

"UNVEILING IMPLICIT MEANINGS: A STUDY OF IMPLICATURES IN 'THE SKY IS PINK' - A BOLLYWOOD CINEMATIC ANALYSIS"

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Abstract:

*This study investigates the implicit meanings in a Bollywood movie. This research aims at examining the intended purpose, indirect references behind the title and dialogues. This examination works on the Bollywood movie *The Sky is Pink* (Bose,19). The focus of this exploration is to identify the language used by the characters to show their actual intention. The purpose of the present study is to encounter the impact created by the major and minor characters. Paul Herbert Grice's *Theory* and Brown and Levinson's *politeness framework* is applied to this analysis. The data is collected by non-random sampling technique. The mixed method is applied to the study. This review leads to the ideology that the characters by using implicature creates a sense of perplexity in the mind of the viewer. The findings highlight the underlying layers of implied communication, life emerging out of polite language, the positivity inside the conversation and the emotional depth metastasized by the use of implicature and polite and impolite behaviour. The results include the violation of maxim of quality up to 35%, maxim of quantity up to 25%, maxim of relevance up to 25% and maxim of manner up to 15%. The percentage of politeness is 40% and impoliteness is 60%. The future implications include storytelling analysis from different viewpoints of implicatures, implicature analysis as storytelling devices, culture semiotics in Bollywood movies, critical analysis of Bollywood movies, cultural communication.*

Keywords: *implicature, semiotics, maxim, politeness, communication, analysis*

1.Introduction

The background of this study includes how cinematic narratives through the lens of implicature theory (Grice,1975) to analyze societal structures, freedom of an individual and language behaviour depending upon the confronting individual. This research is a cinematic analysis of implicature in the Bollywood movie "The Sky is Pink" (Bose,19). The significance lies in the fact that the language employed in a cinematic environment marks freedom of every individual, positivity in the life of the patient and underlying meaning leading to a better understanding. The survey aims to contribute to the acknowledgement of the relationship between language and life.

Grice (1975) in his essay "Logic and Conversation," constructed four maxims and norms. Grice (1975) provided us the implicature theory which states that an addressee has to obey the four maxims namely manner, relevance, quality and quantity while addressing. This important philosophy is directly related to Grice's Cooperative Principle (1975) which is embarked as a major mainstay in the field of communication. A speaker has to be engaged in a cooperative conversation following the observance of maxims. When a speaker follows the maxims, he is following the cooperative principle. When a speaker flouts the maxims, implicatures arise. In *Logic and Conversation* (Grice,1975) an addressee has to make conversational contributions such as is required supporting maxims; the information should be clear, true, evident and to-the-point. When there is a talk-exchange, the rough principle 'Cooperative Principle' has to be followed. This principle, enveloping conversational maxims results in effective communication, serves as a basic framework for understanding implicatures. By emphasizing the implicit inferences conveyed beyond explicit speech acts, implicatures offer an entrance for decoding the layers of meaning

within cinematic narratives. However, while implicature analysis has found regularity in linguistic and pragmatic studies, its application within the realm of cinematic narration, particularly within the context of Bollywood cinema, remains relatively unidentified. Avoiding obscurity of expression, ambiguity, unnecessary prolixity leads to a supermaxim named as 'manner of perspicuous' in Logic and Conversation (Grice, 1975). There can be other maxims as Grice has discussed namely aesthetic, social or moral maxims as a person can be polite in a talk exchange. A quasi-contractual matter (talk exchange) with alignments outside the realm of discourse. A speaker can flout intentionally or unintentionally the maxims and thus he gives rise to implicatures or conversational implicatures. A speaker can follow one maxim and unfollow the other maxim or he cannot follow all the maxims intentionally or unintentionally.

