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ON THE NOTION OF POLITENESS IMPLICATURE AND ITS REFLECTION IN INFORMAL INTERVIEWS

The present paper has a specific aim of focusing on the ways of manifestation and patterns of politeness implicatures as well as of its particular case implicature. The term implicature is something meant, implied, or suggested distinct from what is said. The notions of politeness and implicature are key concepts in the field of pragmatics. Politeness implicatures arise in conversation, and they are not simply indirect meanings arising from recognition of speaker intentions by hearers, but rather arise from joint, collaborative interaction between speakers and hearers. Among linguistic researches regarding the strategical aspects of communication: communicative, rhetorical, pragmatic, the strategies of politeness are the most important.

Key words: *pragmatics, implicature, politeness implicature, co-constitution, implication, intention, co-constituting model*

It's common knowledge that Grice is remembered for his contributions to the study of speaker meaning, linguistic meaning, and the interrelations between these two phenomena. Grice was the first to thoroughly study cases in which what a speaker means differs from what the sentence used by the speaker means. In order to explain how nonliteral utterances can be understood, he further postulated the existence of a general Cooperative Principle in conversation, as well as of certain special maxims of conversation derived from it. In order to describe certain inferences for which the word "implication" would appear to be inappropriate, he introduced the notion of implicature which has been invoked for a variety of purposes, from defending controversial semantic claims in philosophy to explaining lexical gaps in linguistics /Grice, 1967/.

Implicature is a technical term in pragmatics coined by Grice. As a rule, it refers to what is suggested in an utterance, even though not expressed nor strictly implied by the utterance. Thus, Grice introduced the technical terms implicate and implicature stand for the case in which what the speaker meant, implied, or suggested is distinct from what the speaker said. For example, sentence (1) strongly suggests that Ann had worked before she entered the university, but the sentence would still be strictly true if Ann worked after she had entered the university. Further, if we add the qualification "- not necessarily in that order" to the original sentence, then the implicature is cancelled even though the meaning of the original sentence is not altered /Grice, 1967/.

(1) *Ann worked and entered the university.*

It must be mentioned that a great number of different approaches to both politeness and implicature have been proposed in the past thirty-five years.

Although a large number of researchers have acknowledged that a relationship does exist as first noted by Grice /Grice, 1967/ and Searle /Searle, 1975/ there are very few approaches that have made any comprehensive or systematic attempt to deal with the nature of this relationship. It is proposed by Brown, and Levinson /Brown and Levinson, 1987/ and Leech /Leech, 1983/ that the notion of “politeness implicature” is considered to refer to cases where by implying something, rather than simply stating it directly, politeness arises.

Hence, the notion of *politeness implicature* rests on the observation that by implying something one can give rise to politeness. Politeness implicature is broadly defined as something implied in addition to what is explicitly said which having been communicated in this way shows what the speaker thinks of the hearer or the speaker, relative to their expectations about what the speaker should show he/she thinks of the hearer or the speaker /Haugh, 2003, 2004/.

It's important to underline that the approach to politeness implicature is basically based on R. Arundale's Conjoint Co-constituting Model of Communication. Politeness implicatures are conceptualised in R. Arundale's Conjoint Co-constituting Model as emerging from dynamic interaction between two or more interlocutors. According to R. Arundale communication in general, and hence politeness implicature in particular, should be conceptualised as something *that emerges in dynamic interaction as participants produce adjacent utterances and in so doing mutually constrain and reciprocally influence one another's formulating of interpretations*. Politeness implicature must, therefore, be considered from the perspectives of both the provisional meaning that speakers project, and the hearer's provisional interpretations of the speaker's utterance, and how these interpretations become interdependent through the adjacent placement of further utterances in conversation. According to the Conjoint Co-constituting Model of Communication, then, politeness implicatures are co-constituted by interlocutors in the on-going advancement of interaction /Arundale, 1999/.

Hence, according to Arundale's model there are three conversational principles underlying the co-constituting of interpretations and hence, of politeness implicatures: (1) the Recipient Design Principle (RDP), (2) the Sequential Interpreting Principle (SIP), and (3) the Adjacent Placement Principle (APP) /Arundale, 1999/. The Recipient Design Principle (RDP) describes the processes that underlie speaker projections of politeness implicature, while the Sequential Interpreting Principle (SIP) can be employed to describe the processes that underlie hearer interpretations of politeness implicature. However, it is only because participants in interaction assume the Adjacent Placement Principle (APP) that they find their utterances linked to those of the other in sequence. In other words, it is because of the APP that the interdependent nature of co-constitution emerges, where “both persons are affording and constraining the other's interpreting and designing” and that the non-summative nature of politeness implicature becomes

apparent. The RDP in conjunction with the SIP and the APP are therefore what underlie the co-constitution of politeness implicature /Arundale, 2005/.

