

**CONVERSATIONAL IMPLICATURE IN “DAVID AXELROD  
INTERVIEWS PRESIDENT BARACK OBAMA”**

**SKRIPSI**

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## ABSTRACT

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This research dealt with pragmatic study that aimed to know how non-observance maxim generated conversational implicature and to find out conversational implicature and also the function of conversational implicature itself in David Interviews President Barack Obama from the Axe Files. The researcher used the theory of Cooperative Principle proposed by Paul Grice and the theory of Brown and Levinson for this study. The data were collected by reading the interview transcript. Descriptive Qualitative method was applied to analyze the collected data. The result showed that there were nineteen conversational implicature found in the interview script based on Cooperative Principle Theory. The researcher found that most of the non-observance of maxim was maxim of quantity, because both interviewer and interviewees wanted his words were understood completely. Most of utterances were categorized as general conversational implicature, because this interview was known not too formal interview because it involved two friends, so that there were some jokes and implicature that reader could interpret without specific information. The most function of conversational implicature as found in the script was *give information*, it was dominated because in the interview both interviewer and interviewees gave information about the topic each other.

**Keywords:** *Conversational Implicature, Co-operative Principle, Non-observance Maxim*

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The Reasearcher

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Communication is one of the most important thing as human being to express thought, experience, felling, and what they need from others. Communication is not always running as effective as well, there will be hitch like different background between speaker and listener, and misunderstanding among utterances because, nowadays occasionally many speakers do not give enough information as required in their conversation. Sometimes people use certain words to imply something quite different from the literary meaning says, it makes interlocutor must relate it with the outside aspect of language such as culture, believe and background of interlocutor. If this occasion happens, it may lead us to Implicature.

Implicature is the term in Pragmatics study. The term implicature is used by Grice to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule 31). The concept about implicature is used to know what is said or aimed by the speakers although what the speaker say is not related to the meaning by the speaker itself (Brown and Yule, 1983: 11). Horn, Laurence R also states in his book entitled '*The Hand Book Of Pragmatics*' that Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. Grice states it in his article entitled '*Logic and Conversation*' that

a speech can imply propositions that are not part of the speech in which the implicit proposition can be called as a conversational implicature (Grice 45).

In order to make the conversation runs well there are some principles that must be applied by speaker and listener in conversation process namely Cooperative Principles. Cooperative Principles is proposed by Paul Grice. In the Cooperative Principles, there are four maxims. One by one can be described as follows: (1) Maxim of Quantity, (2) Maxim of Quality, (3) the Maxim of Relevance, and (4) Maxim of Manner (Grice 45). If the principles are followed, it can make the communication process runs properly because those maxims can prevent misunderstandings between the speaker and the listener.

However, the speaker does not aware about the probability to violate the maxims expressly to use the conversational implicature because the speaker has his or her own purpose to use implicatures such as joking, teasing, lying, avoid to say truth etc. One of the occasions in which the frequent use of implicatures can be found is in a political interview. Politicians are very genius in playing words. They often say things which mean something quite different from what they literally say. They are very intelligent in using language. They use language as a weapon in a political world.

In this research, an interview between Axe Files (The University of Chicago Institute of Politics and CNN) that was hosted by David Axelrod, he is best known as the Chief Strategist for [Barack Obama](#)'s presidential campaigns and he also currently serves as the director of the non-partisan [Institute of Politics](#) at the University of Chicago and is a Senior Political Commentator for [CNN](#) and

President Barack Obama who has became US's President for eight years, and in this interview included his experience and others stuff as US' president. This interview included jokes between them beside they have been team work in Politics and even friend. For the example in this dialog:

Here David started the interview with President Barack Obama, he said something not relating to his aim namely to interview him.

**(I) AXELROD: So Mr. President, I actually came over to help you pack.**

(LAUGHTER)

But I really appreciate you dropping by. This is a great surprise to be able to sit down with you. You know, I was over at the Kennedy Center the other night...

OBAMA: Yeah.

The utterance said by David, he said that he wanted to help Mr. President packed and Obama laugh. David's utterance had different meaning from what was stated, he actually came to interview Obama because his position as president almost over so he made a joke to greet Obama. David's utterance flouts the maxim of quality that is coined by Grice, because he said something that was not the truth, he could simply greet Obama by asking his health or others, but David wanted to make the conversation more favor so he flouted the maxim of the cooperative principles. David's utterance was categorized as particular conversational implicature because we had to have the special knowledge to

understand the topic. And the function of his produced implicature is to be polite with Mr. President.

The example of conversation above clearly indicated that implicit meaning that found in this interview transcript. Therefore, this research quite attracted to discuss because involved influential people who had a great passion to achieve their aims. He also had good accomplishment to persuade people for some support to raise their goals.

## **1.2 The Identification of Problem**

The problems that would be discussed in this study were:

1. Nonobservance maxim generated the conversational implicature in David Axelrod Interviews President Barack Obama
2. Kind of conversational implicatures that occurred in David Axelrod interviews President Barack Obama
3. The function of implicature as found in David Axelrod Interviews President Barack Obama

## **1.3 Scope and Limitation**

The researcher limited this study by the following limitation:

This research focused on the conversational implicature as found in the transcript of interview in David Axelrod Interviews President Barack Obama. In this case, the researcher applied Grice's theory about the cooperative principle and

the function of conversational implicature by Brown and Levinson. The researcher limited this research in the function of conversational implicature.

#### **1.4 The Formulation of The Problem**

The problems of this study were formulated as the following:

1. How did the nonobservance maxim generate the conversational implicature in David Axelrod Interviews President Barack Obama?
2. What kind of conversational implicatures that occurred in David Axelrod interviews President Barack Obama?
3. What were the function of conversational implicatures as found in David Axelrod Interviews President Barack Obama?

#### **1.5 Objectives of the Study**

The objectives of the study could be stated as follow:

1. To analyze the conversational implicature that are generated by nonobservance maxim in David Axelrod Interviews President Barack Obama
2. To find out the type of conversational implicatures that occurred in David Axelrod interviews President Barack Obama
3. To analyze the function of impicature as found in David Axelrod Interviews President Barack Obama?

## **1.6 Significance of the Study**

This research was expected to contribute some advantages for society especially the student who were going to do the same research to expand the knowledge about analysis implied meaning. In addition, Finding of this study was expected to be useful and relevant theoretically and practically.

a. Theoretically

Theoretically, this research gave easier and interest way in understanding the types and meaning of conversational implicature in the interview script.

b. Practically

1. For students to enlarge their knowledge about contextual meaning on the idiomatic expression.
2. For the teacher is to help them to make the new strategies in teaching pragmatics.
3. For other researcher, it can be reference to make the new research better than before.

## CHAPTER II

### REVIEW OF LITERATURE

#### A. The Theoretical Framework

##### 1. Discourse Analysis

For many particular linguist, “discourse” has generally been defined as anything “beyond the sentence”. And for others discourse is the study of language use. Discourse has contextual meaning, it is to identify, interpret meaning, such: interwords, intersentence, interparagraph, those are must be coherent to understand by the reader or listener. There are definitions of discourse in many linguistics books on the subject now open with a survey of definition. For The analysis of discourse is the analysis of language in use. It is committed to an investigation of what that language is used for (Brown and Yule 1). It examines patterns of language across texts and considers the relationship between language and the social and the cultural contexts in which it is used. It also considers the ways that the use of language presents different views of the world and different understandings example Jaworski and Coupland (1999: 1-3) include ten definition from a wide range of sources. They all, fall into the three main categories noted: 1) anything beyond the sentence, 2) language use, and 3) a broader range of social practice that includes nonlinguistics and nonspecific instances of language. The other source states discourse is a connected strech of language (especially spoken language) usually bigger than a sentence, and particularly viewed as interaction between speakers or between writer and reader.

Stubbs refers the term discourse analysis as the attempts to study the organization of language above the sentence or above the clause; and therefore to study large linguistic unit such as conversational exchanges or written text. In the other hand, discourse analysis is the study of the higher level organization of sentences which coherent to interpret contextual meaning of the text.

A discourse can be analyzed by using pragmatics as tools because of both of them have a context as the focus of the study. Context is analyzed part of meaning that can be explained by knowledge of the physical and social world, and the socio-psychological factors influencing communication, as well as the knowledge of the time and place in which the words are uttered or written. The second feature that pragmatics and discourse analysis have in common is that they both look at discourse, or the use of language, and text, or pieces of spoken or written discourse, concentrating on how stretches of language become meaningful and unified for their users. From the relations above, discourse can be applied in analyzing Grice Cooperative Principle theory because both of them using context to interpret meaning in a utterance.

## **2. Pragmatics**

Austin in Hickey defines pragmatics has focused on the condition which permit speakers and writers to achieve what they want to achieve by bringing about certain modifications in the behavior, knowledge, attitudes or beliefs of others. It means that pragmatics studies what language users mean. Pragmatics is branch of linguistic study which explores the role that context plays in the interpretation of what people say. Pragmatics learns about anything that includes

the language structure as a media of communication between the speaker and the listener as well as an extra-linguistic sign language reference.

Levinson states the term pragmatics covers both context dependent aspects of language structure and principle of language usage and understanding that have nothing or little to do with linguistics structure. It means pragmatics tries to convey the intended meaning of sentences or utterances through context. So that, understanding the sentences or utterances requires a great deal more than knowing the words uttered and the linguistics structure between them, but understanding sentences or utterances must have relation with the context.

### **3. Cooperative Principle**

The cooperative principle is one of the fields that are studied in pragmatics. It is coined by Paul Grice in his paper “Logic and Conversation” (Grice 45). Grice describes the cooperative principle as a set of rules in an ordinary conversation. The speaker and the listener have to co-operate each other to avoid misunderstanding between them. In a particular conversation, people certainly expect their utterance can be understood by the listener. Cooperative principle means the interlocutor makes his or her contribution as is required, when it is required, by the conversation in which he or she is engaged. Grice has fully set forth the principles in the cooperative principle which entirely covers the four maxims (Grice 45).

#### **3.1. The Maxim of Quantity**

In this maxim, there are some principles that have to be followed according to Grice, which are;

- (i) *make your contribution as informative as is required*
- (ii) *do not make your contribution more informative than is required*

Maxim of quantity is related to the amount of information that is expected from any conversational exchange. It occurs when people are talking to someone that they assume it is obliged to give them enough detail to enable the listener understanding the speaker. If the speaker does not attempt to give enough information, he or she can be seen as a person who does not want to cooperate.

### 3.2. The Maxim Of Quality

In this maxim, there are some principles that have to be followed according to Grice, which are;

- (i) *do not say what you believe to be false*
- (ii) *do not say that for which you lack adequate evidence.*

Maxim of quality is a maxim which considers that lying is an obvious violation of the cooperative principle (Finch 159). The speaker is expected to deliver something tangible and also in accordance to the fact. The fact must be supported and based on clear evidence (Rahardi 55). If we say something that does not correspond to the facts, it can violate the maxim of quality.

### 3.3. The Maxim of Relevance

In this maxim, there are some principles that have to be followed according to Grice, which are;

(i) *make your contribution relevant.*

In the maxim of relevance, it is stated that in order to create a good cooperation between the speaker and the listener, each should be able to provide a relevant contribution of something that is spoken (Rahardi 56). People in a conversation who change the topic abruptly are normally considered rude or uncooperative. Thus it would violate one of the principles in the cooperative principle. In this case, it will violate the maxim of relevance (Finch 158).

### 3.4. The Maxim of Manner

In this maxim, there are some principles that have to be followed according to Grice, which are;

(i) *avoid obscurity*

(ii) *avoid ambiguity*

(iii) *be brief*

(iv) *be orderly*

Maxim of manner requires participants to speak directly, clearly, and not hazy (Rahardi 57). This maxim also obliges us to organize our utterances in an orderly manner to provide information in a way which can be received by the listener (Finch 159). The purpose of the maxim of manner is to avoid ambiguities in a conversation. Speakers should avoid vague expressions, avoid ambiguous words, and speak briefly (Thomas 64).

#### 4. Flouting a Maxim

Flouting a maxim is the intentional and blatant non-observance of a maxim at the level of what is said. Grice claims this blatancy is overt, that is, it is designed to be noticed by the speaker's interlocutors and is therefore designed to generate a conversational implicature.

##### 4.1. Flouting a Maxim of Quantity

A flout of the maxim of quantity occurs when a speaker blatantly gives more or less information than the situation requires (Thomas 69). The speaker intentionally gives an answer that is not sufficient in a conversation to implicate something. In other words, the speaker gives incomplete words when she or he is speaking (Leech 40). Here is an example of a conversation in which there is a flouting of maxim of quantity:

*A: well, what do you think about this restaurant?*

*B: the beverage are delicious....*

B does not say that the dessert and main food are delicious, but B knows that A will understand that implication, because A asks about the restaurant and only gets told part of it.

##### 4.2. Flouting a Maxim of Quality

Flouts, which exploit the maxim of quality, occur when the speaker says something which is blatantly untrue or for which he or she lacks adequate evidence (Thomas 67). It may be claimed that the speaker is stating a lie. The speaker misrepresents his information in order to make

the listener understand the intended meaning of the utterance (Levinson 110). Here is an example of a conversation in which there is a flouting of maxim of quality:

*Dio : As far as I know, Chan has graduated from college.*

*Kai : I may be mistaken, but I thought i saw him working at this restaurant.*

*Sehun : I'm not sure if this is right, but I heard that he celebrated the graduation in a great hotel in this town.*

*Dio : what is wrong with him? He did not invite us.*

Here, the speaker does not say something totally accurate. It is proof that Kai says “*I may be mistaken*” and Sehun says “*I'm not sure*”. It shows that the conversation above flouting a maxim of quality because they are talking about something may not be totally accurate.

