not some of them could be misleading because they are ambiguous, obscure, and sometimes, lack enough evidence.

Keywords: Implicature, News bulletin, Radio Kogi, Language, and Maxims.

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1. INTRODUCTION

Communication, which is the act of passing information from one person to another or from one place to another, is ubiquitous in human society as there is always information to pass across. It also involves sharing ideas and opinions between two parties. A person who passes information is called a sender, while the person who listens or receives the information or ideas is called the receiver or recipient. Furthermore, little (1977) defines communication as the process by which information is transmitted between individuals and/or organizations so that an understanding response results. Communication happens through various media and these various media can help the hearer or receiver get the message from the sender. This could be through face-to-face conversations, poetry, song lyrics, and the media amongst others.

A news bulletin is a form of communication because there is a sender and a receiver. Unlike other forms of communication where there is immediate feedback, the news bulletin, such is not always so because its exclusive purpose is to inform. The

sensitivity of this function requires explicit communication because of the different levels of perception among the receivers. The receivers in this context are the general public. Therefore, the speaker's assumption in this form of communication should be at its lowest consideration.

Implicature has been defined "as the indirect or implicit meaning of an utterance that is produced by the speaker" (Grice 1975: 44). Gazdar (1978) also defines Implicature as a proposition that is implied by the utterance of a sentence in a context, even though that proposition is not part of, nor entailment of what was said. Implicature is inherent in every conversation because the speaker always assumes the listener has background information on what is being talked about. Grice divided implicature into two types; conventional and conversational implicatures.

While implicature could be advantageous in other discourses, it is not so encouraged in some aspects of media discourse, especially the news bulletin whose duty is to inform. Dissemination of information through

news bulletins should be explicitly done on the levels of perception of the listeners, especially in a heterogeneous environment. This is to avoid different interpretations.

Many studies have been carried out on implicature, ranging from implicature in poems (Igwedibia, 2018), implicature in song lyrics (Pranoto, 2013), implicature in advertisement (Tsojon and Jonah 2015s), implicature in drama (Sari, 2007), implicature in celebrity news (Al Hindawi and Mehdi 2017), to implicature in political discourse (Adaoma, 2016), but not many studies have been carried out on implicature in news bulletin, especially in Kogi State. Hence, this research will look at how the news bulletin conveys information with implicit statements. This research attempts to bridge the gap between research on news bulletins and implicature by examining implicature inherent in Radio Kogi's news bulletin, this would be done by careful study of the news bulletin and how these implicatures are represented in it.

1.1. Aim and Objectives of the Study

This study aims to examine implicature in selected news bulletins of Radio Kogi. Its objectives are to:

- i. Identify and discuss instances of implicature in the sampled data:
- ii. Examine of implicature vis-à-vis Maxims flouted in the sampled data:
- iii. Determine contextual frames of the identified instances of implicature:
- iv. Discuss possible implications of the identified implicature in the selected news bulletin.

2. Theoretical Framework

2.1. Implicature

The theory used in this research is Grice's (1975) theory of Implicature. He defines Implicature as the indirect or implicit meaning of an utterance that is produced by the speaker. To Grice, Implicature is used to distinguish between what a person's words mean and what a person's words more than mean. This means that Implicature is used to account for the "unsaid". For example; Speaker A puts on a dress and asks Speaker B how she looks, Speaker B replies "That dress is meant for slim people". This simply implies that Speaker A is fat. Hence, the dress does not fit Speaker A. To Grice, Implicature helps in determining how a Speaker uses language, Implicature accounts for the choice of words in a conversation, how the speaker uses it, and how the hearer decodes meaning.

Grice (1975) divides Implicature into two types which are conventional Implicature and conversational Implicature. Conventional Implicature, according to Grice, is the conventional meaning of words used to determine what is implied. Conventional Implicature does not depend on a specific context for meaning to be derived. According to Yule (1996), conventional Implicatures are associated with specific words and

result in additional conveyed meaning when these words are used. He also says that words like "even" and "yet" connote conventional Implicature.

