

ANALYSIS ON CONVERSATIONAL IMPLICATURE OF THE GUEST STAR AND HOST AT THE DREW BARRYMORE TALK SHOW

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Abstract

This research aimed to analyze conversations containing conversational implicature in the interactions between the host and guests on The Drew Barrymore Talk Show, using Grice's (1975) theory of conversational implicature, which explains that conversational implicature is divided into two types: Generalized conversational implicature and Particularized conversational implicature. Implicature refers to utterances spoken by the speaker that are not meant literally. In conducting the research, the author used a descriptive qualitative method to present data in the form of descriptions and to identify conversational implicature. The data were obtained from conversation transcripts, which were then validated and matched repeatedly with videos from The Drew Barrymore Show's YouTube channel. The data were summarized by analyzing conversations containing conversational implicature, then the selected data were classified into two types of conversational implicature. The data were further analyzed to determine the actual meaning contained in the implicit utterances and the speaker's purpose in delivering those utterances. After analyzing the conversations in The Drew Barrymore Talk Show, the author found 35 instances of conversational implicature. Among these data, 19 were classified as generalized conversational implicature and 16 as particularized conversational implicature. In analyzing the actual meaning of these utterances, the researcher identified 9 types of purposes for using conversational implicature, namely: 15 for giving information, 6 for humor and jokes, 6 for lack of specific information, 2 for giving satire, 2 for self-protection, 1 for giving praise, 1 for politeness, 1 for giving support, and 1 for expressing happiness. Based on research findings, the use of conversational implicature in the form of generalized conversational implicature was dominantly applied in general or casual conversations. its purposes were not only to provide information and create humor but also varied depending on how the speaker delivered the utterance and the context in which it was used.

Keywords: *Pragmatics, Conversational Implicature, Generalized Conversational Implicature, Particularized Conversational Implicature, Talk Show.*

INTRODUCTION

Language plays a central role in human interaction as it serves not only as a tool for conveying information but also as a medium for building social relations, expressing emotions, and sharing ideas. Among the various forms of language use, conversation is the most common and natural way through which people communicate with one another. Conversation is essentially an oral language event involving two or more participants, designed not only to exchange messages but also to establish and maintain social bonds. According to Barus & Barus (2019) in Hidayat (2021), conversations can generally be divided into two types: dialogue, which involves reciprocal exchanges of utterances, and monologue, where a single speaker delivers information without an immediate response from others, such as in speeches or presentations. However, conversational interactions are not always straightforward. In many cases, speakers do not express their intentions directly but instead rely on implicit meanings that require interpretation from listeners. This phenomenon is studied under the field of pragmatics, which focuses on how meaning is shaped by context. Grice (1975), in his theory of implicature, explains that the meaning conveyed in communication often goes beyond what is explicitly stated. Speakers may intentionally withhold direct information, implying additional meaning that listeners must infer by considering context, social norms, and shared knowledge. This aspect of language use is known as conversational implicature, and it can be

classified into two types: generalized conversational implicature (GCI), which can be interpreted without relying on specific context, and particularized conversational implicature (PCI), which requires contextual knowledge to be properly understood. For instance, when someone says, "It's cold in here," the literal meaning refers only to temperature. Yet, pragmatically, the speaker might be implicitly asking someone to close the window or turn off the air conditioner. Similarly, when a professor asks a late student, "Do you know what time it is?" the utterance is not a genuine question about time, but rather a polite reprimand. These examples illustrate how implicature functions in daily interactions, making it essential for interlocutors to understand implied meanings to avoid misunderstandings.

In the modern digital era, communication is no longer confined to face-to-face interaction. Social media platforms such as YouTube, Instagram, Facebook, and TikTok have become alternative spaces where conversations are shared globally. Among these, YouTube stands out as one of the most influential platforms due to its accessibility and wide-ranging content. As Holland (2016) states, YouTube has transformed into both a source of entertainment and a career platform for content creators. One of the most popular genres on YouTube is the talk show, which blends entertainment and information through spontaneous and unscripted interviews between hosts and guest stars. Talk shows are particularly interesting for linguistic research because they involve authentic conversational exchanges where speakers often employ humor, satire, politeness, or indirectness. According to Latief & Utud (2017), talk shows allow hosts to elicit responses from guests while maintaining an engaging and interactive atmosphere for the audience. Unlike scripted programs, talk shows frequently feature spontaneous conversations where implicature naturally emerges.

