

## A Pragmatic Analysis of Conversational Implicature in Bernard Shaw`s: Arms and the man

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*Received 24<sup>th</sup> February 2024, Revised 12<sup>th</sup> April 2024, Accepted 7<sup>th</sup> May 2024.*

*DOI: 10.21608/erurj.2024.272418.1124*

### ABSTRACT

This paper aims to investigate the language of Bernard Shaw`s play: Arms and the Man. It examines how the characters make use of implicature to convey their messages. Throughout the play, the characters do not always follow the four Gricean maxims: Quantity, Quality, Manner, and Relation. They sometimes violate the maxims to convey a certain message. The researcher follows a mixed approach (qualitative/quantitative approach) to collect the data. The data are some examples taken from the play and they are particularly chosen because the characters convey their messages implicitly by violating the conversational maxims. The results show that the characters violate all four conversational maxims. However, the frequency of violation differs from one maxim to the other. Moreover, the results show that the characters often violate the conversational maxims to drag the listener`s attention to a particular point in the conversation. To conclude, the characters in the play make use of implicature and violate the maxims to convey their messages.

*Keywords:* Grice`s Conversational maxims, Implicature, Arms and the man, Implied meaning

## 1-Introduction

This paper investigates the use of Grice's four conversational maxims: Quantity, Quality, Relation, and Manner in George Bernard Shaw's play: *Arms and the man* and how do the characters of the play make use of implicature to convey their messages.

Communication is part of man's life. Mey [1] argues that "Humans are made for 'speaking' (that is, communicating in spoken sentences or utterances), rather than for carrying on abstract discourses about the meaning of things, in isolated representations". It involves at least two participants: a speaker who has a message and a listener who receives this message and acts accordingly, and of course, there is a message that has a particular meaning. When the listener gets this message, communication is successfully fulfilled.

Communication can be achieved either directly or indirectly. That is to say, the speaker may use explicit or implicit language in getting his message across. A good listener is the one who succeeds in getting the speaker's message.

Meaning can be conveyed in various ways. Sometimes, it can be conveyed directly, other times, there is a hidden meaning behind what we say. This is known as 'implicature'. To define conversational implicature, Mey [1] states that "A conversational implicature is, therefore, something which is implied in conversation, that is, something which is left implicit in actual language use". Grice put the theory of conversational implicature that clarifies how people mean more than what they utter. Thomas [2] states that "Grice's theory is an attempt at explaining how a hearer gets from what is said to what is meant, from the level of expressed meaning to the level of **implied meaning**". Furthermore, Bilmes [3] mentions that: "In everyday talk, we often convey propositions that are not explicit in our utterances but are merely implied by them. Sometimes we are able to draw such inferences only by referring to what has been explicitly said to some conversational principle. In certain of these cases, we are dealing with 'conversational implicature'.

Levinson [4] claims that "Conversational implicature is a significant notion in pragmatics as it helps in explaining significant linguistic facts and it illustrates how it is possible to convey more than what is actually said".

According to Oxford Learner's Dictionaries, Implicature is defined as: "something that you can understand from what is said, but which is not directly stated". [5]

- **Grice`s theory of Conversational Implicature**

Levinson [4] argues that “Unlike other theories in pragmatics, the theory of implicature does not have an extended history” The basic ideas were put by the British language philosopher Herbert Paul Grice and still only partially published (Grice,1975, 1978). These key concepts by Grice were delivered in William James Lectures at Harvard in 1967.

Sometimes, the speaker says something, and he intends to evoke a certain message. This message may be indirectly stated. This is the idea of conversational implicature in which the meaning is implied not direct. For the hearer to get the intended meaning and understand the speaker`s message, there are some rules to control this process. These rules have been gathered by Grice. In his theory, Grice adopted some rules or principles that play a pivotal role in understanding the meaning of a context. He classifies these rules under the name: Cooperative principle or CP. Grice [6] “proposes a rough general principle which speakers are expected to observe”. He points out that: “conversational exchanges are typically cooperative” According to Grice “our dialogues are not meaningless because if the participants are not able to understand one another, the conversation will definitely stop and they will likely lose the communication process. However, our talk exchanges are, relatively, cooperative and we speak because we have a certain purpose we aim to fulfill” Thus, the speaker and the listener cooperate with each other to communicate in the best way. He defines the cooperative principle (CP) as follows: “Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”.