#### 4.3. Flouting a Maxim of Relation

The maxim of relation is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Thomas 70). In this case the participant will change the topic by means of irrelevance topic of the partner of the conversation (Levinson 111).

*Kai : Hey, do you want to join with us tonight?*

*Fanny : I have a scary examination tomorrow.*

In the dialogue above, Fanny is flouting maxim of relation because

Fany's answer is not relevant to Kai's question. Kai's question needs "yes" or "No" answer, but Fanny's answer is "*I have a scary examination tomorrow*". The inference drawn from the utterance is that Fanny will study hard tonight for the examination, therefore she does not come to the party.

#### 4.4. Flouting a Maxim of Manner

A flout of the maxim of manner occurs when a speaker is extremely longwinded and convoluted in response. Here is an example of a conversation in which there is a flouting of maxim of manner (Thomas 71).

*A: Where are you going?*

*B: I am going to take something make somebody surprise.*

*A: well, don't get any single noise then.*

B speaks in an ambiguous way, saying *take something* and "*somebody*", because he is avoiding saying *birthday cake* and *\_C (their friend)*', so that C does not notice that C will have a surprise birthday party from her friends. Sometimes writers play words to heighten the ambiguity, in order to make a point.

Another example:

*A pancake should have a good texture: sieve the flour and salt into a large bowl and make well in the mixture; break the egg and stir to make bread crumby mix; fried it for 5 mints; preheat the pan to medium level; and add a glass of milk and the water mix bit by bit*

*(this makes a lovely light batter), beating constantly to avoid lumps.*

The recipe above is odd as it is not written orderly. The speaker normally follows a chronological order of events to describe a process, in this case, cooking. One of the principle maxim of manner is „be orderly“, because the recipe above is written in wrong order; it means that the writer of recipe is flouting the maxim. The right step should be as follow:

*“A pancake should have a good texture; sieve the flour and salt into a large bowl and make well in the mixture; break egg and stir to make bread crumby mix; add a glass of milk and the water mix bit by bit (this makes a lovely light batter); preheat the pan to medium level; fried them for 5 mints.*

## 5. Implicature

Implicature is the implications of an utterance that go beyond of what strictly implied by the content of the utterance. It refers to an utterance which is not expressed explicitly. The term implicature goes back to the philosopher Paul Grice, as laid down in his paper ‘Logic and Conversation’. He claims that what is implicated and what is said by speakers are distinct. However, both are part of the meaning of a sentence spoken. Here is an example of a conversation in which there are implicatures.

A: Do you want to come round to my place tonight?

B: John's mother is visiting this evening.

B's answer is indirectly rejecting A's bid to come to a party. In the case above, B is not directly rejecting A's bid by saying 'no'. B tries to resist the bid by tucking his point in another sentence that may be understood by A that B cannot accept the offer because John's mother would come to visit. Therefore, B cannot join the party because there will be a guest that he or she has to encounter. Sometimes, when we want to answer a question or offer, the person does not explicitly give a reply on the question or the offer. Grice claims that there are two kinds of implicature, which are conventional implicature and conversational implicature (Grice 44).

### **5.1. Conventional Implicature**

In contrast of a conversational implicature, that will be discussed later, conventional implicature is not based on the cooperative principle or the maxims (Yule 45). It is an implicature that does not depend on a conversational fate and does not depend on a particular context of language use (Mey 45). Here is an example of a conventional implicature :

*He is an englishman, therefore he is brave*

In which the conventional implicature, associated with *therefore*, is the meaning '*it follows that*'. In this case, the adverb '*therefore*' that carries the conventional implicature. Conventional implicatures are often associated with highly grammaticalised items. Another example of grammaticalised item that carries conventional implicature is the definite article. Such as in *the window was open*, where *the window* conventionally implies there was only one in the room.

## 5.2. Conversational Implicature

According to Grice, conversational implicature is a proposition in a speech which is not part of the speech itself (Rahardi 43). It is a component of a speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. What a speaker intends to communicate is characteristically far richer than what she directly expresses. It is derived via Grice's cooperative principle and its attendant maxims of conversation. The basic assumption in conversation is the participants are adhering to the cooperative principle and the maxim. Consider the following example, Dexter may appear to be violating the requirements of the quantity maxim.

Charlene : I hope you brought the bread and the cheese.

Dexter : Ah, I brought the bread.

After hearing Dexter's response, Charlene has to assume that Dexter is cooperating and not totally unaware of the quantity maxim, but he does not mention the cheese. Even though he does not mention it, we can understand that he only brings the bread. The proposition of Dexter's utterance is he does not bring the cheese. The proposition is known as part of the meaning of a sentence or clause, so it is clear when Dexter says he only brings the bread, it also means he does not bring the cheese. If he has brought the cheese, he would say so, because he would be adhering to the quantity maxim. He must intend that she infer that what is not mentioned

is not brought. In this case, Dexter has conveyed more than he says via a conversational implicature (Yule 40).

Conversational implicature concerns the way we comprehend an utterance in conversation in accordance with what we expect to hear. Thus, if we ask a question, a response which on the face of it does not make 'sense' can very well be an adequate answer.

For instance, if a person asks:

*What time is it?*

It makes perfectly good sense to answer:

*The bus just went by,*

In a particular context of conversation, this context should include the fact that there is only one bus a day, that it passes at 7.45 a.m. each morning, and furthermore, that the interlocutor is aware of this and takes the answer in the spirit in which it was given, as a hopefully relevant answer (Mey 46-47).

### 5.2.1. Generalized Conversational Implicature

Generalized implicature occurs when the hearer is not required to assume a particular context or scenario: the information is generally assumed, universally or culture-wide (Verschueren and Jan-Ola Östman 106). When there is no special knowledge is required in the context to calculate the additional conveyed meaning (Yule 41). It is also stated that generalized implicatures

are similar to the usual or common meaning (Engelhardt 5). Here is an example of a generalized implicature (Yule 41).

*I was sitting in a garden one day. A child looked over the fence.*

The implicature above indicates that the garden or the child is not owned by the speaker for the reason that there is an article 'a' which indicates that the noun that is followed does not belong to the speaker. If the speaker was capable of being more specific, then he or she would have said 'my garden' or 'my child'.

### **5.2.2. Particularized Conversational Implicature**

Particularized implicature occurs when contextual information has a role in the process of the conversation (Sbisà and Turner 115). Particularized implicature requires special knowledge of any particular context, so that its meaning can be understood by the listener (Yule 42). Particularized implicature was not about the utterance, but the speakers. Here is an example of a particularized implicature:

A: Would you like a slice of cake?

B: I'm on a diet.

In the sentence above, B's reply will be understood by the participants in the conversation only. Therefore, in order to understand the actual meaning of the implicature, an appropriate knowledge or information is needed. Particularized implicature can

also be canceled by the speakers by providing further details such as the following example.

B: I'm on a diet, but I'll have one.

By saying *but I'll have one*, it appears that particularized implicature has been canceled.

## 6. Functions Of Implicature

The function of implicature, as listed by Brown and Levinson (1978) are to create a sense of humor and politeness and Micheal (1967: 51) uses language to convey some information. While Channel (1994:194) explored below in English Communication Used listed such as lack of knowledge and/or vocabulary and self-protection.

### 6.1. Self-Protection

Speakers sometimes exercise caution and use the expression of implicature, even in situations where they know the exact information. For example, in a meeting, a teacher reported that there are approximately 200 students who are participating the final exam. Although the teacher may have to count the students, he uses an approximation to implicate the real number of students. So that if he counts wrongly then he is protected.

### 6.2. Power and Politeness

According to Brown and Levinson (1978; 61) 'face' is observed in all interactions. They stated that all participants in spoken interactions emotionally invest in the face and it must be constantly considered. They

further explain that in performing a Face Threatening Act (FTA) a speaker may avoid responsibility by using conversational implicature.

Brown and Levinson (1987), in their explication of politeness theory, focus on interaction within informal contexts, neglecting institutional contexts such as meetings. The researcher thinks that this theory is related with the research because in this interview includes two people who has been friend for 25 years, so that this interview is like the conversation between two friends, and that makes this interview becomes not too formal as interviews we find on tv.

### **6.3. To Give Information**

Micheal (1967: 51) uses language to convey some information. He stated that language can also function as giving message literary or implicitly from their self to the hearers. For example, Clinton uttered a sentence “Wow! Somebody just has a brand ford on TV, what was that?” when he knew his friend, Mario, just stated a brand of a glasses when they were on air. Whereas, they may not mention any kind of brand during the show except, that brand is supporting the show at that time.

This kind of utterance is implicitly stated that Clinton is informing Mario that he is forbidden to mention any kind of brand which is not supported the show. In any kind of television shows with a lot of audiences, the brand of a product will get some advantages when people in the show mentioned it. Because the people in the show can influence the audiences to buy the product mentioned.

#### **6.4. To Entertain ( Joking )**

As Brown and Levinson point out "joking is a basic positive politeness technique" (1987:124). Joking is often used for the purpose of enhancing friendship, especially in western countries. Indirect utterances sometimes expressed in order to entertain others by joking.

In doing communication especially in informal communication, people sometimes use some jokes in order to create kinds of relaxing atmosphere. Besides, a joke is used to avoid the hearers feel awkward if the speaker always speaks formally and able to collaborate in the conversation easily.

#### **6.5. Lack of Specific Information**

Speakers sometimes make use of implicature to convey meaning in situations where they do not have at their disposal the necessary words or phrases for the concepts they wish to express. For example, the word "samiest" will never be found in a dictionary but uttered by speaker because he does not know the appropriate word. Another example of an utterance which less of information is like the use of word "Alright!" in order to give an opinion, it is not relevant enough because it has no information in it. The hearer will not have any idea about it. Moreover, the hearer cannot take any conclusions but they can probably assume from the way the speaker utter that word.

The researcher related the functions of utterances which were containing implicature based on the purpose of context and situation which

happened during the conversation. As stated by Lubis, (2011: 5) that the functions of language personally, interpersonally and others cannot be separated from the context and situation of the place where the function occurred.

By understanding those functions, it helped the researcher to analyze the data. In this case, the example of each topic has same proportion example data to this research. Thus, it can comprehend the process of finding data. Those theories were going to be applied in *David Axelrod Interviews president Barack Obama* as the object of this research.

## **B. Relevance Studies**

There were many researchers conducting this research, as far as the researcher knew some of them were as follow: first was Solikhul Huda (2013), University of Muria Kudus, he attempted to focus and concentrate on kinds of maxim and flouted maxims used by native and non-native guests in CNN interview script. In this research, he found that all types of maxims of cooperative principle were used in the dialogues found in CNN interview script with the guests Ellen DeGeneres (Native English) and Yasushi Akimoto (Non-Native English) were the entire cooperative principle maxim; they were the maxim of quantity, quality, relevance, and manner. All of the guests doing their conversation cooperatively, because the total number in using four maxims was higher than flouted cooperative principle. It meant that the guests gave information in CNN Interview as required, true, relevance to the topic and did not show any ambiguity.

The second study was conducted by Sheila Nanda, Didi Sukyadi, and Sudarsono M.I., entitled *Conversational Implicature of the Presenters in Take Me Out Indonesia*. This study was aimed to study conversational implicatures that were used by the presenters in a matchmaking show on Indosiar, Take Me Out Indonesia. The researchers used a qualitative method to identify, classify, calculate and analyze the data based on conversational implicature theory proposed by Grice (1975). The results of this study indicated that the presenters tend to be more frequent in using general conversational implicatures with a percentage of 59.8% than the emergence of particularized conversational implicature which was 40.2%. The study concluded that various types of implicatures were used to make the interactions run smoothly.

The last previous research has been conducted by Reyfa Arfiyah (2014), University of Wijaya Putra Surabaya, through her research; she found 20 violated maxims. From episode *Menghargai Perempuan Indonesia* the researcher found 8 violated maxims. In episode *MaafMemaafkan* there were 12 violated maxims. The result of the analysis showed that one utterance can be violated more than one maxim of conversation and the utterances that flouted the maxim contain implied meaning.

The three topics above explained the similarities with the topic of this research, which discussed about conversational implicature using Grice theory of cooperative principles. Some researcher used movie transcript and talk show program as their object study. In this research, the researcher used an interview transcript as the object study, but it would be different because this research did

not use a conversation in a reality show or social media as the previous study, this research used an interview of a well-known politician who was the president of the United States as the object instead. In this research involved two people namely Barack Obama and David Axelrod, Barack Obama as we knew that he was the ex-president of United State of America but in that moment when the interview did he was still the President of America, and David Axelrod is his friend in campaigning when he ran for the candidate of president. The researcher found that these two persons was a friend for a long time. And this research was quite attractive to discuss because the interview would not going too formal, the researcher found that there were some jokes in interview, so it made this research quite different with others.