Brown and Levinson proposed Politeness strategies in their book (1978) entitled "POLITENESS". Brown and Levinson (1978) developed a theory to explain phenomena related to Politeness that can be applied to verbal communication and non-verbal communication. In general, people usually behave in daily conversations because they care about their public or social self-image. According to Brown and Levinson (1987), the act of maintaining a face in pragmatic courtesy includes actions that threaten and save faces. Following the theory of politeness, a face can be of two types: a positive face and a negative face. A positive face is defined only as a 'fine self-image' while a negative face is a 'face wanting freedom'. Besides, Leech (1983) has proposed the concept of modesty itself through a set of instructions. Levinson's Politeness Theory (1978) also outlines four main types of politeness strategies namely baldness on record, negative politeness, positive politeness, and not being noted. This socio-linguistic theory plays such a role that it defines us about 'polite & impolite behaviour'. For Example, if a teacher says to her students, "Don't talk!" it'll be considered polite behaviour but if a student says to her teacher, "Don't talk!" it'll be considered impolite behaviour. The type of behaviour adopted depends on the situation, occasion, time, age, status, gender, and role of speaker and hearer.

2. Research Objectives:

1. To analyze how the language used in the title signify freedom of an individual.
2. To examine how the politeness theory operates in the portrayal of a major character having life threatening disease within the cinematic context?
3. To explore how the generated implicature provides us underlying meanings that affect the portrayal of individual character in a Bollywood movie.

3. Research Questions

1. How does the language used in the title signify freedom of an individual?
2. How can politeness theory works on the major character having life threatening disease within the cinematic context?
3. How has the generated implicature provided us underlying meanings that affect the individual as a character in a Bollywood movie?

4. Literature Review

The examination of implicatures within cinematic dialogues and conversations represents a compelling convergence between cinematic studies, linguistics, and communication studies. At its core lies Grice's Cooperative Principle (Grice, 1975) which forms the backbone of implicatures. The Cooperative Principle (Grice, 1975) explains how communication occurs when a speaker aims to be cooperative, truthful, relevant, and informative in their interactions.

Grice's Cooperative Principle comprises four conversational maxims: the maxim of quantity (not providing more or less information), quality (not to lie about something or someone), relation (to be relevant), and manner (avoiding ambiguity). These maxims serve as guidelines for effective communication but also unlock the way for implicatures—implicit inferences or meanings that transcend the literal interpretation of utterances. They are crucial in understanding how speakers imply more than what is explicitly stated, relying on the audience's concluding capabilities and contextual cues to grasp implied meanings.

In cinematic narratives, implicatures manifest through various cinematic elements beyond explicit dialogue. Visual composition, cinematography, sound design, mise-en-scène, and character interactions contribute to conveying implicit messages and emotions. Similar to verbal communication, filmmakers stick to or strategically deviate from Grice's maxims to create implications that evolve the narrative, deepen character's encouragement, or saturate scenes with layered subtexts. By merging Grice's Cooperative Principle into film analysis, scholars and researchers have laid the groundwork for a refined understanding of how implicatures contribute to cinematic narration.

Garg, Y. (2023). revealed in his research, "A STUDY TO ANALYZE CHILD DEVELOPMENT THROUGH THE MOVIE "THE SKY IS PINK" THROUGH THE LENS OF AN ECOLOGICAL SYSTEMS MODEL," interconnected network of relationships, context and support system covering cultural shift, human experience shaped with the threads of family, adversity, resilience, socio-economic circumstances, affection. The study dealt with the complex environments affecting child's development and life struggles. The examination bolded the cinema's potential as a catalyst as it speeds up the rate of environmental consciousness, the role of art and science as well as the ecological concerns.

Akmal, S., & Yana, D. U. (2020). opined in his study, "Conversational implicature analysis in "Kingdom of Heaven" movie Script by William Monahan," the analysis of implicature under Grice Theory, particularized and generalized implicature in the movie script. Many characters in the movie provided the information as not it was required but they knew the audience or the hearer understood what they meant, so most of them flouted the maxim of quantity. The non-observance maxims found in the data are flouted and violated. The most occurring maxim found by the writer is the maxim of quantity which meant that the characters of the movie failed to observe it, because the contribution of the information was insufficient and having less information than it was required. Then, it is followed by the maxim of manner which the speakers in the movie failed to observe and thus it gave the sense of unclear understanding and proximity. Then, the maxim of relation which showed that the speaker did not give the relevant/asked information. Last, it was the maxim of quality, whereby the speaker did not notice because of wrong information. The most noticeable finding was the increasing number of particularized implicatures because of flouting the maxim of quantity. It showed that the characters of the movie gave less or more information than it was required.