The other type of Implicature is conversational implicature. According to Grice, conversational implicature is the type of Implicature in which what a speaker means or implies is different from what is said. He goes further to say that the essence of conversational implicature is to provide a clear difference between what someone says and what he implies in the utterance, he explains that this notion accounts for how people use language in a conversation. The interest of conversational implicature is to analyze language uses in utterances, what a speaker indirectly says, and how a hearer derives meaning from what is said. Conversational implicature is divided into two types which are generalized conversational implicature and Particularized conversational implicature. Generalized implicature requires no specific knowledge of context to derive conveyed meaning, while particularized implicature is the type of Implicature that requires knowledge of the context to derive meaning.

Aside from the two types of Implicature propounded by Grice, some scholars have developed other types of Implicature like scalar implicature, short-circuited implicature, Politeness Implicature, speaker implicature, sentence implicature, and Relevance Implicature. Scalar implicature as defined by Yule (1996) is the type of Implicature in which certain information is always communicated by choosing a word that expresses one value from a scale of values. This type of Implicature is used for expressing quantity, he gives examples of the use of some, many, few, always, often, and sometimes. Short-circuited Implicature coined by Morgan (1977) is that type of Implicature that the hearer arrives at directly without having to calculate it. Politeness Implicature rests on the observation that by implying something one can give rise to politeness (Leech 1983). Haugh (2002) defines politeness implicature as something implied in addition to what is said. Speaker implicature according to Davis (2005) is described as when a speaker says something and means something else. Speaker implicature is determined by the speaker's intention. According to Davis (2005), sentence implicature depends on the convention of the community of speakers who use the language. To him, to know or explain sentence implicature is to know or explain the relevant conventions. In a way, this is similar to conventional Implicature. According to the Oxford Handbook, a sentence has an Implicature when speakers conventionally use the sentences of that form with the corresponding implicature. Relevance theory was developed by Sperber and Wilson (1995). They defined implicature as "any original assumption that any assumption communicated which is not explicit must implicature; this must be an Implicature". Implicature in this theory is more restricted than in Grice's theory

because their notion of Implicature is based on the distinction between explicit and implicit meaning and this led to the coining of the term "explicature" to complement implicature.

Some scholars have reviewed the theory of implicature and made some changes. Levinson (1992) observes that conversational maxims should not specify what participants have to do when they speak instead, they should speak sincerely, relevantly, and clearly while providing sufficient information as against Grice who thinks people should follow the guidelines of the letter. Gazdar (1979) also on the other hand reformulated the conversational maxims propounded by Grice. His major focus is on the Maxim of quantity and quality.

The theory of implicature is governed by the cooperative principle and this cooperative principle by Grice is a principle that enables participants to make their conversational contribution such as it is required, at the stage in which it occurs. The cooperative principle is further divided into four maxims which are the maxim of quantity, the Maxim of quality, the Maxim of relation, and the Maxim of manner. Maxim of quantity; make your contribution as informative as required; do not make your contribution more informative than is required. Maxim of quality; Do not say that you believe to be false; do not say that for which you lack adequate evidence. Maxim of relation; be relevant. Maxim of manner; avoid obscurity of expression, avoid ambiguity, be brief, and be orderly.

Flouting of a Maxim means the violation of the rule of the cooperative principle and flouting of any of these maxims brings about implicature. For example, flouting the Maxim of quantity; Speaker A; Are you going to the cafeteria?

Speaker B; Yes, and I would also head to the bank. Speaker B flouted the Maxim of quantity by giving too much information, he would have just said yes and let Speaker A continue the conversation.

Flouting Maxim of quality;

Speaker A; Who ate the bread?

Speaker B; I think it is Jane or Mary, ask either of them.

Speaker B has flouted the Maxim of quality because she is not sure who ate the bread. Therefore, she lacks enough evidence.

Flouting Maxim of relation;

Speaker A; How do I look?

Speaker B; I think the water is boiling

Speaker B flouted the Maxim of relation by going completely out of the question speaker A asked.

Flouting Maxim of manner;

Speaker A; How much did you get your dress?

Speaker B; Around #30, 000 to #50,000. Here, speaker B is being a bit ambiguous; probably she does not want anyone to see her as too expensive or less expensive.

The focus of this research would be on the conversational Implicature because this is more pragmatic and it accounts for how language is used in conversations.

3. METHODOLOGY

3.1 Research Design

This study examines conversational implicature in the selected news bulletin of Radio Kogi; it employs the theory of implicature propounded by Grice (1975) to identify the conversational implicatures in the news bulletin. This study employs a qualitative method to analyze the data. This is because the data is a text document. This study is intended to provide knowledge of the language of the media and a template for future research on Radio Kogi.