### **C. Conceptual Framework**

Pragmatics is study of language use and linguistic communication, which centrally concern with the study of conversational implicature, this was the study of how we learn the implied meaning in utterance or in written form. This study tried to discover whether this investigation would support for realizing conversational implicature appeared through the interview script. There are two types of conversational imlicature namely are general conversational implicature and particular conversational implicature.

In this research, the researcher analyzed conversational implicature based on Grice theory of cooperative principle by identifying the types of them, how the nonobservance maxim generated the conversational implicature and the researcher also analyzed the function of conversational implicature.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Research Design**

This research used the descriptive qualitative case study. This method used to define intensively, holistic description and analysis of a single entity, phenomenon, or social unit. Case studies were particularistic, descriptive, and heuristic and rely heavily on inductive reasoning in handling multiple data sources. Data would be analyzed by using Cooperative Principle theory by Grice to find out the conversational implicature in David Axelrod Interviews President Barack Obama.

#### **B. Source of Data**

David Axelrod's recorded and interview script would be the main source of this study. The researcher downloaded the record from YouTube. And the script was downloaded from David Axelrod website <http://politics.uchicago.edu/pages/af-transcripts-2016>.

#### **C. Technique of Data Collection**

In this research the data are collected by following steps:

- a) Read the transcript text.
- b) Give mark the utterances that might be conceived conversational implicatures.

c) Write the data gained and numbered into data card. In this research, the researcher also planned what he would do with the data, found the data that related to the scope and limitation and analyze them based on implied meaning and context of the situation, then replied the results of analysis that was kind of conversational implicature and the function of conversational implicature itself.

#### **D. Technique Data Analysis**

After the data have been collected, the next step was data analysis. It was to get specific data that focused to analyze. The steps that were taken as follows:

- a) Describing the context of situation and what topic was being discussed.
- b) Classify the type of conversational implicature of utterances, the reason why it was categorized as one type of conversational implicature and the meaning of conversational implicature.
- c) Showing the function of conversational implicature of the elected utterance.

## **CHAPTER IV**

### **DATA ANALYSIS AND FINDINGS**

#### **A. Data Collection**

The data of this research were collected and focused on Conversational Implicature in the interview between David Axelrod and President Barack Obama which were found in the interview script. The script of interview was derived from website of <http://politics.uchicago.edu/pages/af-transcripts-2016>. The form of this data was about the utterances that uttered by interviewees and interviewer. The researcher collected 19 datum or utterances that contain conversational implicature from the interview script.

#### **B. Data Analysis**

After collecting data, the data were analyzed based on Grice and Brown and Levinson theory of implicature. This analysis was done to find out the conversational implicature appeared in the interview. There are two kinds of conversational implicature which are general conversational implicature and particular conversational implicature. After finding out those items and how non-observance maxim generated the conversational implicature the researcher then analyzed the function of each conversational implicature. The data were collected or taken from the interview script between David Axelrod and President Barack Obama. The

data containing conversational implicature were written in bold text to simplify the researcher and readers in understanding the explanation of the utterances. The data that got will be analyzed based on how it generated conversational implicature, the types of conversational implicature, and the functions as conversational implicature as follow:

### **Datum 1**

AXELROD : **So Mr. President, I actually came over to help you pack.**

(LAUGHTER)

But I really appreciate you dropping by. This is a great surprise to be able to sit down with you. You know, I was over at the Kennedy Center the other night...

OBAMA : Yeah.

The context of the conversation above was David who wanted to start the interview with President Barack Obama, at that moment, the position of Barack Obama as President was almost over and David came to the white house to interview about the journey of Mr. President during his position as President of USA for eight years. The utterance said by David, he said that he wanted to help Obama in packing his stuff and Obama laughed. David's utterance has different meaning from what was stated, he actually came to interview Obama because his position as

president almost over so he made a joke to greet Obama. David's utterance could be categorized as general conversational implicature, it was happen because his non-observance of the maxim. David has flouted the maxim of quality that was coined by Grice, because he said something that was not the truth, he could simply greet Obama by asking his health or others, but David sort of wanted to make the conversation more favor so he flouted the maxim of the cooperative principles. David's utterance was categorized as general conversational implicature because we did not need specific information or knowledge to understand the topic. And the function of his produced implicature was to be polite and made joke with Mr. President to make the relax situation between them.

### **Datum 2**

AXELROD: ... for the Kennedy Center Awards, and when you walked in, there was this thunderous and lengthy ovation and lots of tears. And you know me, so you know that I was among those who were, -- who was tearing up. But then I was thinking, what are you thinking? And has -- is it beginning to hit you that this is coming to an end?

OBAMA: **Well, let me make a couple points. Number one, you're the last guy I would have help me pack...**

(LAUGHTER)

... because let's face it, orderliness is not...

The context of the dialog above was, David said when he was in Robert Kennedy award and he seen Obama with his wife and there were many applause and tears there and they knew because they were going to lost their beloved President because his position was almost over. So David asked him that “And has -- is it beginning to hit you that this is coming to an end”, the question meant that was Obama sad when his position as president over. And Mr. President replied with conversational implicature, his utterance was categorized as general conversational implicature it occurred because his non-observance of the maxim, he flouted the maxim of relation, and this flouting generated the conversational implicature, he has flouted the maxim of relation because his answer did not relate with the question. David asked him but he did not answer David’s question instead he made some clarifications of David’s previous utterance, it meant he wanted to make the conversation flowed usually not too formal and also he wanted to reply David’s joke first, it happened because they have been friend for a long time. Mr. President’s utterance was categorized as general conversational implicature because speaker’s interlocutor did not need any specific knowledge to understand it. The function of conversational implicature itself was to make Joking because Obama wanted to create relaxing atmosphere between them.

### **Datum 3**

**AXELROD: I'd also be the last guy to offer to help, so...**  
(LAUGHTER)

OBAMA: So that's point number one. Point number two, they were applauding Michelle's dress, which was spectacular, even by her own standards.

The context of the conversation above was the same condition with datum two and in this utterance David returned back the previous joke derived by Obama. From the dialog above the researcher found that, David was produced the general conversational implicature that he indicated was generated by his non-observance of maxim. He flouted the maxim of quality because he said that was not truth. The utterance above was categorized as general conversational implicature because we did not need any specific information to interpret it. The function the conversational implicature was also to make joke because, David replied Mr. President's joke and with the joke too. David said that "**I'd also be the last guy to offer to help, so...**", it meant he did not wanted to lose in joking with him.

#### **Datum 4**

OBAMA : It's a family, and...

AXELROD : **All named Barack.**

(LAUGHTER)

OBAMA : So far, nobody's named their kid Barack. I've been a little upset about that.

In the conversation above, Mr. President told about his team in governing the USA, he said many things about his teams, such like they grown up there and having kids. And he has considered them as his family,

but David's utterance said something that was not related to Mr. President saying, he said "all named Barack", this utterance could be categorized as general conversational implicature, it occurred because his non-observance maxim. He blatantly flouted the maxim of relation, because his words did not relate with previous utterance and it could be categorized as general conversational implicature because speaker's interlocutor did not need a special knowledge to interpret the meaning of implicature. The function of conversational implicature in the word "All named Barack" was to make joke, because he cut Mr. President's saying before Mr. President finished his words and also another reason because he knew that there were no people named their kid barack like his name in his team.

#### **Datum 5**

AXELROD: Well if -- if they were here, what they would tell you is right back at you because you're the one who -- I mean, everything has been organized around your energy and your sensibilities. And you know, we talked about this when you -- when we talked about you running for president in 2006 and '07 and I said to you we haven't had a campaign that really spoke to the ideals of young people and aspirations for the future since Robert Kennedy. And that campaign stirred people in a way that very few have, and we did that - - you did that, and you know, only you could have done it.

And so...

OBAMA: **Look, the point is, it feels like the band is breaking up a little bit. And it really has been a team effort, it's been a really big band, a full orchestra.**

The context of the conversation above was about Obama and Axelrod talked about Obama team in governing the government, Axelrod said about Obama's campaign when he running for President for 2006 and 07, and Axelrod said he could make it, it meant that he could lead but before the next utterance Obama said that he could do that because he has a good team, but in his utterance he implicated his team with full orchestra band. Based on conversational implicature theory, the utterance could be categorized as general conversational implicature, it occurred because Obama's non-observance of maxim. He flouted the maxim of quality, because he equalize his team with a band, it meant he said something untruth. The function was to give right amount of information, because the speaker did not say specific information and it needed more information after stated.

#### **Datum 6**

AXELROD : The result of the election actually has stirred what I think is an encouraging reaction, which is this stuff matters, we can't walk away -- we can't walk away from it.

Let me take you back because what I was thinking about last night as I was thinking about this conversation was how remarkable your personal journey has been. I -- I sort of got

to jump on the train and we -- we had this trip together, but you know, when I think back to -- I always love that story about after you lost your congressional race by what, the narrow margin of 30 points or something...

(LAUGHTER)

OBAMA : **That was a nail biter.**

AXELROD : But you...

OBAMA : I think it was literally called like two minutes after the polls closed.

From the dialog above David talked about the result of the election for the first, but he was more interesting in knowing the story of Mr. President when he lost his congressional race, but Mr. President called that mistake by the name of “nail biter”, Mr. President ever lost his congressional race in 2000, there was mistake there and he didn’t want to tell it completely because perhaps that mistake was a little bit a shame. The utterance said by President has generated conversational implicature, he flouted the maxim of quantity, because he said something lack of information about what being asked. And he also gave more informative than it was required. From that the utterance the researcher categorized it as particular conversational implicature because the listeners ought to know the context of the conversation first. The function of conversational implicature in the utterance “**That was a nail biter**” was as to give right amount of information, because it needs the other information after stated.

### Datum 7

AXELROD : So, this probably didn't have the cheering up effect...

OBAMA : It didn't. I -- **I felt as if I was a third wheel in this whole thing, so I ended up leaving early and...**

AXELROD : At least (inaudible) the car.

(LAUGHTER)

OBAMA : And I -- and that was a stage when I was really questioning whether I should continue in politics.

The context of the conversation above was about David asked Obama about his experience when he went with his friend headed to Democratic national convention hall in L.A. Mr. president was asked by the friend of him to join that politics event. At that time Obama has no much money to attend the convention but he was so humble and with his seriously effort he could make it. But after he entered the convention hall with his friend he only entered but was not allowed to see anything. So he got sad about that. So David said that "So, this probably didn't have the cheering up effect..." and Obama answered with too much information than it was required by Axelrod, based the theory of conversational implicature the utterance has produced conversational implicature, it happened because he has flouted the maxim of quantity and it generated conversational implicature. It could be classified as general conversational implicature, because speaker's interlocutor could catch the meaning without difficulty and listener did not need special information to

understand the meaning. The function in the conversational implicature was to give right amount of information. The meaning of conversational implicature above was that Obama said that he felt like he was the third wheel in that whole thing, it meant he did not get anything from the party event, the meaning of the third wheel was it was sort of useless thing. So he thought that there was no positive impact that he got from that.

### **Datum 8**

AXELROD : You didn't like the logo either, but that's -- that's a different discussion...

(CROSSTALK)

OBAMA : **The logo I thought was a loser, it looked like the Pepsi logo and I thought...**

AXELROD : That's what you said, that's...

OBAMA : ... that seems a little...

The context of the conversation above was about Obama who told about his campaign, it was when they did the campaign and they made a phrase namely “Yes We Can”, at that moment they also make a logo of their campaign, and David knew that Obama did not like the logo, Obama’s utterance has generated conversational implicature because he has flouted the maxim of quantity, he said some information than required about the logo, and Obama said more information than it was required. Based on the theory it could be categorized as general conversational implicature, because speaker’s interlocutor could directly interpret the

meaning without any specific information. The function was as to give right amount of information.

### **Datum 9**

AXELROD : ... then I'm going to go out and make a living and forget about this. So that's how close you came to being out of politics.

OBAMA : **Yeah, no, it was -- it was an interesting moment. And you know, since this is your podcast, I might as well give you a little credit. I think, in our conversation, you were initially and sensibly skeptical about...**

From the conversation, David asked the president that how close that he was out from politics world, the bold utterance indicated conversational implicature it occurred because his non-observance maxim, the utterance could be categorized as general conversational implicature, because listener could directly understand it. There, Mr. President flouted the maxim of quality, and conversational implicature has been generated. He could simply say “yeah it was” but he gave much information about that. The function of conversational implicature in the utterance was as to give right amount of information. Because Mr. President’ utterance did not give specific information and interlocutor need more specific information after stated.

### **Datum 10**

AXELROD : Why are you -- why didn't you turn out that way?

OBAMA : **Look, you know, you don't know -- it's hard to get outside of yourself completely and evaluate** all the factors that contribute to your character. Some of it is just temperament. Now that we've been parents and you're a grandpa, you start noticing, there is an essence of each kid that barring really severe trauma expresses itself. That's who they are.

From the utterance above David told about the condition of Obama when he was kid and because there were a sad story of him, and every people must think that someone who were not parented well from kid will lead to the bad and needy person it did not like Obama was not parented, but he was parented by his grandmother and grandfather who were white America, because of that there was trauma when Obama still kid, he was a black people who was parented by white people. So David asked why he was not changing in that kind of people. Obama's utterance indicated conversational implicature. Obama could directly said "because I was blablabla" or anything the same but he answered it with implicature. He has flouted the maxim of quantity, because the lack of information that he said. The meaning of implicature that said by obama was because he has been independent from kids. Based on the theory of conversational implicature it could be classified as particular conversational implicature. The function of conversational implicature was as to give right amount of information. Because he stated the utterance that was a little bit confused if

listener did not know the context of the conversation, so it would need more information after stated.