Muvida, A. N. (2015). examined in his exploration, "The Conversational Implicature That is Used by the Three Main Characters in Hotel Transylvania Movie," the four relations between conversational implicature and protective manner. In his study, he observed the particularized and generalized implicatures in the Hotel Transylvania Movie. The question asked for confirmation is sometimes achieved or ignored by the hearer while understanding the utterances.

Khairunas, S., Sidauruk, J., Pratama, R. M. D., & Natalia, T. O. M. D. (2020). stated in their work, “Conversational Implicature in Beauty and Beast Movie Directed by Bill Condon,” implicature analysis and the maxim violation within the cinematic boundaries. The most frequent implicature that occurred in the movie is generalized implicature and the frequently violated maxim is maxim of quantity.

Yudith, Y., Natsir, M., & Lubis, I. S. (2021). applied implicature theory by Grice (1975) and Brown and Levinson Theory (1978) in their research, “CONVERSATIONAL IMPLICATURE IN IN THE HEART OF THE SEA MOVIE.” Five reasons for conversational implicature are also found in this study, they are: to protect the speaker itself, to show authority and politeness, to give information or knowledge, to entertain the audience (humor) and having a lack of specific information.

This research works on the pragmatic analysis of Bollywood movie “The Sky is Pink” applying Grice’s Theory of Conversational implicature. This cinematic analysis searches for the violation of maxims which generate ‘implicatures.’ The polite and impolite behaviour is also analyzed through the conversations of the characters. The theoretical framework includes Grice (1975) Conversational Implicature Theory and Brown and Levinson (1987) politeness theory.

5.Method and Methodology

The mixed method is applied to this study. The data is collected through non-random sampling technique. The data is taken from Bollywood movie “The Sky is Pink.” The dialogues are transcribed in order to fulfil the purpose of finding implicature and degree of politeness and impoliteness. Scenes, dialogues, and narrative parts are identified and analyzed for intended meanings, with a focus on points and scenes that align with Grice's conversational maxims.

6.Data Analysis

The Bollywood movie contains scenes in which we can notice and examine implicatures as well as type of behaviour apply Grice (1975) Theory Brown and Levinson (1987) politeness theory. The researcher has analyzed the data through visual elements, narrative structure and dialogues. The movie “The Sky is Pink” (2019) is a blockbuster movie that tells the true story of ‘Aisha Chaudhary’ who suffered from pulmonary fibrosis. Aisha Chaudhary narrated the story of her father and mother as well as the difficult journey through which they pass due to the deadly disease of their child.

The title of the bollywood movie “THE SKY IS PINK” analyzes generated implicature which suggests that the sky can be pink for the person who wants it to be pink as it can be of different color for the person who wants it to be of different color. Scientifically, the sky looks blue to the human eye as the short waves of blue light are scattered more than the other colours in the spectrum, making the blue light more visible to the human eye. Within the cinematic background and the context, the title doesn’t mean that the sky is pink, rather it emphasizes that ‘sky’ is a person’s own choice, own goal and dream which he can follow in the same way he colors the sky with his own choice. The maxim of relevance is violated here as the context is necessary for clear understanding of the meaning behind the title.

As the movie starts, there’s a dialogue between Niren and Aditi. Niren was sleeping and Aditi went to Niren in a hurry to wake him up.

Aditi: “Niren, wake up!”

Niren: “Let me sleep, Aditi. It’s Sunday.”

Aditi: “Sleep later. I’m so tense right now. Get up..”

Niren: “Now I’m half awake, thanks.”

This conversation analysis with the application of Brown and Levinson Theory (1987) leads us to the idea that the behaviour of Niren is somehow impolite when he says that he’s half-awake in a criticising or taunting tone. Aditi wants Niren to get up from his sleep but Niren wants to sleep. That’s why he says that he wants to sleep because it’s Sunday. After this, Aditi tells Niren that she’s in some tension that’s why she wants Niren to get up. But Niren replied by saying that he’s half awake, thanks. The answer of Niren to Aditi **“Now I’m half awake, thanks”** gives an account of impolite behaviour of Niren towards Aditi. This statement also violates the maxim of quantity and relation as Aditi is not providing enough information about the reason for her tension and the addition of "I’m so tense right now" introduces a new idea that seems unrelated to the previous request for Niren to get up from his sleep.