Under the CP, Grice puts four categories or maxims and under each maxim, there are sub-maxims. These four maxims are: Quantity, Quality, Relation, and Manner. He argues that: “As a speaker, you should exert a great effort to make your conversation legible. This can be achieved by giving the required information, speaking what you believe to be true, giving the relevant information and avoiding ambiguity”. In other words, for the speaker to follow the maxim of quantity, he should be informative and give neither less nor more information than needed. For the speaker to follow the maxim of quality, he must tell the truth and never say what he lacks adequate evidence for. To follow the maxim of relation, the speaker should speak relevantly and to follow the maxim of manner, his utterance should be clear, brief and in order.

**\* Grice`s maxims (Logic and conversation 1975)**

1. The maxim of Quantity

- (i) Make your contribution as informative as is required (for the current purposes of the exchange).
- (ii) Do not make your contribution more informative than is required.

2. The maxim of Quality

- Try to make your contribution one that is true

- (i) Do not say what you believe to be false.
- (ii) Do not say that for which you lack adequate evidence.

3. The maxim of Relation

- (i) Make your contributions relevant

4. The maxim of manner

- Be perspicuous, and specifically:
  - Avoid obscurity of expression.
- Avoid ambiguity.
- (i) Be brief (avoid unnecessary prolixity).
- (ii) Be orderly.

By following those maxims, the communication process turns out to be a successful one; however, this is not always the case. Sometimes, the speakers do not follow those maxims or in other words, they sometimes violate them. The result turns out to be what is called Implicature. In that case, the meaning is implied or hidden, and the listener tries to work out what the speaker says so as to understand the given message.

• **Statement of the Problem**

This research examines the language used by the characters of George Bernard Shaw`s play: *Arms and the man*. The characters mainly use implied meaning. They depend on implicature in conveying their messages. The play is particularly chosen for the analysis because the characters violate the four conversational maxims: Quantity, Quality, Relation, and Manner to convey their messages implicitly. Therefore, the analysis of the study can be easily made. The study is of great significance as it helps understand the deeper meaning of the utterances. It also urges the

listener to go beyond what is stated to fully comprehend what is meant by the speaker's utterance. Furthermore, the study focuses on applying linguistic theory to a literary text and this helps in comprehending the literary text and analyzing it in a good way.

- **Rationale**

This research aims to examine the language of Shaw's play: *Arms and the Man*. The characters violate the four Gricean maxims and make use of speech act verbs to create implicature. This study mainly focuses on implicature which is a key element in conversation, and it is chosen as a basis for the study because implied meaning gets the listener to go beyond the surface meaning and help him or her understand the deep meaning of any utterance.

### ***Arms and the man***

*Arms and the man* by Bernard Shaw [7] was written in 1894. The play is regarded as a comedy of manners. It shows the pitfalls and sins of society. Also, it satirizes the firmly idealized conventions and beliefs of people at that time. Furthermore, the play highlights two main themes: war and love and clarifies how they were idealized by people in the society at that time. Shaw uses the female character RAINA to represent romanticism and idealism and the male character Bluntschili to represent the practical and realistic notions. RAINA used to have her idealistic beliefs and notions concerning love and war. However, by the appearance of Bluntschili, all these illusions have been eliminated as he reveals the reality. Therefore, Bluntschili acts as Shaw's mouthpiece. He makes people wake up so that they can see the reality with their eyes; the reality which has been hidden for a long time and people were not aware of. The play discusses two crucial points. First, true love is the real love and second, war is not as glorious as people think as it is a source for destruction and terror. Besides, living in peace is the best choice.

## **2. Data collection**

The data are 19 selected excerpts from Shaw's: *Arms and the man* These examples have been particularly chosen because they have implicature. In other words, the interlocutors use implied meaning and violate the conversational maxims for a certain aim.

### 3. Methodology

The dramatic examples are linguistically analyzed using a pragmatic approach that depends on identifying the meaning with reference to the context. The study follows the mixed approach (qualitative/ quantitative approach) since the data used are words and sentences taken from the two plays and this is the core of the qualitative approach. The dramatic exchanges are subjected to an in-depth analysis in which the researcher examines the four conversational maxims, how they are violated and why they are violated. Furthermore, the findings are given using the quantitative approach to show the frequency in which each conversational maxim is violated. Therefore, using the mixed approach (qualitative/quantitative approach) is the most suitable because the data analysis requires using the qualitative approach to describe the excerpts and understand the implied meaning and the quantitative approach is required to show the numbers and percentages and it is the best choice for the findings.