### Datum 11

AXELROD : Kind of a hippie, right?

OBAMA : Yeah. Yeah, but **she always insisted on shaving her legs.**

(LAUGHTER)

But she was -- she was somebody who was -- was hungry for adventure and skeptical of convention. But she loved the heck out of her kids. And both my sister and I...

The context of the conversation above was they told about the mother of Obama, David knew that Obama's mother was the person who like traveling and love to having fun, so David wanted to make sure and asked to obama. And Obama replied with yeah, and he gave some additional information, "but she always insisted on shaving her legs". Obama has flouted the maxim of quantity because he was more informative than it was required. Based on the theory of conversational implicature who was coined by Grice, it could be categorized as general conversational implicature because Obama described his mother who like adventure with implicature and it could be marked by the way she shaving her legs. The function of conversational implicature was to give right amount of information, because without the next information, listener would be difficult to interpret the meaning of the utterance completely.

### Datum 12

AXELROD : You were president of law review.

OBAMA : ... **but then going back into the state legislature where I'm operating in obscurity.**

And those ups and downs meant that by the time I was elected to the Senate and suddenly, as you pointed out at the convention, shot out of a cannon into this unreal world, by that time I was pretty fully formed, had a pretty good sense of who I was, had a good sense of what was important and what wasn't.

From the dialog above, they were talking about Obama when he was the president of law review in university of Chicago. David said that “You were president of law review”, it meant that the position was not taken by obama anymore, and Obama replied with information that was not asked by David, Obama could reply easily with “yeah I was” but he added more information about it, from that utterances the researcher found that Obama flouted the maxim of Quantity and it generated conversational implicature. Based on the theory of conversational implicature, it could be categorized as general conversational implicature because the listener did not require special knowledge to interpret the meaning of utterance. The function of conversational implicature itself was as to give right amount of information.

### Datum 13

AXELROD : Was there one transformative event?

OBAMA : **No, I don't think so. It was just sort of gradual.**

The two other things that started happening that I think are relevant; one was I became more socially conscious at Occidental even though I was partying, anti-Apartheid movement, starting to be interested in social policy and poverty and starting to study civil rights even if through the haze of a hangover.

(LAUGHTER)

The context of the conversation above was about they talked Obama's past, when he was a kid and there were no enough people to guide him. From the utterance above David asked "was there one transformative event", it meant that the way when Obama raised his kids. Mr. President could answer it easily by saying "yes it was" or "yeah" and something else, but he preferred to flout the maxim of quality, because he gave the information that was not required. Because his non-observance maxim of quality the utterance generated conversational implicature.. Based the theory of conversational implicature it could be categorized as general conversational implicature because speaker's interlocutor unnecessary special knowledge to interpret the utterance. The function of conversational implicature above was as to give right amount of information.

### **Datum 14**

So -- so, that starts giving me a sense of what a purposeful life might look like. That becomes tied up with my racial identity. I start thinking about what it means to be not just a man, but a black man in America and how do you forge dignity and respect in a society that's still troubled by -- by the question of race. And then, my father dies unexpectedly, but that doesn't happen until a little bit later.

What does start happening is the awareness that I don't know him, and so I'm not going to get that much direction from him but I start needing to understand better my genesis, where'd I come from, all these things just made me brood a little bit more. And so, physically I remove myself from my old life, I go to New York. And it's true, I live like a monk for three or four years, take myself way too seriously. There's this huge...

(CROSSTALK)

AXELROD : **That's part of being young, too.**

The context of the conversational was about Obama's past when his father died when he was a kid, and he realized the fact that he did not know him well. At that time it made Barack Obama try to find out his identity. After Obama told about his past David then said "**That's part of being young, too.**", David's utterance has generated conversational implicature, he said something that has different meaning of what was said. David has flouted the maxim of quantity, because he gave lack of information in his utterance. Based on the theory of conversational

implicature, it could be classified as general conversational implicature, because speaker's interlocutor did not need any specific knowledge or information to interpret and understand the meaning of what David has said. The meaning of conversational implicature itself was to inform that when we were young we always wanted to do something to identify our self and to find out our identity. The function of conversational implicature was about to give right amount of information to Obama of what he said.

### **Datum 15**

AXELROD : But the -- you know, the premise of our campaigns, both in 2004 and 2008, were that we could overcome these differences. And what happened?

OBAMA : **Well, look, a couple of things. The -- you're right about that speech, I knew what I was gonna write** because essentially I had been off Broadway practicing during that Senate race, because I had been traveling through not just Chicago, but downstate Illinois.

The context of conversation above was about the premise of campaign that they made, and David asked “what happen?”, the bold utterance, obama has flouted the maxim of relation because obama answered the question that was not related directly with the question and it made the conversational implicature was generated. Based on the theory of conversational implicature it could be classified as particular conversational implicature because speaker's interlocutor needed the

specific information like the campaign that happen in both 2004 and 2008, without that the listener would be difficult or probably wrong in interpreting the conversational implicature. The function of conversational implicature above was to give right amount of information, because listener needed more information to understand the meaning of the implicature after stated.

### **Datum 16**

AXELROD : Well, (inaudible) Trump, as you know, Trump, Obama voters. There were people -- he won 200 counties that you - - that you won and many of them are in these more rural or small town communities. Did you think -- you always had an overarching message and it had an economic component to it, a very heavy economic component to it. Should this campaign have had that?

OBAMA : **Look, you know, I think that Hillary Clinton performed wonderfully under really tough circumstances. I've said this publicly, I'll repeat it.** I think there was a double standard with her. For whatever reason, there's been a longstanding difficulty in her relationship with the press that meant her flaws were wildly amplified relative to...

The context of the conversation was between David and Obama were talking about the elected president of United State of America

namely Donald Trump. Mr. President at that time who was known that he supported Hillary Clinton as the president but Hillary was not elected. David asked, "Should this campaign have had that?", here they talked about the ability of each candidate has. Should the campaign need the component of economic, but Obama answered with the reason why Hillary Clinton lost in president election. Because his non-observance of maxim he has generated conversational implicature and it was showed by he who has flouted the maxim of relation, his reply did not relate with what was being asked. The utterance above could be classified as particular conversational implicature, because the listener would need the information about Hillary Clinton when she campaign and nominate as the president of USA. Based on the theory of the function of implicature in the utterance was as to give right amount of information about Hillary Clinton.

### **Datum 17**

AXELROD : Just a couple more things. Are you worried about the Corbynization (ph) of the Democratic Party? Saw the Labor Party just sort of disintegrated in the face of their defeat and move so far left that it's, you know, in a very -- in a very frail state. And there is an impulse to respond to -- to the power of Trump by, you know, being as edgy...

OBAMA : **On the left.**

AXELROD : ... on the left.

The dialog above David asked about Corbynization, corbynization is the concept of Corbyn from the labor party of Great Britain. There were some idealism that began to influence in Democratic party, and president replied with implicature, his utterance indicated conversational implicature because his non-observance of maxim, he has flouted the maxim of quality because he deserved the lack of information of the question that being asked. His utterance that “on the left” meant as disagree or reject about what was being asked, President’s utterance meant he did not worry at all about it. Based on the theory of conversational implicature, the utterance could be classified as general conversational implicature and the function was as to give amount of information, because in the next utterance Mr. President gave more explanation of his answer.

### **Datum 18**

OBAMA : Yeah. So -- so you just have to -- you have to get back in tune with your center and – and process what's happened before you make a bunch of good decisions.

With respect to my priorities when I leave, it is to build that next generation of leadership; organizers, journalists, politicians. I see them in America, I see them around the world, 20-year-olds, 30-year-olds who are just full of talent, full of idealism. And the question is how do we link them up? How do we give them the tools for them to bring about progressive change? And I want to use my presidential

center as a mechanism for developing that next generation of talent.

That's my long-term interest because I don't want to be the guy who's -- you know, I joke I'm like the old guy at the bar, you know, who's -- who's just hanging around re-living old glories. No, I -- it's...

AXELROD : **The good news is I think everybody will buy you drinks.**

(LAUGHTER)

The context of the conversation above was they were talking about what will Mr. President did after his position as President over. Obama would do many things which one of them was to appear the new leaders of America letter, but he made a joke whether if he was not a guy in the bar who relaxing and reliving glories, and David replied with a joke too, David said that there was a good news if president did what he joke before. From David's utterance, it has generated conversational implicature, David has flouted the maxim of quality because he said something that was not truth. Based on conversational implicature theory the utterance could be categorized as general conversational implicature, because the listener could interpret the meaning without special knowledge. The function of conversational implicature was as to joke and to be polite.

**Datum 19**

AXELROD : ... I want to say thank you for your wonderful service.

OBAMA : **It's been a pretty good ride.**

AXELROD : Great ride.

In the end of the conversation above, David said thanks to Mr. President for everything he has done as President, President replied it with implicature “**It's been a pretty good ride.**”, he could easily answer it by yeah or something else, but he replied with that, the word “ride” that meant the journey or the adventure that has been experienced as president, from that the researcher found that Obama flouted the maxim of relation because his replied did not relate to the utterance before, based on the theory of conversational implicature it could be categorized as general conversational implicature, because the listener could easily understand the meaning of the implicature without any specific knowledge. The function of implicature itself was to give right amount of information.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

According to Grice's cooperative principle theory, speaker and listener should apply sort of rules to avoid misunderstanding between them. If the speaker and the listener do not follow the cooperative principle, the nonobservance of the maxims will be generated. It can cause implicature to appear.

1. The researcher has found nineteen data that flouted maxim and generated conversational implicature. Between David and Obama each other has flouted the maxim. They have done the nonobservance toward three kinds of maxim namely Quality, Quantity, Relation. The non-observance of those maxims that generated conversational implicature. The dominant of flouting maxim discovered in the interview was Maxim of quantity and quality, because Obama often gave more information than required. In happened because Obama wanted the interlocutor understand clearly about what he has said.
2. There are two types of implicature which are conventional implicature and conversational implicature. In this research, the researcher only focused on how non-observance maxim generated

conversational implicature, the kind of conversational implicature and the functions appearing in the script interview.

Based on the data collection and data analysis in the previous chapter, the researcher concluded that there are two types of conversational implicature that could be found in David Axelrod Interviews President Barack Obama, those were *generalized conversational implicature* and *particularized conversational implicature* based on the theory in chapter two. *Generalized conversational implicature* dominated the data because it was usually used in daily conversation and speaker's interlocutor did not need any specific information to understand and interpret the utterances. This result also happened in most of previous researches.

3. There are five functions of using conversational implicature in the conversation of President Obama and David Axelrod, and not all of those were used in the conversation. But, giving amount of information were dominated the function, because ordinarily in interview speaker and interlocutor gave information each other because in the interview speaker and listener always talked some topics and of course they would give information each other. All of the functions were used to create the atmosphere of the interview.

## **B. Suggestion**

In interaction with others, people always relate to communication. Communication always relate to language. Language is the best way for people to change information with others. But in language, there are rules applied in forming communication especially in speaking. It depends on the culture and every language has a different culture in this world. By observing the maxim, a communication in two speakers can be known their characteristic of language, culture and their view. Due to it, the writer would give some suggestions for the Linguistic researchers and for English Department student as well, especially the students who focus their study on Pragmatics scope.

1. For the Linguistic researcher, in analyzing the language phenomena, there are various things that can be investigated because language is dynamic and always developed. It means we study people's cultures which never become extinct unless the human does not exist. For example in Pragmatics, one language may assume that one's expression is defying maxim, however in another language is not a form of deviation maxim.
2. For the reader especially the students, the students do not have to think that to do investigating in Pragmatic scope is difficult because they can find a lot of resources on their daily conversation and their environment easily. It will more interest to discussing and find the unique of their language and cultu

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# THE AXE FILES

## The Axe Files - Ep. 108: President Barack Obama

*Released December 26, 2016*

AXELROD (voiceover): I first met Barack Obama when he returned to Chicago from law school in the early '90s to run a voter registration drive. And while I didn't realize at that moment where history would take him, I was taken by him, as someone who really cared about public service, was committed to devoting his life to it, and together, we had an incredible journey.

Now, as the new year approaches, the days are ticking down on the Obama administration, and so I went by the White House to sit down with my old friend and reflect on the road he's traveled.

AXELROD: So Mr. President, I actually came over  
to help you pack. (LAUGHTER)

But I really appreciate you dropping by. This is a great surprise to be able to sit down with you. You know, I was over at the Kennedy Center the other night...

OBAMA: Yeah.

AXELROD: ... for the Kennedy Center Awards, and when you walked in, there was this thunderous and lengthy ovation and lots of tears. And you know me, so you know that I was among those who were -- who was tearing up. But then I was thinking, what are you thinking? And has -- is it beginning to hit you that this is coming to an end?

OBAMA: Well, let me make a couple points. Number one, you're the last guy I would have help me pack...

(LAUGHTER)  
... because lets face it, orderliness is not...

AXELROD: I'd also be the last guy to offer to help,  
so... (LAUGHTER)

OBAMA: So that's point number one. Point number two, they were applauding Michelle's dress, which was spectacular, even by her own standards.