As Aisha Chaudhary narrates the story further there comes some dialogues spoken by her in the movie. About her father, Aisha says,

“I called him Panda Kung Fu Panda.”

About her brother, Aisha says,

“This tyke is my elder brother, Ishaan Chaudhary. I call him Giraffe.”

These titles ‘Panda,’ ‘Kung Fu Panda,’ and ‘Giraffe,’ are not mere titles. There’s some intended meaning behind it as if an audience watches the movie and can have an analysis of it. Aisha gives her father the title **‘Panda’** because her father is a ‘black belt’ or assigning nicknames is a practice of showing ‘intimacy.’ It doesn’t actually mean that her father is panda or panda-like. When Aisha calls her brother **‘Giraffe,’** it doesn’t mean that her brother is a giraffe but she has used this word as a nickname for her brother.

About her mother, Aisha says,

“She was a tigress, but I called her Moose. Not the chocolate mousse, but a soft-hearted animal.”

Aisha named her mother “Moose.” By passing this statement, she doesn’t mean that her mother is a tigress but she uses the term metaphorically. Afterwards, she pointed towards the kind nature of her mother by saying “soft-hearted animal.” The maxim of quality is violated here as the speaker is providing deceptive information. The maxim of quality proposes that information should be truthful and not deceptive. Referring to someone as a "tigress" but calling her "Moose" introduces an element of contradiction or inconsistency. A tigress is typically related with strength, angry behaviour and danger, while a Moose is perceived as a gentle, kind and soft-hearted animal. This could be analyzed as providing conflicting or deceptive information about Aisha’s mother character. The statement can be taken in account of politeness **“NOT THE CHOCOLATE MOUSSE, BUT A SOFT-HEARTED ANIMAL.”**

Aditi travels to London for the diagnosis and examination of Aisha’s tonsils. In the scene, while Aditi was seen cleaning the baby crib of Aisha, there was a conversation between Aditi and her friend.

Aditi's friend: "I have some savings."

Aditi: "Nonsense."

Aditi's friend wants to assist Aditi through financial help but the direct reply of Aditi: "Nonsense" indicates impolite behaviour. Aditi's reply suggests a rejection or denial of the friend's assertion. Aditi might be trying to express doubt or surprise, but the term "nonsense" can be perceived as dismissive and could potentially weaken the sincerity of her friend's statement about having savings. This could be seen as a violation of the maxim of quality if Aditi's response is not in accordance with the truth and reality of the situation because she needs money in reality. The maxim of manner is also violated by Aditi as she doesn't reply by saying "NO" rather she says "NONSENSE" which is not a clear answer.

In London at Sunrise Radio, Niren had a conversation with Arjun Gill who worked there for collecting charity for the needy and poor. Niren was poor because he didn't have money for the treatment of his daughter, Aisha.

Arjun Gill: "Raise your hopes too high and you'll be disappointed."

In the conversation, the statement passed by Arjun is considered impolite as Arjun seems to pass a pessimistic statement in a situation which is hard for Niren and his family. It seems like Arjun has a negative facewant as he passes the statement freely without saving his face. Instead, Arjun should have passed a statement full of hope as Niren is suffering from poverty and his daughter's genetic disorder.

The next conversation is between Ishaan and his mother, Aditi. Aditi called her mother and talked to Ishaan and her mother. Ishaan (Giraffe) told his mother Aditi (Moose) that the teacher scolded him for not colouring the sky 'blue.'

Aditi: "Everyone has their own sky. I painted my sky the color I wanted. If you believe your sky is pink, then it's pink."

Aditi said to Ishaan that everyone has their own sky. There's an intended meaning behind this structured language which implies that everyone is free to follow his or her dreams, everyone has his own goals which determine his sky. A person who perceives the sky can color the sky based on his own choice. If you want your sky to be blue, you can color it blue or if it seems pink to you, you can color it pink. Aditi conveyed the thought that she has colored her sky with the color she wanted. The statement can be taken in account of politeness as it motivates and encourages the hearer or reader.

Aditi called and asked Niren about his clothes and they indulge in a small conversation which lead to implicature.