### 4. Analysis of some examples in *Arms and the man* based on Grice's four conversational maxims

In this Section, some examples taken from Shaw's *Arms and the man* will be analyzed in the light of Grice's theory of conversational implicature to identify the violated maxims and the aim behind this violation.

#### Maxims Violation in *Arms and the man*

#### 1. Violation of the maxim of Quantity

##### Example 1.1

Raina is discussing with her mother Catherine the news concerning the war between the Bulgarian army and the Serbian one. Catherine tells Raina that her fiancé Sergius is the hero of the battle and he brings victory to the Bulgarian army.

RAINA: Is father safe?

CATHERINE: Of course: He sends me the news. Sergius is the hero of the hour, the idol of the regiment.

### **Analysis**

Catherine violates the maxim of quantity. She gives more information than required. Catherine answers RAINA's question and adds more information about Sergius, Raina's fiancé. Catherine uses 'Of course' which is a strong expression used for stressing the meaning. 'Of course' is much stronger than 'Yes' and using 'Of course' is linguistically more expressive and gives more emphasis. Catherine tells Raina the news about Sergius and that he is the hero of the battle: the one who brings victory to the Bulgarian army against the Serbs, for a certain aim. She aims to draw Raina's attention to Sergius and his heroism. By that, she can persuade Raina to accept Sergius as a future husband.

### **Example 1.2**

Blunschli wants to feel safe and Raina offers him a shelter in her bedroom so as not to let the Bulgarian soldiers shoot him.

RAINA (cutting him short). You will shoot me. How do you know that I am afraid to die?

MAN (cunningly). Ah; but suppose I don't shoot you, what will happen then? Why, a lot of your cavalry—the greatest blackguards in your army--will burst into this pretty room of yours and slaughter me here like a pig...

### **Analysis**

Bluntschili violates the maxim of quantity. He gives a detailed reply to Raina's question: 'How do you know that I am afraid to die?' for a certain aim. He wishes Raina would feel sympathetic towards him so that she might keep him longer inside her room. The use of the word: 'will' in the sentence: "You will shoot me" indicates an expected future action. Raina expects that Bluntschili will shoot her. To put it in other words, she thinks that he will kill her if his life is subjected to any danger. Bluntschili can expect what might happen and he is capable of depicting a portrait for the scenario. This exchange shows the contrast between the two characters: Raina and Bluntschili. Raina is so innocent and romantic while Bluntschili is so practical and can judge life matters in a proper way.

### Example 1.3

Catherine is worried about her daughter Raina. She wants to make sure that no body has caused her any harm.

CATHERINE [coming in hastily] Raina, darling: are you safe? Have you seen anyone or heard anything?

RAINA: I heard the shooting. Surely the soldiers will not dare come in here

### Analysis

Raina violates the maxims of quantity. She gives less information than required. Catherine asks Raina if she is safe but Raina does not answer. Then Catherine asks Raina if she has seen anyone or heard anything but Raina gives an answer to a part of the question: “I heard the shooting”. Catherine asks the question: “Have you seen anyone or heard anything?” in the present perfect tense which indicates an action in the past that still has an effect at the present time; however, Raina answers in the past simple tense: ‘I heard the shooting’ which indicates an action that started and ended in the past and has no effect at the present. The use of ‘will’ in the sentence: “Surely the soldiers will not dare come in here” does not indicate the future time but it expresses an expected behavior. Raina wants to tell her mother that the soldiers do not enter people`s houses without permission and that is their behavior as they are noble men.

### Example 1.4

Bluntschli is confessing Raina`s nobility in offering him help.

RAINA: You are my enemy; and you are at my mercy. What would I do if I were a professional soldier?

MAN: Ah, true, dear young lady: you`re always right. I know how good you`ve been to me: to my last hour I shall remember those three chocolate creams. It was unsoldierly; but it was angelic.