In the above discussion of the co-constitution of politeness implicature, the notion of intention has not been referred to. This is not to say that the attribution of intentions is not sometimes involved in drawing politeness implicature. Speakers do presume that they will be held accountable for what they say, as described in the Recipient Design Principle. Moreover, in some instances, particularly where some kind of misunderstanding becomes apparent in a conversation, interactants may use inferences about the intentions of the speaker to reconstruct another possible interpreting. However, unlike other approaches to implicature, the Conjoint Co-Constituting Model does not assume that intentions must always be attributed to speakers for implicatures to be drawn. This is because implicatures are anticipated or inferred from the situation as a whole, rather than arising only from inferences about specific intentions of the speaker /Arundale, 1997; Arundale, Good, 2002/.

From this growing body of research it follows that politeness implicatures arise in various situations commonly depending on the personal face of the participants. As discussed previously Arundale's three conversational principles like RDP (Recipient Design Principle), SIP (Sequential Interpreting Principle) and APP (Adjacent Placement Principle) in conjunction underlie the constitution of politeness implicature. Hence, the notion of politeness implicature rests on the observation that by implying something one can give rise to politeness /Brown and Levinson, 1987; Leech 1983; Haugh, 2002/. Politeness implicature is broadly defined as something implied in addition to what is explicitly said which having been communicated in this way shows what the speaker thinks of the hearer or the speaker, relative to their expectations about what the speaker should show he/she thinks of the hearer or the speaker /Haugh, 2003, 2004/.

Depending on various conversational situations different kinds of politeness implicatures are differentiated.

1. *Compensatory politeness*, a type of politeness put forward in the work of Brown and Levinson /Brown and Levinson, 1987/, arises when one shows one does not think badly of someone else in spite of some utterance or behaviour that could be interpreted as implying one thinks badly of them /Haugh, Hinze, 2003; Leech, 2005/.

2. *Enhancement politeness*, this kind of politeness, noted by Leech /Leech, 1983/, arises when one shows one thinks well of someone in a situation where not doing so could be interpreted as implying one thinks badly of them, or when one shows one thinks more highly of someone than they might expect in that situation /Haugh, Hinze, 2003/.

3. *Demeanour politeness*, noted by Leech's /Leech, 1983/ modesty maxim, where one shows one does not think too highly of oneself /Brown and Levinson, 1987/.

4. *Provisional politeness*, shows one accepts someone as belonging to the same group as oneself (the place one belongs) /Haugh, 2005/

5. *Negative Politeness*: This strategy tries to minimize threats to the audience's negative face. An example of when negative politeness would be used is when the speaker requires something from the audience, but wants to maintain the audience's right to refuse. This can be done by being indirect, using hedges or questions, minimizing imposition and apologizing. The *negative politeness strategy* recognizes the hearer's face but it also admits that you are in some way imposing on him/her /Brown and Levinson, 1987/.

6. *Collectivity politeness* implicature proposed by Tovmasyan, which arises in situations where one gives importance not only to his/her self, but also others /Товмасын, 2009/.

For a more deeper and detailed understanding of the kinds of politeness implicature consider the following fragments of the *informal interview* on the material of President Obama's interview with Oprah; (the November 2004 issue, The Oprah Magazine)

Barack: That's so nice. I think *I'm one of the ones. I fight against the notion that blacks can have only one leader at a time. We're caught in that messiah mentality. As a consequence, a competition is set up. The reason we don't know the answer is that they've got a collective leadership—people contributing in business, culture, politics. That's the model I want to encourage. I want to be part of many voices that help the entire country rise up.*

In his response, Obama actually gives rise to *demeanour politeness* showing he doesn't think too highly of himself “I think *I'm one of the ones; “I fight against the notion that blacks can have only one leader at a time”*. By deliberately choosing the personal pronoun “we” and pluralizing the persons responsible, the President projects *negative politeness*. “*We're caught in that messiah mentality. As a consequence, a competition is set up. The reason we don't know the answer is that they've got a collective leadership—people contributing in business, culture, politics*”.

Noticeably, in his response President Obama vividly underlines the importance of equality and united efforts through any accomplishment giving rise to *collectivity politeness*. “*They've got a collective leadership—people contributing in business, culture, politics. That's the model I want to encourage: “I want to be part of many voices that help the entire country rise up”*”.

Now move to the following fragment where both sides share with her unpleasant experience connected with their names giving rise to *provisional politeness*.

Oprah: When I was working at a news station in Baltimore, the manager wanted me to change my name to Suzie. He said, “*Nobody will ever remember Oprah.*”

latter. By this, Obama creates *compensatory politeness*. “*They've got their struggles and heartaches, but they're basically good*”; “*They get confused sometimes because they get bad information or they're just busy and stressed and not paying attention*”.

