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IMPLICATURE OF THE INTERVIEW AS A TEXT

Abstract

The article deals with the problems connected to understanding of political interviews. Its aim is to a) show and generalize structural, lexical, grammatical and stylistic peculiarities of an interview, unity of which forms genre-stylistic type of an interview; b) analyze and generalize linguistic, pragmatic and socio-cultural factors that condition the formation of implicature in the answers of a respondent; c) specify the linguistic notion of implicature based on the above mentioned studies.

Key words: Grice, implicature, interview, interviewer, interviewee, respondent, correspondent.

Introduction

The interview is chosen for analysis for two reasons:

1) Modern stage of civilization shows a progressive interest of society towards politics. Interview as a sample of political discourse has appeared in the centre of interest of linguistics;

2) Interview in the newspaper as a written explication of political discourse carries information with its specific linguistic thesaurus, structural appearance, functional aim and communicative power.

It has become interesting to study interview in order to better analyze the communicants' intention in the discourse and the implications hidden behind the words. Taking into account that communicative linguistics studies not only the relationship among speakers, but also the speakers' attitude towards the language itself, it was decided to study an interview as a form of dialogue-speech.

The analysis of the case acknowledged that apart from an explicit meaning, an utterance has implicit, underlying meanings as well. Implication – in other words the underlying message can be seen through the meanings of the words and also through the relationship between context and linguistic situations. We studied the notion of an interview and the notion of implication to show that it is a new approach to language and its ability, to analyze an interview from linguistic points of view, and to give our own viewpoint on the linguistic notion of implicature and on its origin.

Case study

Political discourse and the problems connected with them has become the subject of interdisciplinary research due to the special importance of political situations in the modern

world. With this background knowledge the study of political interview has become very important as it belongs to a new trend of linguistics - political linguistics. Political linguistics arose because of the increasing interest to the study of political discourse.

Written interview as one of the ways of spreading information is a specific type of communication. The presented research work is actual as it studies political interviews as a text with their socially oriented function that means the power to influence on the consciousness of people (7,2008).

While studying the interviews one needs to take into account not only the socio-cultural context but also inter- subjectivity and the relationship of communicative intentions and strategies of both a respondent and correspondent with the background knowledge that they are to observe the cooperative principles.

Pragmatic analyses of an interview is based on the conversational principles introduced by Paul Grice (3,1965).

- a. Speech acts
- b. Cooperative principles by P. Grice
- c. Image
- d. Duration of an utterance
- e. Specific usage of lexical units connected with ambiguity and esotericism of political discourse.

These are the criteria that help us see whether a speaker is trying to give some hidden information or not. In social science generally and linguistics specifically, the cooperative principle describes how people interact with one another.

These principles can be divided into four maxims, called the Gricean maxims, describing specific rational principles observed by people who obey the cooperative principle. These maxims could be simply stated as:

- a. Be short
- b. Be true
- c. Be appropriate
- d. Be clear.

To make the theory clearer I illustrate an extract for the interview with Bill Clinton. He fails to answer a simple question whether his relationship with Monika Lewinsky was the worst thing he has ever done.

Dan Rather: *“Was the affair the worst thing you have ever done?”*

Bill Clinton: *“In my whole life? Oh, I don’t know, I think I’ve talked about that a lot in the book. And I think I’ve said enough about my personal life. And I think I’ve honestly tried to say more about my life than I believe any public figure ever has. And probably more than anyone ever should. And I think I’ll leave it at that.”* www.cbsnews.com/stories/2004/

Pragmatic analysis of the passage shows that the USA former president violates the maxim of co-operation that requires giving the information as you are asked. The failure in the case causes the violation of maxim of manner that requires being clear and precise to avoid ambiguity.

While analyzing an interview aiming at identifying conversational implication, a new term “Image” appeared meaning a speaker’s linguistic and social behaviour. Any speech act might have an influence on the image and might create an atmosphere where a person could easily lose his/her image. According to analyses we have performed, we can say that

a person needs to know and follow the maxims of politeness to be able not to lose his/her image. There are two ways of politeness: positive and negative.