### Analysis

Bluntschili violates the maxim of quantity. His reply shows how grateful he is for what Raina has done for him as she has saved his life by hiding him in her room and offering him the last chocolate creams as food because he has been starving. The aim is to highlight the nature of Raina`s character and show how sympathetic and angelic she is and to assert that, for Bluntschili, food is much more important than carrying weapons. Being a soldier requires entering fights and wars which is not important at all for Bluntschili.



### Example 1.5

Blunschli is telling Raina how weary he is so that she might keep him longer in her bedroom.

RAINA: [softly and wonderingly, catching the rhythm of his weariness] Are you as sleepy as that?

MAN: I've not had two hours undisturbed sleep since I joined. I'm on the staff: you don't know what that means. I haven't closed my eyes for forty-eight hours.

### Analysis

Bluntschli violates the maxim of quantity. He gives a detailed reply to Raina's question. His reply: "I haven't closed my eyes for forty-eight hours" infers that he is exhausted, and he is in bad need of sleep. He tells Raina how weary he is as he has not slept for two days. The purpose is to highlight the nature of war and show how fighting is exhausting. Also, the man says those words to Raina so that she may feel more sympathetic for him and keep him longer inside her bedchamber. This dramatic exchange reflects the theme of war and shows how fighting in a war is something hard and exhausting.

### Example 1.6

Nicola is informing Louka how a good servant should be.

LOUKA: You take her part against me, do you?

NICOLA: [sedately] I shall always be dependent on the good will of the family. When I leave their service and start a shop in Sofeea, their custom will be half my capital; their bad word would ruin me.

### Analysis

Nicola violates the maxim of quantity. He gives a detailed reply to Louka's question. His reply infers that being an obedient loyal servant is the key to his success later. Nicola is very smart, ambitious, and determined. He is aware that obeying the family he serves is the key to his good reputation. He aims to start his own business; therefore, a good word from the Petkoff's family will help him much. The use of (shall) in "I shall always be dependent on the good will of the family." shows necessity as Nicola sees that he is obliged to be an obedient servant. Also, the use of (will) in "their custom will be half my capital" shows an expected future action. Nicola's words emphasize the theme of class difference and how the upper class (The Petkoff's family) has power and control over the lower class (Nicola).

### Example 1.7

Catherine welcomes her husband Major Petkoff back home after returning from the war.

CATHERINE. My dear Paul, what a surprise for us. (She stoops over the back of his chair to kiss him.) Have they brought you fresh coffee?

PETKOFF. Yes, Louka's been looking after me. The war's over. The treaty was signed three days ago at Bucharest; and the decree for our army to demobilize was issued yesterday.

### Analysis

Major Petkoff violates the maxim of quantity. He gives a detailed reply to Catherine's question. He gives more information about the war between the Bulgarians and the Serbs. The aim is to show how the conditions concerning the battle have been settled and that the peace treaty, signed between the two armies, is now taking effect. This reflects the importance of peace and clarifies how war is damaging. Peace is much better than war.

### Example 1.8

Catherine is discussing the news regarding the war between the Bulgarians and the Serbs.

CATHERINE: [springing erect, with flashing eyes] Paul: have you let the Austrians force you to make peace?

PETKOFF : [submissively] My dear: they didn't consult me. What could I do? [she sits down and turns away from him]. But of course we saw to it that the treaty was an honorable one. It declares peace—

### Analysis

Major Petkoff violates the maxim of quantity. His reply: "My dear: they didn't consult me. What could I do?" infers that although he is a Major for the Bulgarian army, he has no control over his soldiers. This shows the weakness in Major Petkoff's personality. Petkoff's words also reveal the lack of leadership qualities in his character. His utterance: "of course we saw to it that the treaty was an honorable one" reflects that Petkoff's main aim is to live in peace. Here, Petkoff is used as Shaw's mouthpiece to convey the message that living in peace is the best choice.

### Example 1.9

Bluntschli informs Raina that she is not an ideal person as she does not always tell the truth and that is human`s nature.

RAINA: [staring haughtily at him] Do you know, sir, that you are insulting me?

BLUNTSCHILI: I can`t help it. When you strike that noble attitude and speak in that trilling voice, I admire you; but I find it impossible to believe a single word you say.