Aditi: "What are you wearing?"

Niren: "A shirt and jeans. What do you expect?"

The first reply of Niren seems like it doesn't follow the maxim of quantity as the reply doesn't fulfil the complete details about the shirt and jeans. If we analyze the scene, Niren is not true about jeans because he is wearing a loincloth therefore there is a violation of maxim of quality also. The statement can be taken in account of impoliteness as it contains "What do you expect?"

7. Findings

The implicatures arisen by the violation of different maxims in the movie are found in the transcribed dialogues, titles and statements. The most frequently violated maxim in the bollywood movie "THE SKY IS PINK" is the maxim of quality by the speakers. The other maxims violated by the speaker are maxims of relation, quantity and manner. The maxim of quality is violated up

to 35%, maxim of quantity up to 25%, maxim of relevance up to 25% and maxim of manner up to 15%. According to Brown and Levinson (1987), the act of maintaining a face in pragmatic courtesy includes actions that threaten and save faces. Brown and Levinson make the assumption that it is of 'mutual interest' (1987: 60) for interactants to cooperate by supporting each other's face: 'In general, people cooperate (and assume each other's cooperation) in maintaining face, such cooperation being based on the mutual vulnerability of face' (1987: 61). Impoliteness is seen in various contexts within the cinematic background of the movie "THE SKY IS PINK" with the help of data analysis. The percentage of politeness is 40% and impoliteness is 60%. The findings of the study are depicted by using table and pie chart.

Table 1

Distribution of Grice's Maxims with Percentages

Maxims	Percentage
Maxim of quality	35%
Maxim of quantity	25%
Maxim of relevance	25%
Maxim of manner	15%