3.2 Data Source

The data were selected from the news bulletin of Radio Kogi. The data were obtained from the radio station. The data analyzed are those which contain flouted maxims. A total of twelve (12) news bulletins were obtained from the radio station. Four of the news bulletins were released in January 2021 and the remaining eight, in February 2021. Their dates include; 6th January, 13th January, 18th January, 22 January, 3rd February, 9th February, 10th February, 12th February, 13th February, 16th February, 17th February and 18th February. These data have been chosen to be used because they contain implicature.

3.3 Method of Data Analysis

To analyze the data, the researcher uses the theory of implicature propounded by Grice (1975). There are also several steps involved in the analysis of the data, the first step is to label the data using NB 1-12 (which stands for news bulletin). The second step is to look for instances of flouted maxims. The third step involved is to categorize the implicature vis-a-vis Maxim's flout. The fourth step is to look at the implications of the identified implicature. For the last step, the researcher concludes the analysis.

4. ANALYSIS AND FINDINGS

The instances of implicature in the sampled data are divided into two types of implicature which are conventional implicature and conversational implicature.

4.1 Conventional Implicature

Conventional implicature refers to the literal meaning of words, it is derived from words such as and, but, therefore, yet, however, anyway, whereas, even, and still. Conventional implicature is gotten through the normal meaning of the words used, below are some examples of conventional implicature.

Example 1

China sees democratic Taiwan as a breakaway province, but Taiwan sees itself as a sovereign State. (NB 8, NI 12)

The above utterance means that Taiwan sees itself as an independent State, a State that is free from external control while China still sees it as a state that cannot be independent. It means that Taiwan is a democratic State rather than a breakaway province. "But" in conventional implicature is used when a speaker wants to negate the first utterance, he/ she had uttered, "but" signifies something negative that comes after the utterance. The use of "but" in the above sentence shows that the first utterance has been negated.

Example 2

The commissioner however appealed for the total support of the government for the general interest of target beneficiaries (NB 10, NI 12).

This statement means that the commissioner seeks the total support of the government to achieve their goals. Without the help of the government, the commission cannot fully execute its responsibilities. "However," is used in conventional implicature when a speaker wants to change the subject of its consideration. "However," is used in the above statement to break the trend in the conversation.

Example 3

The event which was scheduled to begin on February fourteen was again shifted to a yet-to-be-confirmed date in April this year (NB 6 NI 5)

It means that the February fourteen event has been rescheduled twice. It also means that the February fourteen event was initially postponed and again rescheduled to an unknown date in April. "Yet" is used in this context to show that the decision has not been met. It is used to indicate something that would happen in the future or that would eventually happen. "Yet" indicates that no conclusion has been reached.

4.2 Conversational Implicature

The instances of conversational implicature are divided into two types of conversational implicature which are particularized conversational implicature and generalized conversational implicature.

4.2.1 Particularized Implicature

Particularized Implicature, according to Grice, requires knowledge of the context for the implied meaning to be derived.

Example 4

According to him, the governor's commitment to empowering the marginalized and giving voices to the youths and women in government has endeared him to Nigerians. (NB 10- NI 21)

This belongs to a unit of the news bulletin titled AMETUO. It contains news about Alhaji Hadi Ametuo who is a special adviser to the Governor. This implies that the youths and women were relegated to the background but the governor has decided to allow them to participate in the political, social, and economic affairs of the state. It also implies that the governor believes in gender equality. That was why he decided to empower the youth and women. It also implies that the governor had already created programs that would help youths and women become financially independent. It also implies that the fight for youths and women spurs his interest in politics. It also implies that his interest in gender equality has gained him favor or acceptance from the populace. It also implies that since the statement is coming from a special adviser of the Governor, the speaker is trying to campaign for the Governor and convince the people to vote for him again when the time comes.

Example 5

Kogi State government has reiterated its determination to protect the lives and property of its citizens. (NB 2- NI 6).