(LAUGHTER)  
AXELROD: OK. You're not gonna get away with that.

OBAMA: I tell you, what has started to hit me is that the collection of unbelievable talent and vision and dedication in my team, the people I've gathered around, some of

whom have been with me for this entire ride, some of whom I got to know later, many of whom came of age in this job, so I've seen them start in these really junior jobs and now they're running huge operations and married and their babies are crawling on the floor of the Oval Office...

AXELROD: Right.

OBAMA: It's a family, and...

AXELROD: All named Barack.

(LAUGHTER)

OBAMA: So far, nobody's named their kid Barack. I've been a little upset about that.

But knowing that that phase is coming to an end -- they'll stay my friends for life. Some of them, I'll collaborate with, like you, on various things in the future. But to have them all in one place, to see how well they've worked together and gelled, it has been just an enormous privilege, and so I have been getting more sentimental about that.

We had our senior staff dinner, you remember

these... AXELROD: Yes.

OBAMA: ... and I got...

AXELROD: Yes. I heard you got a little verklempt.

OBAMA: Yeah, I got through about four minutes of the thing and then started, you know, getting the hanky out and...

AXELROD: Which you don't really do that much.

OBAMA: I -- I -- it's a...

AXELROD: You used to mock me for doing that.

OBAMA: Well, it's interesting. There are two things that can get me teary. One is talking about my daughters or seeing my daughters and the second is my team. I mean you remember after 2012 when I went over to the campaign office and I saw all those kids who had been working so hard...

AXELROD: Yeah...

OBAMA: ... and it was the same kind of emotion that stirs up this deep gratitude for their devotion and I think an appreciation that even though from their perspective, I'm the one inspiring them, in fact all I'm doing is drawing from their energy. They're the ones inspiring me. I'm reflecting back what's inside of them, which is just a lot of goodness and a lot of heart and idealism. And so that gets me choked up.

AXELROD: Well if -- if they were here, what they would tell you is right back at you because you're the one who -- I mean, everything has been organized around your energy and your sensibilities.

And you know, we talked about this when you -- when we talked about you running for president in 2006 and '07 and I said to you we haven't had a campaign that really spoke to the ideals of young

people and aspirations for the future since Robert Kennedy. And that campaign stirred people in a way that very few

have, and we did that -- you did that, and you know, only you could have done it. And so...

OBAMA: Look, the point is, it feels like the band is breaking up a little bit. And it really has been a team effort, it's been a really big band, a full orchestra.

AXELROD: Yes.

OBAMA: Horn section and all that. And one of the things that I tell people I appreciate is that -- that spark, that thing that we took a flyer on in 2007, 2008. You know, it didn't always manifest itself in the day to day grind of governing, but the truth is it's -- it never died out. And I would continue to see it every day in what happened here in the West Wing and the East Wing and the White House. The idealism and the dedication stayed with the staff and got us through some really hard times.

And so, I do take a lot of pride in the fact that overall, this place never got cynical over the eight years. There were times where we were aggravated. There were times where we were frustrated. There was gallows humor, but we -- we never had that fire snuffed out and that is a point of pride for me because what that tells me is there's a whole generation of people who worked in this administration who are going to keep on doing stuff...

AXELROD: Yeah.

OBAMA: ... in the future. I don't think they come away from this feeling like government service doesn't work...

AXELROD: Well...

OBAMA: ... politics is terrible.

AXELROD: The result of the election actually has stirred what I think is an encouraging reaction, which is this stuff matters, we can't walk away -- we can't walk away from it.

Let me take you back because what I was thinking about last night as I was thinking about this conversation was how remarkable your personal journey has been. I -- I sort of got to jump on the train and we -- we had this trip together, but you know, when I think back to -- I always love that story about after you lost your congressional race by what, the narrow margin of 30 points or something...

(LAUGHTER)

OBAMA: That was a nail biter.

AXELROD: But you...

OBAMA: I think it was literally called like two minutes after the polls closed.

AXELROD: Yeah. Well, that's good, you didn't have to waste the whole evening.

OBAMA: No, but I had to rush to get to the hotel to concede.

(LAUGHTER)

I thought I was going to have half an hour. I had to put my tie on...

AXELROD: But -- but tell the story about going to L.A. for the Democratic Convention and trying to rent a car.

OBAMA: Yeah, this is...

AXELROD: This was 16 years

ago.

OBAMA: Yeah, this was 16 years ago. So -- so, I just got thumped in a congressional race and the truth is that it was a great experience for me. It ended up being a building block for subsequent races. It taught me a lot.

But look, losing's never fun. The one thing I always explain to people is although, I -- I've -- I'm proud that I have tried to conduct myself in office to do what I think is right rather than what is popular, I always tell people don't underestimate the public humiliation of losing in politics. It's unlike what most people experience as adults, this sense of rejection.

AXELROD: Yeah.

OBAMA: And so, you're already a little mopey about things, and as you know, David, because we're close friends, Michelle was never that wild about me going into politics.

AXELROD: Right.

OBAMA: I've got -- I've got two little kids, we're pretty broke, or at least at that point I had one little kid and one on the way. And a friend of mine says, "Look, you've got to get back on the horse. You're kind of down in the dumps. Why don't you go to the Democratic National Convention in L.A.? It'll cheer you up. You'll be among folks who are excited about politics and you can stay with me."

And I said OK. You know, I'll go for the weekend. I fly out there on whatever connecting flight that was the cheapest and get to the rent-a-car place and present my credit card and the credit card's rejected. No more money. So...

AXELROD: Aftermath of the campaign?

OBAMA: Right. So I have to I think make a couple of calls to engineer somehow renting this car and I get to the hotel where my friend is ready to go and we go over to the convention and they give me the pass that is -- basically only allows you to be in the halls, like the ring around the auditorium.

(LAUGHTER)

Didn't actually allow you to see anything, but you could wander around

and... AXELROD: This is four years before you gave the keynote speech...

OBAMA: This is -- yes, and -- and I think they'd -- my friend would try to get me into some of the after parties after the convention and bouncers would be standing there saying, "Who's this guy?" And "He

doesn't have the right credentials."

AXELROD: So, this probably didn't have the cheering up effect...

OBAMA: It didn't. I -- I felt as if I was a third wheel in this whole thing, so I ended up leaving early and...

AXELROD: At least (inaudible) the car.

(LAUGHTER)

OBAMA: And I -- and that was a stage when I was really questioning whether I should continue in politics.

AXELROD: Yeah. I was going to mention that because I remember when you called me in 2002 to say you were thinking of running for the Senate and you said, you know, I've talked to Michelle about this.

I've got one race left in me, and if I don't win

it... OBAMA: Up or out.

AXELROD: ... then I'm going to go out and make a living and forget about this. So that's how close you came to being out of politics.

OBAMA: Yeah, no, it was -- it was an interesting moment. And you know, since this is your podcast, I might as well give you a little credit. I think, in our conversation, you were initially and sensibly skeptical about...

AXELROD: A black guy

named... OBAMA: A black

guy...

AXELROD: ... Barack Hussein Obama getting elected to the Senate. Yeah, I was.

OBAMA: Yes, but you overcame your skepticism. And -- and I saw a possible path.

The one thing that the congressional race had done is confirm in my mind two things. Number one, even though in a predominately black district, I had been beaten badly by a well-established African American politician, it was interesting when I went out campaigning, people were actually pretty encouraging.

What they'd say is, you seem like a great young man and you're gonna do great things, it's just it's not your turn yet. So what they told me was actually that I had strong support in the African American community, just not in this particular race.

And the second thing, as you'll recall, in that congressional race, there was a chunk of the city, of the congressional district, Beverly Morgan Park, where there was a sizeable Irish population. And I did really well there...

AXELROD: You did, yeah.

OBAMA: ... and I connected well. And it -- it told me that in a big field, in the U.S. Senate race, that I

might have a chance to win, so. But -- but it is...

AXELROD: If you had won that congressional race, we wouldn't be sitting in the Roosevelt Room right now.

OBAMA: No, we wouldn't. So things -- things work out.

But -- but I do always think about the fact that in the 2000 convention, I couldn't basically get in the hall -- or I couldn't get into the -- on the floor and nobody knew my name. Four years later, I'm doing the keynote speech. And it wasn't as if I was so much smarter four years later than I had been in 2000, it speaks a little bit to the randomness of politics.

And you know, part of the reasons that I think I've stayed sane in what has been this remarkable journey, and you've known me a long time and I think you'd confirm that I'm pretty much the same guy as I was when we started this thing. Part of the reason...

AXELROD: A little grayer, but yeah.

OBAMA: Part of the reason -- a little grayer, yes. But part of the reason for that I think is because, you know, success came late to me, notoriety came late. And it -- it made me realize that to the extent that I had been successful, it wasn't about me. It was about certain forces out there and -- and me hitching my wagon to a broader spirit and a broader set of trends and a broader set of traditions.

And so, when -- when we came up with the phrase Yes, We Can, which again, to give you credit I was a little skeptical of, it felt a little simplistic when we first started. But...

AXELROD: You didn't like the logo either, but that's -- that's a different discussion... (CROSSTALK)

OBAMA: The logo I thought was a loser, it looked like the Pepsi logo and I thought... AXELROD: That's what you said, that's...

OBAMA: ... that seems a little...

(CROSSTALK)

AXELROD: That's what you said, it became more iconic than the Apple insignia. So -- I'm glad we straightened this out...

OBAMA: But look, I...

AXELROD: I've gotten everything I wanted...

(CROSSTALK)

OBAMA: That's what I figured.

(LAUGHTER)

OBAMA: But -- but what Yes, We Can described and I really meant was that this was not simply about me, that this was about us.

AXELROD: Yes. And I think that was well understood and that was what was so energizing about it.

So I want to ask you, you talk about your sanity. I want to know why you're not nuts, OK? And this is the reason, most politicians, you talked about how hard losing is.

OBAMA: Right.

AXELROD: Most politicians have some sort of wound, I find, especially at a higher level that something happened in their childhood and they really need the approbation of the crowds and the affirmation that comes with being elected.

I don't know if you remember this conversation I had with you when you were -- when you came to my office, right? You got back from Hawaii, you're about to make the decision to run, you come in unannounced and we talked for a long time. And I told you, I'm not sure you're pathological enough to run for president.

(LAUGHTER)

And what I meant by that was I didn't think you had that sort of pathological need that so many people who run for president do. And I don't know why that is because your dad abandoned you basically when you were two years old. And your mom -- I know she was very loving, but you were separated from her for long periods of time. And if you were just looking at those facts, you'd say yeah, this guy's gonna be a real needy person.

OBAMA: Yeah.

AXELROD: Why are you -- why didn't you turn out that way?

OBAMA: Look, you know, you don't know -- it's hard to get outside of yourself completely and evaluate all the factors that contribute to your character. Some of it is just temperament. Now that we've been parents and you're a grandpa, you start noticing, there is an essence of each kid that barring really severe trauma expresses itself. That's who they are.

And so there is something in me, obviously, that is pretty calm and generally pretty happy and pretty buoyant. But...

AXELROD: Did you feel -- did you feel -- I mean, this is a weird question to ask because you're president of the United States. But did you feel loved as a kid, even though you're...

OBAMA: I did. And...

AXELROD: And why, was it your grandparents?

OBAMA: No, my mom was -- she was eccentric in many ways. She was...

AXELROD: Kind of a hippie, right?

OBAMA: Yeah. Yeah, but she always insisted on shaving her legs. (LAUGHTER)

But she was -- she was somebody who was -- was hungry for adventure and skeptical of convention. But she loved the heck out of her kids. And both my sister and I...

AXELROD: That's what your sister says too. I asked her this question.

OBAMA: For all -- yeah, for all the ups and downs of our -- our lives, there was never a moment where I didn't feel as if I was special, that -- that I was not just this spectacular gift to the world. And that's what you want your moms...

AXELROD: Yeah, of course, yeah.

OBAMA: ... and your dads to -- to give to your kids.

AXELROD: So even -- even when you -- when she was overseas and you were with your grandparents, she communicated with you (ph).

OBAMA: Yeah. And -- and I never doubted her -- her love and commitment for me. And she was so young when she had me. I mean, she was -- she was 18, right? So in some ways, by the time I was 12, 13, she's interacting with me almost like a friend as well as a parent. Now, there...

AXELROD: And you guys also weathered a lot together.

OBAMA: Yeah ,and I didn't always necessarily handle that well. It's not sort of a recipe for ideal parenting. But what I did learn was that unconditional love makes up for an awful lot, and I got that from her. Now, a part of -- a part of -- going back to the question about politics, though...

AXELROD: You never feared

losing. OBAMA: I never...

AXELROD: You didn't like it...

OBAMA: No.

AXELROD: You're competitive.

OBAMA: I am.

AXELROD: I've -- I've...

OBAMA: You know -- you know what it was, David, and I think has remained true, is it's not that I didn't fear losing, it's that I feared more being dishonest or being a jerk or losing respect for myself. I feared

that more than losing.

AXELROD: So, subjugating those things that you felt were important in order to win?

OBAMA: Exactly. The -- the story I tell about myself didn't allow me to say oh, well let's trim my sails here for expediency. And -- and so, at the end of the day, I think that part of sustaining my sanity through this thing was having gone through enough growing up and community organizing and not being in the spotlight and having had this weird 15 minutes of success at Harvard and being president of the law review...