Now consider the following fragment:

Oprah: Would you define what you're doing as a new kind of politics? I don't consider myself political, and I seldom interview politicians. So when I decided to talk with you, people around me were like, “What's happened to you?” I said, “*I think this is beyond and above politics.*” *It feels like something new.*

Oprah's utterance directly implicates *enhancement politeness* where she manifests her view of Obama as someone beyond politics. Still through the application of the hedged phrase “*I think*” Oprah attempts to avoid imposition generating **negative politeness**.

Barack: *I hope it's new.* Many of the moments that become “history” happen when politics expresses our deepest hopes. Both of us grew up in a time when *there were so many reasons to be cynical: Watergate, Vietnam...*

Obama, apparently, creates *negative politeness* by using the hedging phrase “*I hope*”, hence avoiding a direct assertion. Thus, Obama appears uncertain about his being more than a political leader. Then, Obama regenerates implicature by implicitly conveying the fact that he and Oprah lack cynicism.

Note the way Obama describes the privileges of his job:

Barack: *This platform is an enormous privilege. And it's not for me. It's for the people I meet in these little towns who have lost their jobs, don't have healthcare, are trying to figure out how to pay for their child's college education, are struggling and occasionally slipping into bitterness.*

Communicating on the advantages of the platform, the President generates *demeanour politeness* by connecting the huge platform with the growth of the American people. Thus, President Obama implicitly states his high status should serve for the well-being of the American nation.

Oprah: When I heard you deliver your primary speech, *I actually believed you when you thanked your wife.* You're right: She has held this family together.

Apparently, Oprah's statement does implicate the President's sincerity and respectfulness towards Michele. By this, Oprah generates *enhancement politeness*.

Now look at the following piece:

Barack: The hardest thing about the work I do is the strain it puts on Michelle, and not being around enough for the kids. Then *there are the financial worries after you've come out of Harvard Law School...*

Michelle: *It's Harvard, Princeton, and Columbia combined.*

Barack: *So there's a lot that my family has had to sacrifice.*

Speaking about the strain of this work, the Obamas extend an indirect message to the American people aimed at implying the troubles their family goes

through despite his high status in a society. This, actually gives rise to *provisional politeness*.

Analyze the following:

Oprah: *What's a day like for you?* How often are you away from home?

Barack: *I've had 10 days off in the last three years, and that includes weekends. My workdays are often 16 hours.*

Michelle: *And more people are making requests for his time.*

Apparently, Oprah's question presupposes the president's full schedule. Oprah gives rise to *negative politeness* by not overtly stating but indirectly implying it "*What's a day like for you?* How often are you away from home"?

Actually, politeness implicature can be considered co-constituted as Obama avoids talking about the volume of the work he goes through every day: "*I've had 10 days off in the last three years, and that includes weekends. My workdays are often 16 hours*".

In the following statement, Michelle generates *negative implicature* aimed at implicitly conveying the President's time deficiency; namely it is becoming more factual as more and more people are inquiring about it: "*And more people are making requests for his time*".

Now note the way Obama responds to Oprah's enquiry.

Oprah: How do you decide what to do?

Barack: That has gotten harder. **If you don't show up, people feel hurt.** You get this beautiful letter from a school in South Carolina, and the teacher writes, "*These kids would be so inspired if you came.*"

As it is obvious from the response, Obama indirectly conveys that despite his busy schedule he doesn't want to disregard anyone's feelings. Hence, Obama expresses his high opinion about the American people giving rise to *enhancement politeness*.

Consider the way Obama comments on Michele's attitude to his time deficiency:

Barack: Right now I still have an excuse: I haven't been elected yet. After the election, handling the requests will require discipline. That's how Michelle has been a rock for me. *She supports me by being a corrective.* My instinct is to do everything. *I don't want to disappoint anyone.*

Obviously, Obama indirectly communicates on Michelle's huge tolerance towards his busy schedule and so, projects *enhancement politeness*. The President expresses his respectful opinion of the American nation and thus generates *enhancement politeness*.

Now look at the way how Obama gives rise to *politeness*:
Barack: *One of the wrestling matches I'm always having with my staff is getting my kids' events onto the schedule. I have to make sure they understand that's a priority.*

As it becomes clear from the utterance, Obama chooses an indirect form of presenting himself as an observant father through a deliberate shift of semantic focus to the children's entire involvement in activities. **“One of the *wrestling matches I'm always having with my staff is getting my kids' events onto the schedule*”**. Another thing which is worth our attention is the preferred omission of an adjective before the word **“*schedule*”** aimed at generating ***politeness implicature***. Furthermore, its type is effectively implemented in the phrase **“*wrestling matches*”**. We should note that the implicature wouldn't actually arise in case of the following adjectives: **“*hectic*”, “*full*”** and the like. Obviously, Obama indirectly implies that his kids must pay much attention to their education despite their father's high social rank in society. Thus, by this Obama generates ***demeanour politeness***.