### Analysis

Bluntschili violates the maxim of quantity. His reply to Raina`s question is more informative. He tells her that she is like any other person. She has defects in her personality; she is not such an ideal lady, but she tells lies like all other people. Also, Bluntschili`s reply reflects his personality. He is a practical man who has gained a wide experience throughout his life and career as a soldier. His words: “I find it impossible to believe a single word you say” show that he is sure Raina is not telling him the truth. Thus, he is not deceived by her words like all the others. Everyone has good and bad traits. Nobody is completely perfect.

### Example 1.10

Raina is asking Bluntschli about the photo she has given him, the photo which she has put in her father`s coat which he wears to escape for the Bulgarian soldiers.

RAINA. (*annoyed almost to tears*). Oh, to have done such a thing for you, who care no more—except to laugh at me—oh! Are you sure nobody has touched it?

BLUNTSCHILI. Well, I can`t be quite sure. You see I couldn`t carry it about with me all the time: one can`t take much luggage on active service.

### Analysis

Bluntschili violates the maxim of quantity by giving a detailed reply to Raina`s question. Raina is asking Bluntschili if he is sure nobody has touched the photograph she put inside the coat with the inscription: “To my chocolate cream soldier”. She has given him that coat to escape in while being chased by the Bulgarians. Bluntschili`s words: “Well, I can't be quite sure. You see I couldn't carry it about with me all the time” show that he cannot be certain about that matter. Therefore, these words reflect his uncertainty. The sentence: “one can't take much

luggage on active service” infers that while being on military service, the soldier is unable to carry the entire luggage with him.

## 2. Violation of the maxim of Quality

### Example 2.1

Catherine asks her daughter Raina about the period the soldier stays in her room.

CATHERINE: Don`t talk nonsense. Tell me the truth, How long was he in your room before you came to me?

RAINA: [whisking round and recommencing her march in the opposite direction]

Oh, I

forget.

### Analysis

Raina violates the maxim of quality. She does not tell her mother the truth and cunningly says: “Oh, I forget”. The aim is to hide the reality concerning the period the man stays inside her room. Raina`s reply reflects her kind nature. She is ready to offer help when needed. She has kept the man`s life safe. Furthermore, Raina`s words illustrate that she is doing her best so as not to get into trouble with her mother. She does not like facing problems and bearing the consequences. Here, Raina is depicted as a romantic, pure young lady whose experience and views concerning life matters are not that mature.

### Example 2.2

Raina is angry with her fiance` Sergius after seeing him flirting with her maid Louka.

RAINA. I`m ready! What`s the matter? (*Gaily.*) Have you been flirting with Louka?

SERGIUS. (*hastily*). No, no. How can you think such a thing?

### Analysis

Sergius violates the maxim of quality. He does not tell Raina the truth and cunningly says: “No, no. How can you think such a thing?”. He has been in such a difficult situation after Raina discovers his love for her maid, Louka. So, he tries to cover it up by not telling Raina the truth.

### 3. Violation of the maxim of Manner

#### Example 3.1

Blunschli is revealing the reality concerning Sergius`s victory as it is not a noble one.

RAINA: [quickly] why do you laugh?

MAN: [shamefacedly, but still greatly tickled] I didn`t laugh, I assure you. At least I didn`t mean to. But when I think of him charging the windmills and imagining he was doing the finest thing -- [He chokes with suppressed laughter].

#### Analysis

Bluntschili violates the maxim of manner. His words imply that Sergius`s victory at the battle is not a glorious one and that he is not a real hero. The aim is to attract Raina`s attention to the reality and show her that her idealistic views concerning Sergius and his heroism are definitely wrong. This exchange reflects the theme of appearance versus reality. Sergius appears as a real hero in front of the Bulgarians but he is not.

#### Example 3.2

Sergius talks to Major Petkoff. He conveys the message that Raina is not an ideal person and that she makes mistakes like all other people.

PETKOFF. Not! [He looks at them. They are all very serious and very conscious].

Do you mean to tell me that Raina sends photographic souvenirs to other men?

SERGIUS. [enigmatically] the world is not such an innocent place as we used to think,

Petkoff.

#### Analysis

Sergius violates the maxim of manner. His reply implies that nobody is ideal. Sergius wants to tell Petkoff indirectly that his daughter Raina has sent her photo to the man (Captain Bluntschili) and that she is not as innocent as he thinks. Sergius`s reply emphasizes that idealism is a concept which cannot be found in real life as it is human`s nature to make mistakes. Nobody is completely ideal.

### