
EXPANDING ON RESEARCH METHODS OF SCALAR IMPLICATURE AND THEIR IMPLEMENTATION IN TRAVELOGUES.

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Abstract

This article provides an analysis of the research methods of scalar implicature and their implementation in travelogues. Scalar implicature is a linguistic phenomenon that involves the use of scalar terms such as "some" and "all" to convey different levels of meaning. The study examines how this concept is utilized in the context of travel writing, particularly in the portrayal of cultural experiences and interactions. By reviewing existing literature on scalar implicature and discussing its relevance to the field of travel writing, it also explores various research methods used to analyze scalar implicature in travelogues, including qualitative content analysis and discourse analysis.

Key words

scalar implicature, Gricean theory, Relevance theory, Neo-Griceans, Post-Griceans, travelogue.

РАСШИРЕНИЕ МЕТОДОВ ИССЛЕДОВАНИЯ СКАЛЯРНОЙ ИМПЛИКАТУРЫ И ИХ РЕАЛИЗАЦИЯ В ПУТЕВЫХ ЗАМЕТКАХ.

Аннотация

В данной статье представлен анализ методов исследования скалярной импликатуры и их реализации в путевых заметках. Скалярная импликатура – это лингвистическое явление, которое предполагает использование скалярных терминов, таких как «некоторые» и «все», для передачи разных уровней значения. В исследовании рассматривается, как эта концепция используется в контексте путевых заметок, особенно при изображении культурного опыта и взаимодействий. Анализируя существующую литературу по скалярной импликатуры и обсуждая ее актуальность для области написания путевых заметок, мы также исследуем различные исследовательские методы, используемые для анализа скалярной

импликатуры в рассказах о путешествиях, включая качественный контент-анализ и анализ дискурса.

Ключевые слова

скалярная импликатура, теория Грайса, теория релевантности, Неограйсианцы, постграйсианцы, путевые заметки.

SKALAR TAGMA'NO TADQIQOT METODLARINING KENGAYTIRILISHI VA ULARNI SAYOHATNOMALARDA TADBIQ ETILISHI.

Annotatsiya

Ushbu maqolada skalyar tagma'noning o'rganish metodlari tahlili va ularni sayohat yozishda qo'llash ko'rsatilgan. Skalar tagma'no turli darajadagi ma'nolarni etkazish uchun "ba'zi" va "barchasi" kabi skalar atamalardan foydalanishni o'z ichiga olgan lingvistik hodisadir. Tadqiqot ushbu kontseptsiyaning sayohatnomalar kontekstida, ayniqsa madaniy tajribalar va o'zaro ta'sirlarni tasvirlashda qanday ishlatilishini o'rganadi. Skalar tagma'no bo'yicha mavjud adabiyotlarni ko'rib chiqish va uning sayohat yozuvi sohasiga aloqadorligini muhokama qilishda biz sayohatnomalarda skalar tagma'no tahlil qilish uchun ishlatiladigan turli tadqiqot metodlari, shu jumladan sifatli kontent tahlili va nutq tahlilini o'rganamiz.

Kalit so'zlar

skalyar tagma'no, Grice nazariyasi, dolzarblik nazariyasi, Neo-Griceanlar, Post-griceanlar, sayohatnoma.

Introduction. Scalar implicature is a phenomenon in pragmatics that involves the inference of meaning based on the scalar structure of language. The idea of scalar implicature was first proposed by the linguist Paul Grice in his seminal work "Logic and Conversation"(1975). Scalar implicatures arise from the use of scalar expressions, which are words or phrases that create a scale of meaning with one term which is more specific or stronger than another. For example, in the scalar set some, all, "all" is considered to be stronger or more specific than "some." *If the speaker says, "The pianist played some Beethoven sonatas," she implicates, through the use of some, that the pianist did not play "all" of them.*[1] When a speaker uses a weaker term in a scalar set, such as "some" instead of "all," listeners may come into conclusion that the speaker could have used the stronger term if it were true. The process of scalar implicature is guided by the principle of economy in communication, where speakers aim to send information concisely and efficiently. By using a weaker term, speakers implicate the stronger term by default, assuming

that the listener will make the necessary inference based on the context and their knowledge of the language.

Materials and methods. According to Grice, speakers and listeners engage in cooperative communication, following certain conversational maxims to convey meaning effectively. Scalar implicatures are derived through the violation of these maxims, *namely the maxim of quantity: make your contribution as informative as is required and do not make your contribution more informative than is required*, leading to pragmatic inferences based on the context of the conversation.[2] The idea of implicature quickly moved from philosophy of language to pragmatics, leading to the creation of two different methods: Neo-Gricean (NG) and Post-Gricean (PG). The NG method follows Grice's theory closely, treating scalar implicatures as part of conversational implicatures. It expands on Grice's belief that some conversational implicatures depend on context, while others don't, with scalar implicatures being a key example of those that don't. Horn(1972) suggested that when a speaker uses a weaker term like "some," we naturally think about the stronger term in the scale, like "all," as a comparison. This leads us to infer that if "some" is used, it implies that it's not "all." Building on this idea, Levinson(2000) proposed that the implied meaning of scalar terms, like "some," is actually part of their default interpretation. So, when we hear "some," we also understand it to mean "not all," unless the speaker explicitly says otherwise. In the PG approach, like Relevance Theory by Sperber and Wilson(1986/1995), scalar implicatures are seen as explicit meanings rather than conversational implications. They come from enriching the interpretation of what is said to create a relevant truth-based understanding. This enrichment process is similar to how we understand other types of speech like loose talk or metaphors. For example:

A. "This steak is raw",

B. "This steak is undercooked"

The given example implies that when someone at a restaurant says "A" we might understand it as "B" based on the context. This understanding comes from adjusting the concept of "raw" to fit the situation.[1] This adjustment is not based on specific word meanings but on the context. The idea is that scalar implicatures are not tied to word scales or alternative meanings suggested by other theories. This process of adjusting concepts based on context is considered mentally demanding, so scalar implicatures are only used when they are relevant in the conversation. This approach focuses on context and views scalar inferences as emerging from contextual understanding rather than specific word meanings. Using a cognitive pragmatic approach, Carston provides examples to illustrate scalar

implicature. In one of Carston's influential works in this field "Informativeness, Relevance and Scalar Implicature" (2002), she explores the concept of scalar implicature in detail, discussing how speakers convey meaning that goes beyond the literal interpretation of their words. Carston argues that scalar implicature arises from the principle of relevance, where speakers intend to communicate the most relevant information given the context and their communicative goals. As an example, we can bring:

"Some students passed the exam."[3]

While this statement is literally true, it also implies that not all students passed the exam. Carston's analysis delves into the cognitive processes involved in deriving these implicit meanings and how they are crucial for effective communication.

Results and discussion. In this study, we mainly focus our attention on the analysis Scalar implicature of a travelogue by William Davis, named "A summer in Turkestan". The given travelogue provides in-depth information about the geography, infrastructure, rulers and high-rank individuals of Turkestan, or what is now the territory of Uzbekistan Republic alongside some comparison with The United States in certain terms. The author's abundant usage of scalar terms throughout the narration makes this travelogue perfectly suitable for the analysis. For example:

"There are some beautiful physiographic problems here awaiting solutions."[5]

When the word "some" is used, listeners understand that there are probably more problems than mentioned. They know that "some" means there are unspecified additional problems. Or maybe listeners think about how much information the speaker is giving. The use of "some" makes them infer that the speaker is providing specific information about the problems without saying exactly how many there are.

"In spite of the large volume of water that was passing at the time of our visit, the plain hereabouts has small population; the river is too variable to be trusted for irrigation. Further on the Murg-ab is less variable; it is divided into many canals to water the famous oasis of Merv, a true delta in a desert."[5]

In the given sentence, the phrase "the plain hereabouts has small population" can be analyzed in terms of scalar implicature in a cognitive pragmatic approach. The use of "small" implies that there are probably more people than explicitly mentioned. Listeners understand that "small" means there are unspecified additional people in the area. "Less variable" implies more stability: The use of the term "less variable" implies that the Murg-ab river is more stable compared to the previously mentioned river. This scalar implicature suggests that the Murg-ab river

has a lower degree of variability, making it a more reliable water source for irrigation purposes.

"Here the Syr, the ancient Yaxartes, is the main river; its branches are largely used for irrigation, and the population suffices for the development of a number of good-sized cities - Khojent, Kokan, Margelan, Andizhan, Namangan." [5]

"Largely used for irrigation" implies extensive agricultural activity: The mention of the Syr river's branches being largely used for irrigation implies that there is extensive agricultural activity in the region. This scalar implicature suggests that the availability of water from the river is crucial for supporting agriculture and ensuring food production for the population.

In conclusion, our study delves into the analysis of research methods related to scalar implicature and their application in the context of travelogues. We explored how scalar implicature, which involves the interpretation of language based on scalar expressions like "some" or "small," can provide deeper insights into the content of travel narratives. By examining how these linguistic cues are used in travel writing, researchers can uncover hidden meanings about geography, demographics, and other aspects of the depicted locations. The study underscores the significance of context and inference in deciphering the implicit messages within travelogues, leading to a more nuanced understanding of the texts. This approach enhances the interpretation of language nuances and reveals layers of meaning that may not be immediately apparent to readers.

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