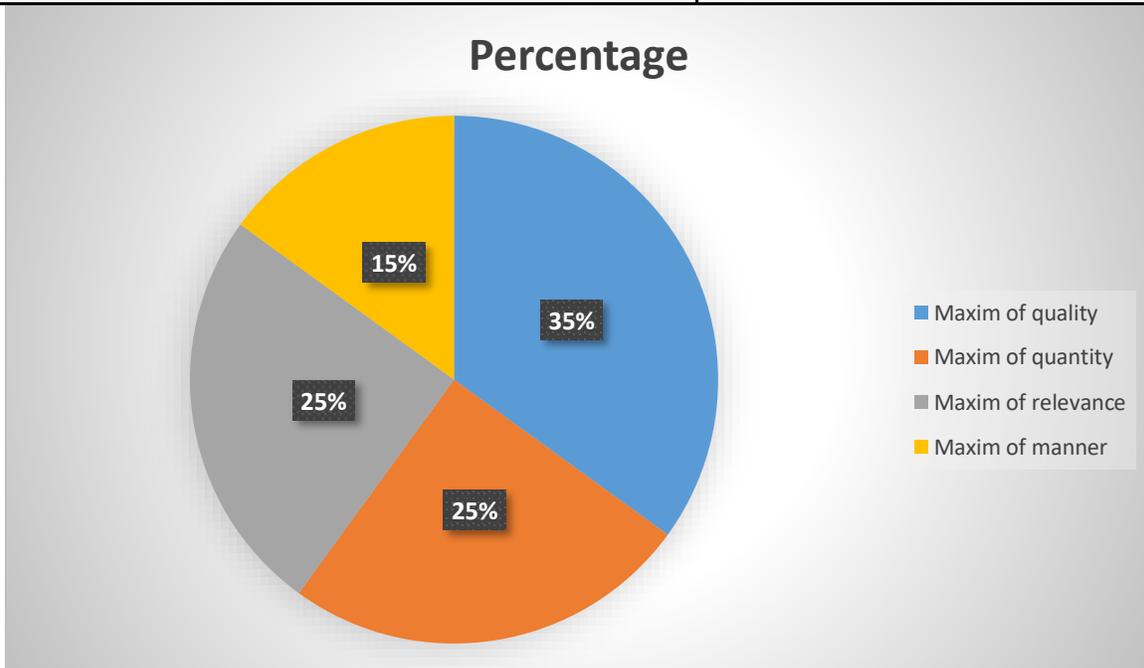


Figure 1

Percentage Representation of the Four Gricean Maxims

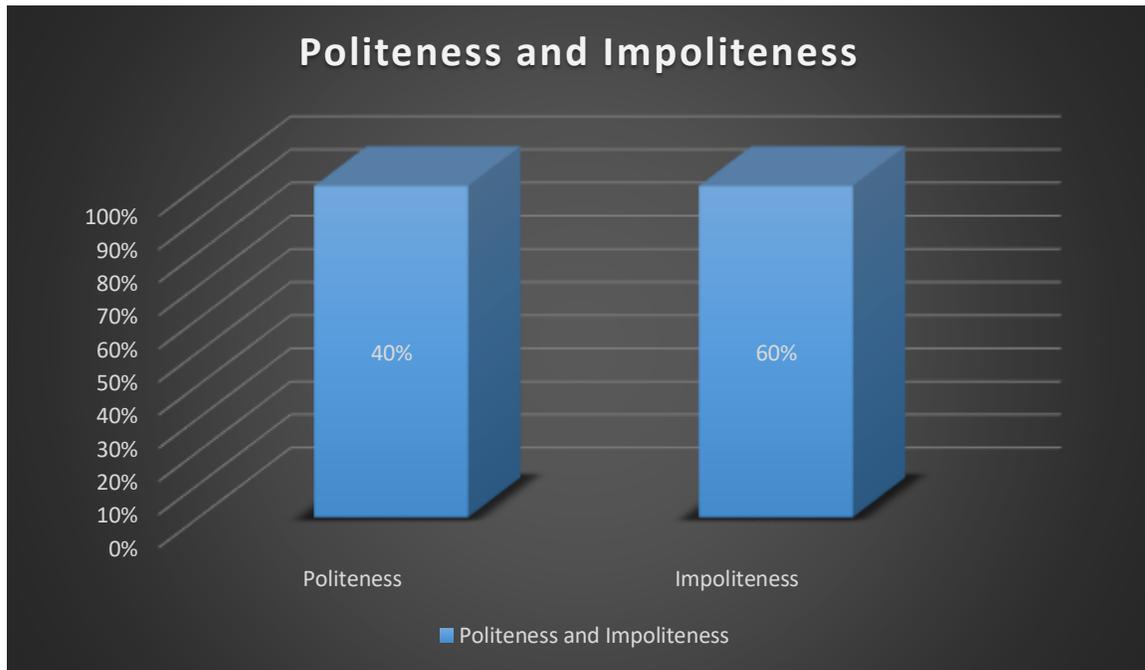


Figure 2
Representation of Politeness and Impoliteness

8. Conclusion

The research employs mixed method approach to study implicature; the intended meanings which are hidden behind different language structures and which shape the roles of characters. The politeness and impoliteness is examined in this study which serves a crucial role in understanding the meanings which are meant to be conveyed by different speakers or the characters. This is achieved through Grice’s Theory of Conversational Implicature (1975) in Essay “Logic and Conversation” and Brown and Levinson’s Politeness Theory (1987) in Book “Politeness.” Through the understanding of polite and impolite behaviour, reader or audience can easily get thorough understanding of the Bollywood movie THE SKY IS PINK (Bose, 2019). The contextual analysis, title analysis, dialogue analysis, scene analysis, visual analysis all lead to the proper examination of violation of all maxims; quality, quantity, manner, relevance (Grice,1975). Study of implicature applying Grice’s Theory of Conversational Implicature (1975) on cinematic level is something which is incredible. All the four norms; quality, quantity, relevance and manner are seen violated in the conversations, dialogues and title. Therefore the intended meanings are discussed. The maxim of quality is the maxim which is violated most of the times throughout the movie. Impoliteness is seen more as compared to politeness in the key scenes of the movie.

9. Future Implications

The examination and analysis of implicatures and politeness in the Bollywood film "The Sky is Pink" can have several future implications for different aspects of research, academia, and the acknowledgement of cinematic discourse analysis. The future implications include storytelling analysis from different viewpoints of implicatures, implicature analysis as storytelling devices, culture semiotics in Bollywood movies, critical analysis of Bollywood movies, cultural communication. The study deeply investigates the underlying meanings and their applications

within tone, key scenes, environment, and setting of the characters including major character Aisha Chaudhary.

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