It falls under the unit of the news bulletin titled "Youths". It contains news about the new set of constables that were trained to keep the State safer. It implies that there have been agitations amongst the citizens of the State concerning the issue of security. As a result of this, there was the need for the Governor to make such a statement while he was addressing the President of the Igala Youth Council. It also implies that there is an increase in security agencies that would help protect the lives and property of the citizens. What this also means is that different security measures have been put in place to ensure the safety of the citizens and the government is mostly concerned with the security of its citizens. It implies also that the government is willing to go to any length to ensure that its citizens are safe. It implies that the government is reassuring the citizens of their safety. It could also imply that the government wants to gain the confidence and trust of the citizens.

Example 6

He said the register would identify Nigerians who had sunk deeper into poverty as a result of the economic shocks caused by the pandemic. (NB 3- NI 2)

This falls under the unit of the news bulletin titled OSIBANJO, who is the Vice President of Nigeria. Coming from the Vice President, it implies that the government wants to empower those who have sunk into poverty as a result of the pandemic. Funds, food, and capital would be provided to them. It also implies that the government is working to alleviate poverty among its citizens. It also implies that the pandemic has tremendously increased the rate of poverty in the country. It implies that the government is concerned about the well-being of the citizens. Furthermore, it

implies that the government is working hard towards ensuring that the citizens of the country are well taken care of and everything needed for them to come out of poverty due to the pandemic has been provided.

4.2.2 Generalized Implicature

The second implicature by Grice is generalized Implicature. This implicature does not require the context for the implied meaning to be derived. In a way, this is related to conventional implicature in the sense that meaning is derived from words that make up the sentence.

Example 7

Joshua told sports writers that he rather die in battle and go to heaven than go to battle and try to hide and survive. (NB 5- NI 2).

This implies that the speaker does not mind facing his opponent who seems stronger than him on the battlefield. For him, he should lose while facing his opponent than not face his opponent at all. It also implies that the speaker feels there is honor in facing his opponent even though he might lose his life than not trying at all. It also implies that the speaker is confident about himself and that he is going to emerge as a winner. It belongs to generalized implicature because meaning is implied through the use of words like “and”, “dies”, “heaven”, “hide” and “survive”. All these words indicate that the speaker is scared of going to battle with his opponent or he is facing pressure from people about his battle with his opponent but he does not mind going to the battle and losing his life. It implies that what matters to the speaker is the fact that he fights his opponent.

Example 8

He explained that the mode of concealment was ingenious stressing that the NDLEA under General Buba Marwa as chairman would not tolerate any dastardly act. (NB 5- NI 6)

This implies that the chairman before General Buba Marwa tolerated such an act. It also implies that this present chairman is a much-disciplined person who believes in punishment for committed crimes and that the former chairman was probably a very lenient person. It also implies that NDLEA would step up its game in catching those who try to sneak in or sneak out hard drugs through any means at all. Meaning is implied through the use of words like “would”, “not” and “any”. These words imply that the NDLEA has been tolerating such acts before but there is a turnaround now. It also implies that the NDLEA would be stricter in their dealings with those trying to trade or use hard drugs.

Example 9

Nigerians have been told to have faith in the country and make sacrifices for its overall development. (NB 4- NI 2)

It implies that the development of the country does not rest in the hands of the government alone. The citizens of the country should be a part of the development. It also implies that certain things need to be done as citizens for the country to develop and such things include payment of taxes and obedience to government rules and regulations. It also implies that the citizens of the country should be selfless and put away personal interests to attain development. Meaning is implied through the use of words like “faith”, “and” and “sacrifices”. All these suggest that the citizens of the country would have to work together with the government to attain a remarkable level of development in the country.

5. Flouting of Maxims and Their Contextual Configuration

Grice suggests that there are some principles people should follow while communicating with each other. This is known as the cooperative principle and it has four Maxims; the Maxim of quality, the Maxim of Manner, the Maxim of quantity, and the Maxim of relation. Maxim of quality states that do not say that which is false, do not say things which you lack enough evidence. Maxim of manner states that; be brief, be orderly, avoid ambiguity, and avoid obscurity. Maxim of quantity states that; make your contribution as informative as is required, do not say more than is required. The Maxim of relation states that; makes your contribution relevant. According to Grice (1975), implicature is generated by flouting any of these maxims. Below are examples of implicature vis-a-vis flouted maxims.

5.1. Implicature Generated by Flouting Maxim of Quality

Maxim of quality states that do not say that which is false, do not say things which you lack enough evidence.