AXELROD: You were president of law review.

OBAMA: ... but then going back into the state legislature where I'm operating in obscurity.

And those ups and downs meant that by the time I was elected to the Senate and suddenly, as you

pointed out at the convention, shot out of a cannon into this unreal world, by that time I was pretty fully formed, had a pretty good sense of who I was, had a good sense of what was important and what wasn't.

And look, I was also married to a woman who was not going to put up with any foolishness, and you know, Michelle, I can't underestimate the degree to which having a life partner who is so grounded and so strong and steady and fundamentally honest helped.

AXELROD: Sometimes brutally so.

OBAMA: Sometimes brutally so,

but... AXELROD: Yeah. No, I -- I...

OBAMA: But it -- it -- she has been ballast for our family. AXELROD: Yeah.

OBAMA: And I -- no doubt contributed to me feeling calm because here's what I knew about Michelle the same way I knew about my girls or my sister or my best friends. Their relationships with me never depended on my success or outward success. They didn't -- my best friends from high school don't operate any differently with me now than they did when I was...

AXELROD: And they're around a lot. You -- you have them here a lot.

OBAMA: I do, yeah.

AXELROD: They don't call you Mr.

President. OBAMA: They do not.

AXELROD: Yeah.

OBAMA: Yeah. That's -- I mean, you know, I've been lucky. It's interesting. As you get older, you figure out some things you're good at and some things you're not. You have hopefully a better self assessment

of yourself. And one gift I do seem to have is getting really, really good friends around me who've got my back. And that gives you a certain serenity in the midst of a lot of foolishness.

AXELROD: We -- you've rebuilt the American economy from when we came here, and as a result, I have to take a word from our sponsor here.

(COMMERCIAL BREAK)

AXELROD: One other element -- one other element -- I want to talk about the 2004 speech, which to me, is foundational for almost everything that came after. But before I do, I just have one other question about your sort of makeup that I think is sort of central to your success and one mystery to me even though we've been friends for like 25 years.

What -- how is it that you sort of just made the decision in the middle of your years in college that you were going to sort of transform yourself from a guy who enjoyed a party and was kind of a goof-off at Occidental College to kind of becoming an ascetic at Columbia with a much more purposeful view of -- I mean, that's an unusual thing as well.

OBAMA: Yeah.

AXELROD: I mean, it's a disciplined...

OBAMA: Yeah. Some of this, I think, is just a kid growing up and it turns out -- and I see this in my own daughters. People go at their own pace, right?

So, I don't think that the more serious side of me sprang up overnight. I think it had been building. It just took longer to manifest in me than it might have in some other kids. This may be an area where the lack of structure during my high school years because my mom wasn't always around, my grandparents, they're older, they're not as strict and paying attention. I'm sort of raising myself...

AXELROD: Right.

OBAMA: ... meant...

AXELROD: Well, that -- that's what strikes me.

OBAMA: Yeah, well what it meant was that -- what -- the kind of discipline that I see in my daughter's developing at 15 or 16 took me until I was 20 or 21 because there wasn't somebody nagging me and giving me some perspective the way Michelle and I are able to give my daughters...

AXELROD: Was there one transformative event?

OBAMA: No, I don't think so. It was just sort of

gradual.

The two other things that started happening that I think are relevant; one was I became more socially conscious at Occidental even though I was partying, anti-Apartheid movement, starting to be interested in social policy and poverty and starting to study civil rights even if through the haze of a hangover.

(LAUGHTER)

So -- so, that starts giving me a sense of what a purposeful life might look like. That becomes tied up with my racial identity. I start thinking about what it means to be not just a man, but a black man in America and how do you forge dignity and respect in a society that's still troubled by -- by the question of race.

And then, my father dies unexpectedly, but that doesn't happen until a little bit later.

What does start happening is the awareness that I don't know him, and so I'm not going to get that much direction from him but I start needing to understand better my genesis, where'd I come from, all these things just made me brood a little bit more. And so, physically I remove myself from my old life, I go to New York. And it's true, I live like a monk for three or four years, take myself way too seriously. There's this huge...

(CROSSTALK)

AXELROD: That's part of being young, too.

OBAMA: Yeah, exactly. Huge overcompensation, I'm humorless, and you know, have one plate and one towel and, you know, and -- and fasting on Sundays, and you know, friends start noticing that I'm -- I'm begging off (ph) going out, you know, at night because I have to, you know, read, you know, Sartre (ph) or something.

You know, so in retrospect, wildly pretentious. And when I read back old journals from that time,

because I'm starting to write, or letters that I've written to, you know, girls you're courting or something, they're impenetrable. I mean, I don't -- I don't understand what I'm saying, right?

(LAUGHTER)

There's all kinds of references to (inaudible) and France penon (ph) and all this stuff and I'm like what -- what are you talking about?

AXELROD: But those are cool pick up lines, I bet.

OBAMA: They didn't work, I think, because people were all like wow, this guy is just too intense.

(LAUGHTER)

He needs to lighten up. I should've tried like, you know, wanna go to a movie or...

AXELROD: Yeah, those are good too.

OBAMA: ... go on a picnic?

AXELROD: Or get a -- or get a dog, that always

works. OBAMA: Exactly (ph).

AXELROD: So let me -- let me return to 2004. You made -- you know, I remember when you wrote this speech, in fact when you got the call that you were gonna do it, you hung up the phone and you said I know what I wanna say. And I said what do you wanna say? You said, I wanna tell my story as part of

the largest American story and you

did. OBAMA: Right.

AXELROD: And it was a very -- it was just galvanic because people in a country that was riven heard a message about one American community in which we have different stories, but we have shared aspirations, values. And you know, there is no black America, you know...

OBAMA: Right. I remember.

AXELROD: You know, all of that, yeah you -- you wrote it.

OBAMA: It was a pretty good speech.

AXELROD: So -- it was a good speech. And -- and you went right out to the notion of a red America and a blue America. So you know where I'm going, here.

OBAMA: Yes, I do.

(CROSSTALK)

AXELROD: How --

how... (CROSSTALK)

OBAMA: How's that worked out for you?

AXELROD: Yeah, exactly.

OBAMA: The whole hope you change you (ph)  
thing? (LAUGHTER)

AXELROD: Exactly. Where -- I mean, you've accomplished an enormous amount here.

OBAMA: Yeah.

AXELROD: And I'm -- you know, I mean, I'm so proud of you.

OBAMA: Thanks.

AXELROD: But the -- you know, the premise of our campaigns, both in 2004 and 2008, were that we could overcome these differences. And what happened?

OBAMA: Well, look, a couple of things. The -- you're right about that speech, I knew what I was gonna write because essentially I had been off Broadway practicing during that Senate race, because I had been traveling through not just Chicago, but downstate Illinois.

AXELROD: These old factory towns, yeah.

OBAMA: Old factory towns, you know, you're in the quad cities, you're in Cairo, you're in, you know, places that, you know, people would've assumed I couldn't connect. But as I've said before, it felt actually pretty familiar to me because they were my grandparent's culture in many ways.

AXELROD: Yeah, from Kansas.

OBAMA: From Kansas. And so -- so a lot of the lines of that speech in 2004 were really just a pulling together of what I had been feeling, what I had been seeing, the conversations I'd been having.

AXELROD: And you told stories of people you met along the way.

OBAMA: Yeah, during the course of that couple of years. And so we both anticipated that it was -- would do well. I don't think any of us anticipated the electric impact that it had...

AXELROD: I did about five minutes in. I could see what was going on, there.

OBAMA: Yeah, but -- but I -- I always viewed that as an aspirational speech, not a perfect description of what is but a description of our best selves and who we might be, that the reality of our common cause and how it connected to our best traditions, starting with the Constitution through the fight for abolition, through the Civil Rights era, the Women's Movement.

(CROSSTALK)

OBAMA: ... for unionization. And you know, the image of, you know, of -- of melting pot army during World War II.

AXELROD: Right.

OBAMA: You got the Italian guy and you got the, you know, Polish guy and suddenly they're all becoming one unit fighting fascism, right? There's always been a mythology around that. There's always been an uglier set of impulses in America, exterminating Native Americans for their lands and slavery and Jim Crow and...

(CROSSTALK)

AXELROD: And by the way, resistance to Doris Kearns Goodwin, who we both know and love, was -- showed me a speech by Henry Cabot Lodge in 1896 castigating Irish immigrants and Polish immigrants...

OBAMA: Exactly.

AXELROD: ... in the same terms that we've heard in this last campaign.

OBAMA: Exactly. So -- so the point was not to bury that ugliness, but to say that there is this trajectory, the arc of the (inaudible) universe is long. It ends towards justice. It is a struggle, but there's this thing in us, there's this thing in this country that is good and unifies us. And ultimately, will win out. That was the speech.

Now, I would argue that during the entire eight years that I've been president, that spirit of America has still been there in all sorts of ways. It manifests itself in communities all across the country. We see it in this younger generation that is smarter, more tolerant, more innovative, more creative, more entrepreneurial, would not even think about, you know, discriminating somebody against for example because of their sexual orientation.

You know, all those things that I describe, you're seeing in our society, particularly among 20-year-olds, 30-year-olds. But...

AXELROD: But obviously, the...

OBAMA: But what I think we also saw is that the -- the resistance to that vision of America, which has always been there, was always powerful, mobilized and asserted itself powerfully.

Now, I would argue that in part, very cynically, somebody like a Mitch McConnell or Roger Ailes at Fox News I think specifically mobilized a backlash to this vision in order to accomplish pretty routine, commercial or power...

(CROSSTALK)

AXELROD: Well, let me try something out on you (ph). I mean, my sense is that McConnell, just as a clinical political matter, recognized the power of your message and figured out very quickly -- and he's pretty much said this -- that if we were to cooperate, it would've meant that he had figured this out.

OBAMA: It would've validated this vision and it would've reinforced it and -- and it would have, I think, consolidated itself for a generation or two. And so Mitch McConnell's insight, which I've -- I've said, just from a pure...

AXELROD: Yeah, right.

OBAMA: ... tactical perspective, was pretty smart and well executed, the degree of discipline that he was able to impose on his caucus was impressive. His insight was that we just have to say no to that. And if we can just throw sand in the gears, then at a time of deep economic crisis, when people are really stressed, really worried, we're already stressed and worried before the crisis, now are thinking the -- the bottom's falling out of their lives and their home prices are going down, their 401(k)s are evaporating, they're losing their jobs.

That if we just say no, then that will puncture the balloon, that all this talk about hope and change and no red state and blue state is -- is proven to be a mirage, a fantasy. And if we can -- if we can puncture that vision, then we have a chance to win back seats in the House and...

AXELROD: Which they did.

OBAMA: And -- and win back seats in the Senate. And -- and so, I understand what happened politically.

Two points I would make though, David, because obviously in the wake of the election and Trump winning, a lot of people have -- have suggested that somehow, it really was a fantasy. What I would argue is, is that the culture actually did shift, that the majority does buy into the notion of a one America that is tolerant and diverse and open and -- and full of energy and dynamism.

And -- and the problem is, it doesn't always manifest itself in politics, right? You know, I am confident in this vision because I'm confident that if I -- if I had run again and articulated it, I think I could've mobilized a majority of the American people to rally behind it.

I know that in conversations that I've had with people around the country, even some people who disagreed with me, they would say the vision, the direction that you point towards is the right one.

AXELROD: We're gonna take another short break and we'll be right back with the president.

(COMMERCIAL BREAK)

AXELROD: Well, (inaudible) Trump, as you know, Trump, Obama voters. There were people -- he won 200 counties that you -- that you won and many of them are in these more rural or small town communities. Did you think -- you always had an overarching message and it had an economic component to it, a very heavy economic component to it. Should this campaign have had that?

OBAMA: Look, you know, I think that Hillary Clinton performed wonderfully under really tough circumstances. I've said this publicly, I'll repeat it. I think there was a double standard with her. For whatever reason, there's been a longstanding difficulty in her relationship with the press that meant her flaws were wildly amplified relative to...

(CROSSTALK)

AXELROD: But leaving that aside...

OBAMA: But -- but -- well, the reason I bring this up is because we've both been in campaigns. If you think you're winning, then you have a tendency, just like in sports, maybe to play it safer.

And the economy has been improving. There is a sense, obviously, that some communities have been left behind from the recovery and people feeling anxious about that. But if she was looking at the campaign and saying OK, I'm winning right now, and her economic agenda was in fact very progressive. But...

(CROSSTALK)

OBAMA: No, you're right, not well understood. But understandably, I think she looked and said well, given my opponent and the things he's saying and what he's doing, we should focus on that.

In retrospect, we can all be Monday morning quarterbacks. Here's what I -- here's what I would say prospectively, is that the Democratic agenda is better for all working people. This division that's been put out there between white working class versus black working class or Latino working class -- look, an agenda of raising minimum wage, rebuilding our infrastructure, you know...

AXELROD: Education.

OBAMA: Education, family leave, community colleges, making it easier for unions to organize, that's an agenda for working class Americans of all stripes. And we have to talk about it and we have to be present in every community talking about it.

See, I think the issue was less that Democrats have somehow abandoned the white working class, I think that's nonsense. Look, the Affordable Care Act benefits a huge number of Trump voters. There are a lot of folks in places like West Virginia or Kentucky who didn't vote for Hillary, didn't vote for me, but are being helped by this.

AXELROD: Right.