One program that exemplifies this phenomenon is The Drew Barrymore Talk Show. Hosted by American actress Drew Barrymore, this talk show has gained significant popularity since its premiere in 2020. The show often features celebrities and public figures, offering viewers insights into their personal and professional lives. Barrymore's style of hosting is marked by warmth, humor, and relatability, which encourages guests to open up while still leaving room for playful or indirect expressions. In many instances, both Barrymore and her guests rely on conversational implicature to create humor, maintain politeness, or avoid direct confrontation. For example, instead of bluntly refusing a question, a guest might respond indirectly with a joke, which simultaneously entertains the audience and conveys the intended message. The particular episode analyzed in this research—featuring Selena Gomez and Benny Blanco—provides a rich source of data because the interaction involves not only casual conversation but also activities (such as makeup application) that foster a relaxed and humorous environment. Within this context, conversational implicatures frequently occur, whether to entertain, to protect one's image, or to deliver information in a subtle way. These elements highlight the importance of understanding how implicature functions in media discourse.

Several previous studies have explored conversational implicature in different contexts, including films (Akmal & Yana, 2020), novels (Nurjannah, 2022), and classroom interactions (Sofyan et al., 2022). Other researchers have analyzed implicature in talk shows such as The Ellen DeGeneres Show (Lestari, 2016), Saturday Night Live (Yulianti et al., 2022), and Sarah Sechan (Diningrum & Musyahda, 2016). These studies generally reveal that conversational implicatures are used to achieve various functions such as giving information, creating humor, maintaining politeness, or shifting topics. However, most of these studies either focus on violations of Grice's maxims or analyze implicatures in scripted or semi-scripted contexts.

This research, by contrast, specifically focuses on both generalized and particularized conversational implicatures within a talk show setting that combines entertainment, celebrity culture, and spontaneous communication. By analyzing the interaction between Drew Barrymore, Selena Gomez, and Benny Blanco, this study seeks to uncover the actual meanings and purposes behind implicit utterances in a media context. Unlike classroom or literary settings, talk shows provide a unique environment where language must balance authenticity, entertainment value, and public image. Therefore, this research is significant for several reasons. First, it contributes to the study of pragmatics by offering a real-world application of Grice's theory in modern media. Second, it highlights how conversational implicature functions in talk shows, where indirect language use is often employed for humor, self-protection, or maintaining politeness. Finally, this study provides insights into how language use in media can shape audience perception, making it relevant not only for linguistic analysis but also for media and communication studies.

LITERATURE REVIEW

Pragmatics

Pragmatics is a branch of linguistics that studies how context influences meaning in communication. According to Yule (2017), pragmatics examines the relationship between language, speakers, and listeners in specific situations. Unlike semantics, which deals with literal meaning, pragmatics emphasizes how utterances can have implied or hidden meanings depending on the circumstances. For example, when a lecturer says to a late student, “Do you know what time it is?”, the pragmatic meaning is not merely asking about the time but indirectly reprimanding the student. Thus, pragmatics is concerned with the interpretation of meaning beyond the literal sense, which depends on social context, background knowledge, and communicative goals.

Cooperative Principle

The cooperative principle, introduced by Grice (1975), explains that speakers and listeners must work together to achieve effective communication. This principle consists of four conversational maxims: the maxim of quantity (provide the right amount of information), the maxim of quality (say only what you believe is true), the maxim of relation (be relevant), and the maxim of manner (avoid ambiguity and be clear). When these maxims are followed, communication becomes clear and efficient. However, when they are deliberately flouted, conversational implicature may arise, requiring the listener to infer additional meaning from the utterance.

Implicature

Implicature is one of the main concepts in pragmatics that refers to meanings implied but not explicitly stated. Grice (1975) explains that implicature occurs when a speaker communicates more than what is directly expressed, leaving the listener to interpret based on context. Implicature serves various functions in conversation, such as creating humor, maintaining politeness, giving indirect criticism, or protecting oneself from direct statements.

Talk Show

Talk shows are interactive media programs where hosts interview guest stars about specific topics, ranging from personal life to current issues. According to Latief and Utud (2017), talk shows are interesting to study because they often involve spontaneous and unscripted conversations that allow speakers to use language creatively. This spontaneity often results in utterances containing implicature, as hosts and guests may rely on indirect language to entertain, maintain politeness, or avoid sensitive issues.

The Drew Barrymore Talk Show

The Drew Barrymore Talk Show is a celebrity talk show hosted by actress Drew Barrymore, first aired in 2020. Known for her warm and humorous style, Barrymore creates a casual and intimate atmosphere with her guests, often leading to conversations filled with implicit meanings. The show frequently features well-known celebrities such as Selena Gomez and Benny Blanco, whose interactions with Barrymore not only entertain but also reveal how conversational implicatures function in media discourse. This program thus serves as an appropriate data source for analyzing implicature in natural yet performative communication.