- Positive Face in other words Solidarity Politeness which is very often characterized by Involvement Strategy. With this strategy a respondent emphasizes his involvement in the communication.
- Negative face in other words Negative Politeness which is often called Independent Strategy. With this strategy a respondent emphasizes his independence and shows the respect to a correspondent.

As one can understand the terms “positive” and “negative” are used to show terminology opposition and do not have the meaning of being “good” or “bad”.

I chose the interview with Tony Blair with the BBC journalist David Frost to illustrate the case.

D.FF: *What do you think, will you be able to fulfill the plan by the end of your parliament?*

T.B : *I am not going to anticipate.*

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The attempt to avoid the answer to the question could have led Mr. Blair to lose his image in public. The answer he gave is an example of violating the maxim of manner but at least he manages to maintain his good image. He did not make a promise that could not have been kept by the parliament.

The pragmatic analyses of interviews I have performed prove that there are certain categories that help us identify the underlying message of a text. They are: frequency of used pronouns, the length of utterance, background noise, phrase fillers, contagious reaction and types of questions. The following example shows how difficult the US former president finds to answer a simple question and how he manages to deal with.

*“I’ve thought about it a lot. And there are lots of more sophisticated explanations, more complicated psychological explanations. But none of them are an excuse. I have to say that over and over again, because I know that people will raise Cain about that. But only a fool does not look to explain his mistakes. People should try to understand why they did the things they did, **shouldn’t they?**”* www.cbsnews.com/stories/2004/

In this case the form of a tag question he uses is somehow a rhetoric question. I think a tag question is a good way to see a difference between a question and a statement. E.g. the tag question makes these two sentences different: “*He is stupid, **isn’t he?***” and “*Is he stupid?*” Pragmatic analysis of these sentences shows that using the first sentence a speaker tries to give us some hidden information about N and make us agree with him.

A journalist with an appropriate knowledge and instruction can easily alter the way of the conversation, strengthen or weaken the influence on the speaker. The easiest and the most available way of manipulation used by journalists is just an interruption if an interviewee talks too much.

CONCLUSION

Having studied and analyzed interviews from a pragmatic point of view I have come to the following theoretical conclusions:

1. According to the research we have performed it can be said that an interview is an independent genre of journalism taking into account the difference between

an interview and dialogic discourse. The difference is seen through their functional-semantic and pragmatic peculiarities as well as through their informational structure.

2. The research also allows us to talk about communicative strategies of a respondent. In order to avoid the answer interviewees mainly attack the question including the source of information and appropriacy of a question.

3. According to the research we can conclude that communicative strategy of a politician respondent is mainly determined by intentional violation of Gricean maxims that form the ambiguity and esotericism of an utterance and its implicature.

4. Having studied a written interview with a help of three dimensional lingo-semiotic models we formed the linguistic notion of implicature according to which ***the implicature is believed to be a deep layer of information created by the simultaneous realization of semantic, syntactic and pragmatic aspects of a text. The correct inference of implicature needs creative interpretative approach to a text, in other words it could be studied through a broad socio-cultural context (author).***

6. Pragmatic analyses of authentic interviews in both –English and Georgian languages allow us to talk about peculiarities of communicative strategies of a politician respondent. The violation of Gricean maxims (3,1965) is intended to:

- neutralize the facts and hide the information;
- hide the truth to make people have different ideas;
- stay anonymous and support depersonalization to avoid responsibility;
- save personal rating;
- avoid conflicts during an interview.

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10. Studying an interview in different languages (in this case English and Georgian) substantiates the thesis that reality is a unity of subjective and objective ways of reflection. On the one hand the means of expressing reality in different languages indicates its invariance. On the other hand expressing an interview with the help of different linguistic means shows its variance.

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