OBAMA: The -- the problem is, is that we're not there on the ground communicating not only the dry policy aspects of this, but that we care about these communities, that we're bleeding for these communities...

AXELROD: Right.

OBAMA: ... that we understand why they're frustrated. There's a -- there's a...

AXELROD: And the values behind these things.

OBAMA: And the values. And there's an emotional connection, and part of what we have to do to rebuild is to be there and -- and that means organizing, that means caring about state parties, it means caring about local races, state boards or school boards and city councils and state legislative races and not thinking that somehow, just a great set of progressive policies that we present to the New York Times editorial board will win the day. And -- and part of...

AXELROD: But some of that would fall on us. I mean, I -- take you and me because maybe we didn't spend as much time on that project while you were here. I mean, we're trying to save the economy and doing these other things.

OBAMA: Well, yeah. No, you know, I mean...

AXELROD: Our campaigns did it, but...

OBAMA: It's interesting. You and I both, I think, would acknowledge that when we were campaigning, we could connect. Once you got to the White House and you were busy governing, then...

AXELROD: Right.

OBAMA: ... partly, you're just constrained by time, right? You are then more subject to the filter. And this is -- you know, I brought up Fox News, but it was Rush Limbaugh and the NRA and there are all these mediators who are interpreting what we do, and if we're not actually out there like we are during campaigns, then folks in -- in a lot of these communities, what they're hearing is Obama wants to take away my guns...

AXELROD: Right.

OBAMA: Obamacare's about transgender bathrooms and not my job, Obama is disrespecting my culture and is primarily concerned with coastal elites and minorities. And so -- so part of what I've struggled with during my presidency and part of what I think I'll be thinking a lot about after my presidency is how do we work around all these filters?

And it becomes more complicated now that you've got social media, where people are getting news that reinforces their biases and -- and separates people out instead of bringing them together. It is going to be a challenge, but look, you look at what we did in rural communities, for example...

AXELROD: Yeah, yeah.

OBAMA: Just from a policy perspective...

AXELROD: Yeah, ask Tom Vilsack. He feels very strongly...

OBAMA: Tom -- Tom Vilsack, my agriculture secretary from Iowa. We -- we devoted more attention, more focus, put more resources into rural America than has -- has been the case probably for the last two, three decades.

AXELROD: Right.

OBAMA: And -- and it paid great dividends, but you just wouldn't know that, that's not something that you would see on the nightly news. And so we've got to figure out how do we show people and communicate in a way that is visceral and -- and makes an emotional connection as opposed to just the facts...

AXELROD: I...

OBAMA: ... because the facts are all in dispute these days.

AXELROD: I think -- I personally think that part of the problem was sometimes, we become a slave to our own technology and politics. And you say well, we've got this group, this group and this group, and so we have the coalition we need to win. And if you misuse that...

(CROSSTALK)

AXELROD: ... you send the message to everybody else...

OBAMA: This (ph) microtargeting.

AXELROD: ... we don't really need you.

OBAMA: Well, part of what I've been saying to -- to people, and this was even when I thought we were gonna win, was that -- that narrow Democratic coalition, the quote/unquote "Obama coalition," that if -- if properly executed, yes you can probably win presidencies repeatedly. It constitutes the majority of the country, but you can't govern.

So part of the challenge for Democrats and progressives generally is that if we cannot compete in rural areas, in rural states, if we can't find some way to break through what is a complicated history in the south and start winning races there and winning back southern white voters without betraying our commitment to civil rights and diversity, if we can do those things, then we can win elections. But we will see the same kinds of patterns that we saw during my presidency, a progressive president but a gridlocked Congress that can't move an agenda for us.

AXELROD: Just a couple more things. Are you worried about the Corbynization (ph) of the Democratic

Party? Saw the Labor Party just sort of disintegrated in the face of their defeat and move so far left that it's, you know, in a very -- in a very frail state. And there is an impulse to respond to -- to the power of Trump by, you know, being as edgy...

OBAMA: On the left.

AXELROD: ... on the

left.

OBAMA: I don't worry about that, partly because I think that the Democratic Party has stayed pretty grounded in fact and reality. Trump emerged out of a decade, maybe two, in which the Republican Party, because it had to say no for tactical reasons, moved further and further away from what we would consider to be a -- a basic consensus around things like climate change or how the economy works.

And it started filling up with all kinds of conspiracy theorizing that became kind of common wisdom or conventional wisdom within the Republican Party base. That hasn't happened in the Democratic Party. I think people like the passion that Bernie brought, but Bernie Sanders is a pretty centrist politician relative to...

AXELROD: Corbyn.

OBAMA: Relative to Corbyn or relative to some of the

Republicans. AXELROD: Oh I see what you're saying...

OBAMA: And -- and so -- so I don't worry about that. What I do worry about is that in an era where we are looking for simple solutions that -- and want 1000 percent of what we want and when we want it, that we end up starting to shut ourselves off from different points of view, shutting down debate, becoming more dogmatic, becoming more brittle.

And I don't see that being a successful strategy for us winning over the country. Remember, we won the popular vote. You know, we don't have very good population distribution from a Democratic perspective, right? So I've told the story about how I was in Brooklyn campaigning, I think for De Blasio, and this woman comes up, hugs me, how can we help you, we love you, I said move to Nebraska.

(LAUGHTER)

You know, I got a million...

AXELROD: She obviously

didn't.

OBAMA: ... wasted votes in -- in Brooklyn.

AXELROD: Well, let me -- let me before you go because you've been real generous with your time, here. What about you? You know, I see this conflict coming down the line here, which is you -- you once told me that you admired the Bushs for the way they've handled their post-presidency in the sense that they gave you the room that you needed to do what you needed to do. And I know you feel strongly about that.

On the other hand, people are kind of looking to you now to be kind of the point of the spear in the resistance to this new administration and -- and partly because of the absence of anybody else, but...

OBAMA: Well, I think -- look, my -- my intentions on January 21st is to sleep, take my wife on a nice

vacation, and she has said it better be nice.

(LAUGHTER)

Because she's -- she's

earned it. AXELROD: She

deserves it.

OBAMA: She deserves it. I'm gonna start thinking about the first book I -- I want to write. We've got to unpack, and -- and I don't need your help on that either.

(LAUGHTER)

And -- and look, I have to -- I have to be quiet for a while. I -- I -- and I don't mean politically, I mean internally. I have to still myself and...

AXELROD: That's gonna take some time.

OBAMA: Yes.

AXELROD: It's hard to leave here...

OBAMA: It does.

AXELROD: I know in some small way what that's like.

OBAMA: Yeah. So -- so you just have to -- you have to get back in tune with your center and -- and process what's happened before you make a bunch of good decisions.

With respect to my priorities when I leave, it is to build that next generation of leadership; organizers, journalists, politicians. I see them in America, I see them around the world, 20-year-olds, 30-year-olds who are just full of talent, full of idealism. And the question is how do we link them up? How do we give them the tools for them to bring about progressive change? And I want to use my presidential center as a mechanism for developing that next generation of talent.

That's my long-term interest because I don't want to be the guy who's -- you know, I joke I'm like the old guy at the bar, you know, who's -- who's just hanging around re-living old glories. No, I -- it's...

AXELROD: The good news is I think everybody will buy you

drinks. (LAUGHTER)

OBAMA: It -- it -- I want to make sure that I'm doing everything I can to -- to amplify and lift up a next generation of voices not just in politics, but in civic life. And I -- I have the connections and I think credibility to -- to be able to do that in some unique some ways.

Short-term with respect to the Democratic Party, I think even before I leave here, what I can do is give people some sense of direction, and -- and we already started talking about this. I think what I can do is not do it myself, but say to those who are still in the game right now look, think about this, think about how you're organizing that, you know, what are you doing to make sure that young talent is out there in the field being supported. You know, how are you making sure that your message is reaching everybody and not just those who have already been converted.

Identifying really talented staff and organizers who are already out there and -- and encouraging them

to get involved.

So I -- I think over the next 45 days, what I can say is here's how I would do it if I were sticking around, but I'm not sticking around. I -- by virtue of the Constitution and because I believe in the wisdom that George Washington showed, that at a certain point, you make room for -- for new voices and fresh legs.

Now, that doesn't mean that if a year from now or a year and a half from now or two years from now, there is an issue of such moment, such import, that -- that isn't just a debate about a particular tax bill or, you know, a particular policy but goes to some foundational issues about our democracy that I might not weigh in. You know, I'm still a citizen and -- and that carries with it duties and obligations.

But -- but the day-to-day scrum, that's not only -- not only is it contrary to tradition for the ex-president to be involved in that, but I also think would inhibit the development of those new voices. And I know they're out there; I've seen them. You know them too, it's just...

AXELROD: I do.

OBAMA: There's a little bit of a generation gap, you know? The -- in some ways, we...

AXELROD: There are some great leaders (inaudible).

OBAMA: Yeah, it's just that they're -- they haven't quite gotten to prime age yet and what we want to do is maybe accelerate their presence on the -- on the scene, and that's where I can be helpful, shine a spotlight on all the great work that's being done and all the wonderful young Americans who will help lead the way in the future.

AXELROD: Well, I would be remiss if I didn't tell you that I love you, man, and I'm so...

OBAMA: Love you back, brother.

AXELROD: ... so grateful. I told you at the end of the 2012 campaign that you gave me the greatest gift because you helped renew my idealism.

OBAMA: Yeah, you were getting a little cynical.

AXELROD: Yeah. And -- and I -- and I think you've done that for a lot of people, and that's the greatest gift you can bestow. So on behalf of all of us...

OBAMA: I appreciate that

AXELROD: ... I want to say thank you for your wonderful

service. OBAMA: It's been a pretty good ride.

AXEL OD: Great

ride. END

## APPENDIXES

No	Utterances with Conversational Implicature	Types of C.I		Function of Conversational Implicature				
		General C.I	Particular C.I	Self-Protection	Power and Politeness	Giving Information	To entertain (joking)	Lack of Specific Information
1.	<b>So Mr. President, I actually came over to help you pack.</b>		✓		✓		✓	
2.	<b>Well, let me make a couple points. Number one, you're the last guy I would have help me pack...</b>		✓				✓	
3.	<b>I'd also be the last guy to offer to help, so...</b>		✓				✓	
4.	<b>All named Barack.</b>		✓				✓	
5.	<b>Look, the point is, it feels like the band is breaking up a little bit. And it really has been a team effort, it's been a really big band, a full orchestra.</b>		✓				✓	
6.	<b>That was a nail biter.</b>		✓				✓	

7.	<b>I felt as if I was a third wheel in this whole thing, so I ended up leaving early and...</b>	✓				✓		
8.	<b>The logo I thought was a loser, it looked like the Pepsi logo and I thought...</b>	✓				✓		
9.	<b>Yeah, no, it was -- it was an interesting moment. And you know, since this is your podcast, I might as well give you a little credit</b>	✓				✓		
10.	<b>Look, you know, you don't know -- it's hard to get outside of yourself completely and evaluate</b>		✓			✓		
11.	<b>she always insisted on shaving her legs.</b>	✓				✓		
12.	<b>but then going back into the state legislature where I'm operating in obscurity.</b>	✓				✓		
13.	<b>No, I don't think so. It was just sort</b>	✓				✓		

	<b>of gradual.</b>						
14.	<b>That's part of being young, too.</b>	✓				✓	
15.	<b>Well, look, a couple of things. The -- you're right about that speech, I knew what I was gonna write</b>		✓			✓	
16.	<b>Look, you know, I think that Hillary Clinton performed wonderfully under really tough circumstances . I've said this publicly, I'll repeat it</b>		✓			✓	
17.	<b>On the left.</b>	✓				✓	
18.	<b>The good news is I think everybody will buy you drinks.</b>	✓			✓		✓
19.	<b>It's been a pretty good ride.</b>	✓				✓	



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Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapan terima kasih.

Medan, 21 November 2017

Hormat Pemohon,

Ahmad Rifi Hamdanu

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Judul	Diterima
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Medan, 21 November 2017  
 Hormat Pemohon,



Ahmad Rifi Hamdanu



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*Assalamu'alaikum Wr, Wb*

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Conversational Implicature in “David Axelrod Interviews President Barack Obama”

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

Dr. T. Winona Emelia, M.Hum *Acc 29/11-2018 Rf*

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapan terima kasih.