Example 10

It is also noted that going by Governor Bello's antecedents, he is one individual who will salvage Nigeria from religious bigotry and tribal sentiments that have undermined the nation's development since independence. (NB 1- NI 5)

Example one falls under the unit of news titled COALITION ONE. It contains news about Governor Yahaya Bello's succession of the President, Buhari as President of the nation come 2023. The speaker flouts the Maxim of quality by saying that he lacks enough evidence. It implies that the speaker is one of those rooting for the Governor to become the President. It also implies that the speaker has faith in the ability of the Governor to do well if he becomes the President. The speaker lacks enough evidence for this because the Governor has never been in that position before. Saying that he would salvage the nation from bigotry and tribal sentiments would be giving the Governor too much

credit for what he has never done before. Also, the speaker is making a campaign for the Governor. He is trying to cajole the citizens to vote for the Governor when the time comes.

Example 11

According to the Governor, A.P.C will continue to win elections in the country and stand as a democratic model for other nations. (NB 2- NI 2)

It falls under the unit of news titled BELLO TWO. The speaker flouts the Maxim of quality by saying that he lacks enough evidence. In a country where there are several political parties, A.P.C. winning elections all the time is not guaranteed as other parties could emerge as winners. It implies that the party will ensure any possible means to win elections in the country. It also implies that the Governor is a member of A.P.C. Also, coming from the Governor, this implies that he has further plans of contesting for a political position and he hopes that his party wins. It also implies that he is making the public aware of his intention and he wants them to vote for his party. This in turn would lead to them voting for him as well.

5.2 Implicature Generated by Flouting Maxim of Manner

Maxim of manner states that be brief, be orderly, avoid ambiguity, and avoid obscurity. Below are examples of implicature generated by flouting the Maxim of manner.

Example 12

Kogi State Governor Alhaji Yahaya Bello has been described as a phenomenal leader and a bridge builder. (NB 6- NI 7)

This belongs to the unit titled FFK ONE which talks about Femi Fani-Kayode's visit to the Governor. The speaker flouts this Maxim by being ambiguous. It implies that the Governor is standing as a gap between the government and the citizens of the state. It could also imply that since the Governor has given orders for bridges to be constructed in various parts of the State; he is regarded as a bridge builder. It also implies that the Governor is a highly remarkable person. The ambiguity here means that the statement can generate different meanings in the minds of the listeners, especially those listeners who are not all that literate or educated.

Example 13

The Kogi State government has promised to revamp the education sector for accelerated development. (NB 3- NI 14)

This belongs to the unit titled SOK ONE. It contains news about the speech given by The Executive Chairman of the Science Technical and Teaching Service Commission (STETCOM). The speaker flouts the

Maxim of the manner by being ambiguous. This implies that the government wants to improve the education sector. It also implies that the education sector is behind development schedules and therefore changes need to be made for it to meet up. Ambiguity occurs through the use of the word "revamp" in which different meanings can be derived. Is the Governor trying to renovate school buildings? Is he trying to change the whole academic sector? or is he trying to revise what they are doing in the academic sector and add to it?

5.3 Implicature Generated by Flouting the Maxim of Quantity

The Maxim of quantity states that; "do not make your contribution more informative than required."

Example 14

He explained that the mode of concealment was ingenious stressing that the NDLEA under General Buba Marwa as chairman would not tolerate any dastardly act. (NB 5- NI 6)

It falls under the unit of the bulletin titled NDLEA. The speaker flouts this Maxim by giving too much information. It implies that the former chairman was a lenient man and he condoned such an act. It also implies that the chairman would make sure all those trying to trade or use illegal drugs are caught and made a scapegoat. The speaker gives too much information by mentioning the name of the chairman of NDLEA. In so doing; he suggests that there was a former chairman who did not care about those who carried out such acts. He also suggests that the former chairman was carefree or he let people who carried out such acts go scot-free.

5.4 Implicature Generated by Flouting the Maxim of Relation.

The Maxim of relation states that be relevant.

Example 15

United Nations has promised to raise the detention of Princess Latifa, the daughter of Dubai's ruler, with the United Arab Emirates... (NB 11- NI 11).

This belongs to the unit of the news bulletin titled GLOBAL. The speaker flouts this Maxim by not being relevant. The speaker is not being relevant by bringing news that does not in any way affect the local citizens who are the listeners of the radio. This implies that Princess Latifa ran to the United Nations for help. It flouts the maxim of relation as most listeners of the news bulletin do not know the said Princess. So, they cannot relate to what is happening to her. It also flouts this maxim because it is in no way relevant to the listeners.

