

CHAPTER 3

METHODOLOGY

This chapter describes how utterances in film dialogue will be analyzed. It gives the reason why British and American films are selected to be studied and includes a sampling of the film dialogue to be analyzed.

Selecting Materials

As mentioned in chapter 1, film dialogue resembles natural conversation and can be used as a model conversation to help explain the way people actually talk. In other words, dialogue of British and American feature films could substitute for the authentic language or natural occurring language of native speakers of English. English language film dialogue, therefore, is an important corpus of English conversation for language learners.

Apart from entertaining a wide range of audiences worldwide, British and American films also provide a great amount of possible material for the study of English language conversation. British and American feature films are selected to be studied as they are world's leading films. The researcher has chosen British and American films rather than Australian film because British and American films have gained a lot of popularity in Thailand, while the access to Australian film in Thailand is rare.

The researcher has chosen the romantic comedy genre because the researcher notices that spoken language of romantic comedies is quite similar to that in people's daily life and tends to be more natural than spoken language in other kinds of film. In this study, three feature films-*Bridget Jones's Diary*, *Sweet Home Alabama*, and *Two Weeks Notice*-are selected for analysis. The reason for selecting these three feature films is that when watching them, the researcher notices that utterances produced by characters in these films contain a lot of implicatures.

Data Collection

Three feature films released during 2002 to 2005 are selected for the analysis: *Bridget Jones's Diary*, *Sweet Home Alabama*, and *Two Weeks Notice*. The researcher will watch the selected films several times and then will examine their scripts from VCDs or DVDs that provide English subtitles, to discover conversational implicature.

Seventy-five samples will be selected by using the convenience sampling technique. Each of them consists of a sequence of two or more utterances by different speakers participating in a conversation.

To collect the data, the researcher will transcribe film dialogues of all the samples. In order to get a reliable transcription for this research data, the researcher will cross-check the transcription which will be made by the researcher with the help of the subtitles and the film scripts found on the internet. If utterances are found that do not match, the researcher will correct

them. Complete transcriptions of all samples to be analyzed will be provided in the appendices.

Research Methodology

Data analysis will use descriptive analysis format. The data will be analyzed and interpreted with respect to a single notion in pragmatics called conversational implicatures. This study will focus on conversational implicatures that arise from cooperative principles and conversational maxims. The utterances produced by film characters will be interpreted in the light of a speaker's meaning. To do this, the researcher will employ Grice's cooperative principle and maxims to illustrate how the hearers of the utterances make inference about what is being said and how the speakers of the utterances convey their intended meaning. The identification and the analysis of the conversational implicatures will be presented according to the sequence of the story of three selected film. The analysis and interpretation of the conversational implicature, however, are based on the four kinds of conversational maxims: the maxim of Quality, the maxim of Quantity, the maxim of Relation, and the maxim of Manner.

The expectation of the analysis of the conversational implicatures is to synthesize the ideas to find out the ways that conversational implicatures arise; that is, how the maxims are observed, flouted, or violated. The result of the analysis and interpretation of the conversational implicatures produced by film characters, allows the researcher to build a conceptual framework of the

study. The analysis, however, will cover the areas responding to research questions mentioned earlier in Chapter 1. The sub-problems or research questions are as follows:

- RQ1. What are the conversational implicatures found in utterances produced by characters in films?
- RQ2. What gives rise to the conversational implicatures: the conversational maxims being observed, flouted, or violated?
- RQ3. How do the speakers of the utterances convey their intended meaning via conversational implicature and how do the hearers recognize the intended meanings?
- RQ4. What kinds of contextual knowledge contribute to utterance interpretation, particularly in the calculation of the conversational implicatures?

Summary

To answer the research questions above, the analysis of data obtained from film dialogues will be presented in descriptive analysis format. The researcher will examine transcripts of film dialogues to discover conversational implicatures generated from utterances produced by various characters. The researcher will investigate the utterances that contain conversational implicature and illustrate how the conversational implicatures arise from cooperative principles and maxims. The identification and the analysis of the conversational implicatures and the interpretation of the

utterances will be presented based on the four conversational maxims: the maxim of Quality, the maxim of Quantity, the maxim of Relation, and the maxim of Manner. To interpret an utterance, the way a speaker uses language to convey their intended meaning and the way a hearer make inference from what being said will be illustrated descriptively.