Medan, 23 November 2017

Hormat Pemohon,

Ahmad Rifi Hamdanu

Keterangan

Dibuat rangkap 3 :

- Untuk Dekan / Fakultas
- Untuk Ketua / Sekretaris Prog. Studi
- Untuk Mahasiswa yang Bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3**

=====
 Nomor : 6187 /II.3-AU /UMSU-02/F/2017  
 Lamp : ---  
 Hal : Pengesahan Projek Proposal  
 Dan Dosen Pembimbing

*Bismillahirahmanirrahim  
Assalamu'alaikum Wr. Wb*

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan projek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama Mahasiswa	:	Ahmad Rifi Hamdanu
NPM	:	1402050176
Program Studi	:	Pend. Bahasa Inggris
Judul Skripsi	:	Conversational Implicature in " David Axelrod Interviews President Barack Obama"

Pembimbing : *Dr. T. Winona Emilia ,M.Hum*

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Projek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak sesuai dengan jangka waktu yang telah ditentukan
3. Masa daluwarsa tanggal : **23 Nopember 2018**

Medan, 04 Rab. Awwal 1439 H  
23 Nopember 2017 M



Dibuat rangkap 4 (Empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :

**WAJIB MENGIKUTI SEMINAR**



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [Rip@umsu.ac.id](mailto:Rip@umsu.ac.id)

Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

## BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Ahmad Rifi Haendanu  
N.P.M : 1402050176  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Conversational Implicature in "David Axelrod Interviews President Barack Obama"

Tanggal	Deskripsi Hasil Bimbingan. Proposal	Tanda Tangan
8 JUNI 2018	<b>- TABLE OF CONTENTS</b>	
	<b>CHAPTER I</b> <b>IDENT OF THE PROBLEM</b>	
11 JUNI 2018	<b>- CHAPTER II</b> <b>THEORY &amp; CONCEPT</b>	
13 JUNI 2018	<b>CHAPTER III</b> <b>TECHNIQUE OF DATA</b> <b>ANALYSIS</b> <b>REFERENCES</b>	
	<b>MATERIAL</b>	

Medan, Januari 2018

Diketahui oleh:  
Ketua Prodi

### Dosen Pembimbing

(Mandra Saragih, S.Pd., M.Hum.)

(Dr. T. Winona Emelia, S.Pd, M.Hum)



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

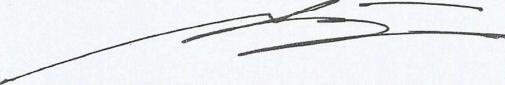
LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Ahmad Rifi Hamdanu  
N.P.M : 1402050176  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Conversational Implicature in “David Axelord Interviews President Barack Obama”

Sudah layak diseminarkan.

Medan, Januari 2018  
Dosen Pembimbing

  
Dr. T. Winona Emelia, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
**Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30**  
**Website: <http://www.kip.umsu.ac.id> E-mail: [kip@umsu.ac.id](mailto:kip@umsu.ac.id)**

**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Ahmad Rifi Hamdan  
 N.P.M : 1402050176  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Proposal : Conversational Implicature in “David Axelord Interviews President Barack Obama”

Pada hari 5 Januari, tanggal 20, bulan Januari, tahun 2018 sudah layak menjadi proposal skripsi.

Medan, Januari 2018

Disetujui oleh:

Dosen Pembahasan

Fatimah Sari Siregar, S.Pd, M.Hum

Dosen Pembimbing

(Dr. T. Winona Emelia, S.Pd, M.Hum)

Diketahui oleh  
 Ketua Program Studi,

Mandra Saragin, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30  
 Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**SURAT KETERANGAN**

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan,  
 Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap	:	Ahmad Rifi Hamdanu
N.P.M	:	1402050176
Program Studi	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	Conversational Implicature in “David Axelrod Interviews President Barack Obama”

benar telah melakukan seminar proposal skripsi pada hari Sabtu , tanggal 20, Januari,  
 Tahun 2018

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan  
 Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapan terima kasih.

Medan, Januari 2018

Ketua,

Mandra Saragih, S.Pd, M.Hum

## SURAT PERNYATAAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

Saya yang bertandatangan dibawah ini :

Nama Lengkap : Ahmad Rifi Hamdanu  
 N.P.M : 1402050176  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : Conversational Implicature in “David Axelrod Interviews President Barack Obama”

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Januari 2018

Hormat saya

Yang membuat pernyataan,



Ahmad Rifi Hamdanu

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

  
Mandra Saragih, S.Pd, M.Hum



*Cerdas & Terpercaya*  
Bila meniawab surat ini agar disebutkan  
nomor dan tanggallnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Fax. (061) 6625474 - 6631003  
 Website: <http://fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Nomor : 1174 /II.3/UMSU-02/F/2018  
 Lamp : ---  
 H a l : Mohon Izin Riset

Medan, 22 Jum. Awwal 1439 H  
 08 Februari 2018 M

Kepada Yth, Bapak Kepala Perpustakaan  
 Universitas Muhammadiyah Sum. Utara  
 di-  
 Tempat

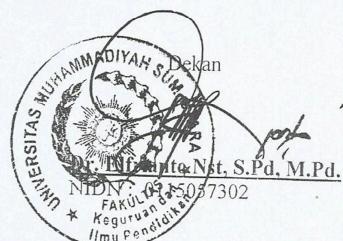
Assalamu'alaikum Warahmatullahi Wabarakatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak/Ibu pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Ahmad Rifi Hamdanu  
 N P M : 1402050176  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Penelitian : Conversational Implicature in "David Axelrod Interviews President Barack Obama"

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.



\*\* Pertinggal \*\*



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
UPT PERPUSTAKAAN**

*Bila menjawab surat ini, agar disebutkan  
nomor dan tanggallnya.*

Alamat : Jalan Kapten Mukhtar Basri No.3 Telp. 6624567 –Ext. 113 Medan 20238

**SURAT KETERANGAN**

Nomor: 1673 /KET/II.3-AU/UMSU-P/M/2018



Pelaksana Tugas Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

N a m a : **Ahmad Rifi Hamdanu**

N I M : 1402050176

Univ./Fakultas : UMSU / Keguruan dan Ilmu Pendidikan

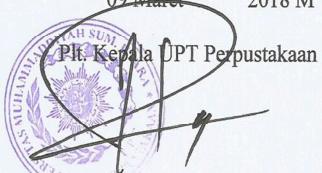
Jurusan/P.Studi : Pendidikan Bahasa Inggris / S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

**Conversational Implicature in “ David Axelrod Interviews President Barack Obama”**

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 21 Jum. Akhir 1439 H  
09 Maret 2018 M



**Muhammad Arifin, S.Pd, M.Pd**



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
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**Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238**  
 Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

*بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ*

**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
 Fakultas : Keguruan dan Ilmu Pendidikan  
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
 Nama Lengkap : Ahmad Rifi Hamdanu  
 N.P.M : 1402050176  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : Conversational Implicature in "David Axelrod Interviews President Barack Obama"

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
15 Maret 2018	<u>ABSTRACT</u> <u>- Chapter I</u> <u>- Chapter II</u> <u>- Chapter III</u>	<i>[Signature]</i>
19 Maret 2018	<u>&gt; Chapter IV</u> <u>&gt; Chapter V</u>	<i>[Signature]</i>
20 Maret 2018	<u>&gt; References</u> <u>&gt; Appendices</u>	<i>[Signature]</i>

Diketahui oleh:  
 Ketua Prodi

*[Signature]*  
 (Mandra Saragih, S.Pd, M.Hum)

Medan, Maret 2018

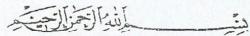
Dosen Pembimbing

*[Signature]*  
 (Dr. T. Winona Emelia, M.Hum)



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
**Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238**  
 Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**LEMBAR PENGESAHAN SKRIPSI**



Skripsi ini diajukan oleh mahasiswa di bawah ini:

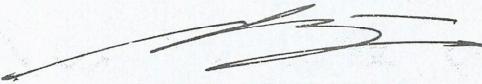
Nama Lengkap : Ahmad Rifi Hamdanu  
 N.P.M : 1402050176  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : Conversational Implicature in “David Axelrod Interviews President Barack Obama”

sudah layak disidangkan.

Medan, Maret 2018

Disetujui oleh:

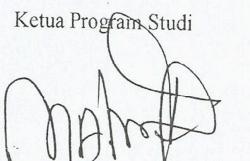
Pembimbing

  
Dr. T. Winona Emelia, M.Hum

Diketahui oleh:



Ketua Program Studi

  
Mandra Saragih, S.Pd., M.Hum.

**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**Fakultas Keguruan dan Ilmu Pendidikan**

**SURAT PERNYATAAN**

**Bismillahirrahmanirrahim**

Yang bertanda tangan di bawah ini, mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.

Nama lengkap	: AHMAD RIFI HAMDANU
Tempat/ Tgl. Lahir	: Medan, 20 Februari 1997
Agama	: Islam
Status Perkawinan	: Kawin/Belum Kawin/Duda/Janda*)
No. Pokok Mahasiswa	: 1402050176
Program Studi	: Pendidikan Bahasa Inggris
Alamat Rumah	: Jl. Istiqomah No. 166 Helvetia timur Medan
	Telp/Hp: 0813 6010 4827

Pekerjaan/ Instansi	: -
Alamat Kantor	: -

Melalui surat permohonan tertanggal Maret 2018 telah mengajukan permohonan menempuh ujian skripsi. Untuk ujian skripsi yang akan saya tempuh, menyatakan dengan sesungguhnya, bahwa saya:

1. Dalam keadaan sehat jasmani maupun rohani
2. Siap secara optimal dan berada dalam kondisi baik untuk memberikan jawaban atas pertanyaan pengaji,
3. Bersedia menerima keputusan Panitia Ujian Skripsi dengan ikhlas tanpa mengadakan gugatan apapun;
4. Menyadari bahwa keputusan Panitia Ujian ini bersifat mutlak dan tidak dapat diganggu gugat.

Demikianlah surat pernyataan ini saya perbuat dengan kesadaran tanpa paksaan dan tekanan dalam bentuk apapun dan dari siapapun, untuk dipergunakan bilamana dipandang perlu. Semoga Allah SWT meridhoi saya. Amin.

**SAYA YANG MENYATAKAN,**



AHMAD RIFI HAMDANU

**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**Fakultas Keguruan dan Ilmu Pendidikan**

**PERMOHONAN UJIAN SKRIPSI**

Kepada Yth :

Medan, Maret 2018

Bapak/Ibu Dekan \*)  
di  
Medan

Assalamu'alaikum Wr. Wb

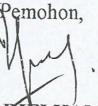
Dengan hormat, saya yang bertanda tangan di bawah ini:

Nama : **AHMAD RIFI HAMDANU**  
NPM : 1402050176  
Program studi : Pendidikan Bahasa Inggris  
Alamat : Jl. Istiqomah No. 166 Helvetia timur Medan

Mengajukan permohonan mengikuti ujian skripsi, bersama ini saya lampirkan persyaratan:

1. Transkip/Daftar nilai kumulatif (membawa KHS asli Sem 1 s/d terakhir dan Nilai Semester Pendek (kalau ada sp). Apabila KHS asli hilang, maka KHS Foto Copy harus dileges di Biro FKIP UMSU).
2. Foto copy STTB/Ijazah terakhir dilegalisir 3 rangkap (Boleh yang baru dan boleh yang lama)
3. Pas foto ukuran 4 x 6 cm, 15 lembar.
4. Bukti lunas SPP tahap berjalan (difotocopy rangkap 3)
5. Foto copy compri 3 lembar
6. Surat keterangan bebas perpustakaan
7. Surat permohonan sidang yang sudah ditanda tangani oleh pimpinan Fakultas
8. Skripsi yang telah ACC Ketua dan Sekretaris Program Studi serta sudah ditandatangani oleh dekan fakultas.

Demikianlah permohonan saya untuk pengurusan selanjutnya. Terima kasih, wassalam.

Pemohon,  


**AHMAD RIFI HAMDANU**

Medan, Maret 2018

Disetujui oleh:

A.n. Rektor  
Wakil Rektor I

Medan, Maret 2018

Dekan

**Dr. MUHAMMAD ARIFIN, S.H., M.Hum**

**Dr. ELFRIANTO NASUTION, S.Pd, M.Pd**



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
UPT PERPUSTAKAAN

Bila menjawab surat ini, agar disebutkan  
nomor dan tangganya.

Alamat : Jalan Kapten Mukhtar Basri No.3 Telp. 6624567 -Ext. 113 Medan 20238

**SURAT KETERANGAN**  
Nomor : 1672 /KET/II.3-AU/UMSU-P/M/2018

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Pelaksana Tugas (Plt.) Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

N a m a : **Ahmad Rifi Hamdanu**  
 N P M : 1402050176  
 Fakultas : Keguruan dan Ilmu Pendidikan  
 Jurusan : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 21 Jum. Akhir 1439 H.  
09 Maret 2018M

Plt Kepala UPT Perpustakaan  
Muhammad Arifin, S.Pd, M.Pd

# CURRICULUM VITAE

Ahmad Rifi Hamdanu

## Data Pribadi

Nama Lengkap Ahmad Rifi Hamdanu  
 Tempat, Tanggal Lahir Medan 20  
 Februari 1997  
 Jenis Kelamin Laki-laki  
 Status Belum Kawin



Kewarganegaraan Indonesia  
 Agama Islam  
 Alamat Sekarang Jl. Irian  
 No.166 Helvetia Medan  
 Telepon 081360104827

## Pendidikan

FORMAL	NON FORMAL
SDN 105414 R.S. HILIR SE RAMPAH	KURSUS • Star English Course 2013 Serdang, Bedagai
SMPN 1 TELUK MENGKUDU	Kursus • Star Computer 2011 Serdang, Bedagai
SMAN 1 SE RAMPAH	
Saat ini sebagai Mahasiswa Semester akhir FKIP Bahasa Inggris Universitas Muhammadiyah Sumatera Utara	

## Pengalaman

Guru ~~Magang~~ diluluskan program PPL di SMP PAB 3 Siantar Bencut Sel Tuon selama 3 bulan



## Kemampuan

MS Office Word	*****	Bahasa Indonesia	*****
MS Office Excel	*****	Bahasa Inggris	*****
MS Power Point	*****	Internet	*****



## Hobi

Badminton  
 Traveling  
 Gaming