5.1 Contextual Frames of the Identified Implicature

The instances of implicature found in the sampled data are situated within two contexts: political and social contexts.

6.1 Political context

Political context relates to the linguistic features that foreground the understanding of activities of government control and leadership in society. The political context in implicature looks at how utterances convey government intentions and agenda. For instance:

Example 16

He stated that the support for President Muhammadu Buhari's administration in fighting insecurity and poverty in the country must be holistic irrespective of party differences, noting that the All-Progressive Congress remains the hope of Nigeria.

The above example captures political context through the use of words like All Progressive Congress which is a political party, administration, and President, all these words point to the activities of the government in the society, which is to ensure its citizens' safety. The above example implies that the speaker is a member of the All-Progressive Congress hence his vouch that it is the hope for Nigeria; It also implies the different parties in the country are not in support of the President thereby they are not joining forces with him to fight against insecurity and poverty.

6.1 Social Context

Social context relates to the linguistic features that foreground the understanding of interactions that take place within specific settings among people who share common grounds. Social context includes sports, global issues, education, and drug-related news. For example;

Example 17

Joshua told sports writers that he rather die in battle and go to heaven than go to battle and try to hide and survive. (NB 5- NI 2)

The above utterance showcases social context through the use of phrases like "sports writers" and "he rather die in battle". This shows that the writer has the common knowledge that the speaker (Joshua) is preparing for an upcoming boxing contest with Tyson Fury and there has been pressure from his fans. This also implies that the speaker is not scared of facing his opponent. He prefers going to the contest and losing than not going at all.

6. DISCUSSION AND CONCLUSION

The analysis above was carried out based on the research objectives. The total number of utterances analyzed was 17 out of the 34 utterances found in the news bulletin. Based on the two types of implicature, three utterances were found under conventional implicature in section (4.1), with their meanings gotten through the use of words like "however", "but", "yet" and "and". This type of implicature does not require any specific reference or knowledge of the context in other to

decide meaning. The second type of implicature found in the sample data is conversational implicature for which a total number of 6 utterances were found. This type of implicature is further divided into particularized (4.2.1) and generalized (4.2.2) conversational implicature.

Three utterances were found under particularized implicature. This type of implicature requires the knowledge of context for meaning to be derived. An instance of this is example 6 which requires the knowledge of the poor living standard of Nigerian citizens before the pandemic and their poor standard of living after the pandemic to know how further the pandemic had worsened the situation and pushed them further into poverty. The second type of conversational implicature found in the data is generalized conversational implicature. Examples 7, 8, and 9 reflect this type of implicature which does not require the knowledge of the context for meaning to be derived. For instance, example 8 does not require knowledge of the context. From words such as "under", "tolerate" and "any". It already implies that the said General is a disciplined person who believes in the punishment of crimes and probably the former chairman overlooked things. In the sample data, particularized Implicature occurs as a result of utterances that were vague and unclear while generalized occurs as a result of utterances being clear and brief.

The research also focused on the Maxims flouted in the sample data. 6 utterances were found to flout the maxims but some flouted it to a greater extent than others. 2 utterances flout the Maxim of quality in Examples 10 and 11, this occurs because speakers said that for which they lacked enough evidence and this could result in misleading the hearers. 2 utterances also flouted the Maxim of manner. In examples 12 and 13 maxims of manner were flouted as a result of being obscure and ambiguous. This can lead to creating different perceptions of the news by hearers. One utterance flouted the Maxim of quantity, in example 14, which is a result of giving too much information than required. One utterance also flouted the Maxim of relation which resulted in the news not being relevant to the listeners.

The implication of the instances of implicature found in this study shows that the audience would need more inference to understand or comprehend what the news is all about. If not some of them could be misleading because they are ambiguous, obscure, and sometimes, lack enough evidence.

The news bulletin is listened to every day by different speakers and listeners. As a form of media and means of communicating, language use in media communication would be different from that of normal communication, hence the need to study how they convey information and how it is perceived by the

hearers. Implicature is one of the ways to find out how they use language to manipulate and conceive their audience. It is shown that they don't convey all their messages; instead, they let listeners decide underlying messages themselves.

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