Barack: Those slash-and-burn tactics have become the custom in Washington politics. I'm determined to disagree with people without being disagreeable. That's part of the ***empathy***. ***Empathy*** doesn't just extend to cute little kids. You have to have empathy when you're talking to some guy who doesn't like black people.

Obviously, by referring to people's severe and undesirable tactics Obama implicitly conveys that he still stays respectful toward everyone. Obviously, Obama projects ***compensatory politeness*** **“*I'm determined to disagree with people without being disagreeable*”**.

Analyze the following utterance carrying an indirect implication to concentrate the voter's attention on the actions which will lead to a successful future by realizing mistakes made in the past.

Barack: There's a level of viciousness in politics because power is at stake. ***Fortunately, most of my past mistakes are ones that people already know about. That's one of the nice things about writing a book.***

As it becomes obvious, Obama's further clarification contains implicature which implies that the biggest of the flaws politicians make is being insincere. The latter, hence, implicates his sincerity toward his nation. Another implicature arises where Obama interprets that like any young American he also suffered a lot from traps and mistakes not concealing that fact from public. By this, US President generates ***demeanour politeness***. Another implicature arises where Obama interprets that like any young American he also suffered a lot from traps and also his own mistakes, thus projecting ***provisional politeness***.

Oprah: What do you know for sure?

Barack: ***I know that I love my family. I know that people are fundamentally good. I know that, in the words of Dr. King, “The arc of the moral universe is long but it bends toward justice.” I know that there is great suffering and tragedy in the world, but ultimately, it's worth it to live.***

As it is obvious from the statement, Obama deliberately changes the semantic focus from his practical experience and political perspectives to

manipulation of ordinary love and respect towards people. Hence US President gives rise to *demeanour politeness*.

Expressing his solicitous attitude towards American people, Obama states that one should love and respect everyone despite deeply unfair and undesirable circumstances. So, US President generates *compensatory politeness*. Furthermore, President manifests his sincere hope to get over the difficulties arising on the way to peace and a better life.

The study reveals that the notion of implicature and its particular case politeness implicature are key concepts in the field of pragmatics. The analysis carried out illustrates kinds of politeness implicature depending on various conversational situations, peculiarities of their manifestation in informal interviews.

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Վ. ՀԱԿՈՐՅԱՆ – Քաղաքավարության իմպլիկատորա հասկացությունը և դրա առկայացումը ոչ պաշտոնական հարցազրույցներում. – Սույն հոդվածը նպատակ ունի պարզաբանել իմպլիկատորա հասկացության, ինչպես նաև նրա մասնավոր դեպքի՝ քաղաքավարության իմպլիկատորա հասկացության էությունը: Քաղաքավարության իմպլիկատորայի ուսումնասիրությունը հիմնվում է Ռ. Արունդեյի «Հաղորդակցության համագործակցային կառուցողական կաղապարի» վրա, ըստ որի քաղաքավարության իմպլիկատորան առաջանում է հաղորդակցվող մասնակիցների քաղաքավարի փոխադեցության արդյունքում: Հոդվածը նպատակ ունի նաև լուսաբանել քաղաքավարության իմպլիկատորայի դրսևորման օրինաչափությունները Օփրա Ուինֆրիի ոչ պաշտոնական հարցազրույցում Բարաք Օբամայի հետ: Հարցազրույցի հիման վրա կատարված վերլուծական աշխատանքը փաստում է քաղաքավարության իմպլիկատորայի տեսակների դրսևորման բազմազանության մասին ինչպես Բարաք Օբամայի, այնպես էլ Օփրայի խոսքում:

Բանալի բառեր. գործարանություն, իմպլիկատորա, քաղաքավարության իմպլիկատորա, համատեղ կառուցում, ենթադրություն, մտադրություն, կառուցողական կաղապար

Վ. АКОПЯН – Концепция импликатуры вежливости и ее представление в неофициальных интервью. – Цель статьи – прояснить суть концепции импликации, а также определить суть импликатуры вежливости. Исследование импликатуры вежливости основывается на модели формирования совместной конструктивной коммуникации Р. Арунделя, согласно которой импликатура вежливости возникает в процессе вежливого взаиморасположения коммуникантов в составе коммуникативного акта. Статья также призвана проиллюстрировать закономерности проявления импликатуры вежливости в неофициальном интервью Барака Обамы с Опра Уинфри. Анализ интервью свидетельствует о разнообразии проявления видов импликатуры вежливости как в речи Барака Обамы, так и в речи Опри.

Ключевые слова: прагматика, импликатура, импликатура вежливости, совместное конструирование, подтекст, намерение, модель сформирования