Previous Related Studies

Several researchers have analyzed conversational implicature in different contexts. Diningrum and Musyahda (2016) studied implicature in the Sarah Sechan talk show and found frequent maxim violations. Lestari (2016) examined implicatures in The Ellen DeGeneres Show and identified the functions of maxim flouting, such as humor and clarification. Yulianti et al. (2022) investigated implicature in Saturday Night Live and concluded that particularized implicature appeared most frequently. Other studies have analyzed implicature in films (Akmal & Yana, 2020), novels (Nurjannah, 2022), and classroom interactions (Sofyan et al., 2022). These studies generally highlight how implicature enriches communication but differ in focus and data sources.

Theoretical Framework

This research applies Grice’s (1975) theory of conversational implicature to analyze conversations in The Drew Barrymore Talk Show. The framework emphasizes identifying utterances containing implicature, classifying them into generalized and particularized types, and interpreting their actual meaning and function. Through this

framework, the study seeks to reveal how implicature is used in celebrity talk shows to create humor, maintain politeness, avoid directness, and convey information indirectly.

METHOD

Research Design

This study employed a descriptive qualitative design. According to Gerring (2017), qualitative research focuses on describing and interpreting non-numerical data in order to understand phenomena in depth. This approach was chosen because the data of the study consist of utterances containing conversational implicatures, which are best analyzed through description and interpretation rather than statistical calculation.

Research Subject

The subject of this study was The Drew Barrymore Talk Show, specifically the episode featuring Selena Gomez and Benny Blanco entitled "Selena Gomez and Benny Blanco Do Drew Barrymore's Makeup While Answering Questions", uploaded on April 12, 2025, on the official YouTube channel The Drew Barrymore Show.

Research Object

The object of this research was the use of conversational implicatures (generalized and particularized) in the interactions between the host, Drew Barrymore, and her guest stars.

RESULTS AND DISCUSSION

In this section, the researcher presented the overall research findings based on the data that had been collected and previously analyzed. The data results presented by the researcher in the data analysis section were summarized here. The following are some of the research findings obtained by the researcher: The findings in this study consisted of data obtained from documents in the form of transcripts of conversations between the host and guest stars. Data collection was conducted by validating and cross-checking the conversation transcripts and video recordings from the YouTube platform repeatedly. Based on the analysis results, the researcher found 35 data points classified as conversational implicature. These data were then categorized into two types of conversational implicature according to Grice's theory (1975) in his book entitled "Logic and Conversation." From the data found, the dominant type of conversational implicature that appeared in the talk show conversations on "The Drew Barrymore Show" was generalized conversational implicature with 19 data points, while particularized conversational implicature amounted to 16 data points. Each data point in these two types of conversational implicature contained implied meanings explained by the researcher in the data analysis section and the findings table.

In this study, the researcher showed that generalized conversational implicature was more dominant and frequently used in the talk show conversations, which employed everyday language. This type did not require special knowledge or a specific understanding of context to interpret the implicature uttered by the speaker. Meanwhile, particularized conversational implicature depended on specific conversational contexts and required special knowledge and new information to understand its meaning. It was only used when the speaker and listener comprehended the context and identified the actual meaning beyond the literal context. This was one reason why particularized implicature was rarely used in casual or informal conversations. The researcher found several purposes or functions of conversational implicature use in the talk show conversations. From the 35 data points obtained, nine dominant functions appeared in the conversational interactions: 15 for giving information, 6 for humor and jokes, 6 for lack of specific information, 2 for giving satire, 2 for self-protection, 1 for giving support, 1 for giving praise, 1 for politeness, and 1 for expressing happiness. The function of conversational implicature use in conversations could be seen from how the speaker delivered the utterance and the topic being discussed. Each utterance belonged to different functional categories even when included in the same type of conversational implicature. This was evident from the data analysis results in this study where, although utterances fell into the same type of conversational implicature, their functions differed. The analysis of the functions of conversational implicature use explained that the use of conversational implicature and its two types did not only serve to convey information. Instead, several other functions emerged based on how the speaker articulated the utterance, the conversational background, and the context. All conversations produced from utterances that had been classified based on the two types of conversational implicature from Grice's theory (1975) had functions and meanings based on the situational context occurring in the conversation. Based on the findings, the researcher found that the type of generalized conversational implicature was the dominant type that appeared, and the function of giving

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information was the most dominant and frequently occurring function in talk show conversations. Therefore, the findings of the two types of conversational implicature, when presented in percentages to measure their accuracy, are as follows:

Table 1 The percentage results of the classification of types of conversational implicature uttered by the host and guest stars on the talk show "The Drew Barrymore Show"

No	Types of Conversational Implicature	Amount of Utterances	Percentage
1.	Generalized Conversational Implicature	19	54,29%
2.	Particularized Conversational Implicature	16	45,71%
	Total	35	100%

Through the findings on the functions of the types of conversational implicature, this study identified 9 types of functions, each with its own meaning and reason for use. The following table shows the percentage of the findings on the functions of the types of conversational implicature in conversations on the talk show:

Table 2. The percentage results of the classification of the purposes of using types of conversational implicature in conversations on the talk show

No	The Purpose of the Type in Conversational Implicature in Talk Show Conversations	Amount of Utterances	Percentage
1	Give information	15	42,86%
2	Humor and Jokes	6	17,14%
3	Lack of specific information	6	17,14%
4	Give Satire	2	5,71%
5	Give support	1	2,86%
6	Self protection	2	5,71%
7	Give praise	1	2,86%
8	Expressing happiness	1	2,86%
9	Polittness	1	2,86%
	Total	35	100%

DISCUSSION

After presenting and displaying the results of data analysis, in this section the researcher provided a discussion aimed at giving and explaining an overview of the research problems presented in Chapter One. Based on the data obtained in this study, the research questions have been answered. There were two types of conversational implicature in the conversational interactions between the host and the two guest stars on The Drew Barrymore Talk Show, namely generalized conversational implicature and particularized conversational implicature. In accordance with the research problems and focus, both types of conversational implicature contained implicit meanings that had been explained in the analysis results table. Additionally, each type of conversational implicature had specific functions in the talk show conversations. In the analysis of the classification of their functions, generalized conversational implicature comprised 19 data points with 6 types of functions: 3 for humor and jokes, 3 for lack of specific information, 1 for giving support, 10 for giving information, 1 for giving praise, and 1 for self-protection. Meanwhile, particularized conversational implicature consisted of 16 data points with 7 types of functions: 3 for humor and jokes, 3 for lack of specific information, 2 for giving satire, 1 for self-protection, 5 for giving information, 1 for expressing happiness, and 1 for politeness. The findings of this study were based on Grice's (1975) theory of conversational implicature from his book titled "Logic and Conversation," which explained that conversational implicature is an implied meaning or intention conveyed by the speaker in a conversational interaction that is different from what is explicitly stated. Grice stated that conversational implicature is divided into two types: generalized implicature, in which the utterance is general

and does not require special knowledge or specific contextual understanding to interpret its meaning; and particularized implicature, which requires special knowledge, specific contextual understanding, and additional information to grasp the actual meaning of the implicature expressed by the speaker. Previous research conducted by Fauziyah, N. A. (2016) also supported the findings of this study, where her research revealed multiple functions of conversational implicature: 4 data points for giving information, 5 for self-protection, 8 for politeness, 8 for humor, and 7 for lack of specific information. Her findings also showed that the dominant type of conversational implicature was generalized implicature with 15 data points, while particularized implicature amounted to 6 data points. In her study, the function of using implicature could be seen from how the speaker uttered the sentence and the purpose of the utterance. This indicates that each utterance containing implicature may have different functions, even within the same category. Based on the findings of this study, the researcher provided a clear description of the differences between utterances categorized as generalized and particularized conversational implicature and identified several functions of their use based on how the speakers delivered their utterances and the purposes behind them. Through the findings of this study, the researcher demonstrated that generalized conversational implicature is the type commonly used in casual conversations, and previous research also showed that the generalized type dominated the data. However, unlike previous studies, this research also elaborated on the functions and purposes of using the types of conversational implicature in conversations. The speakers have their own specific intentions when using conversational implicature to convey their utterances.

CONCLUSION

Based on the data analysis and findings discussed in the previous chapter, the researcher concluded that there were two types of conversational implicature in the conversational interactions on the talk show "The Drew Barrymore Show," namely generalized conversational implicature and particularized conversational implicature. According to the data analysis results in the previous chapter, utterances classified as generalized conversational implicature were the most dominant type appearing in everyday conversations. This explained the use of generalized conversational implicature, which did not require special knowledge or specific contextual understanding. This finding was also consistent with most previous studies where the generalized type dominated the research data compared to particularized conversational implicature. In the findings of this study, there were 9 types of purposes and functions for using the types of conversational implicature in the interactions on The Drew Barrymore Show. The purpose and function of giving information was the most dominant type in this study's data. This was because, in The Drew Barrymore Show talk show, the three participants engaged in conversational interactions that were question-and-answer in nature, sharing information about love, career, and interesting personal matters.

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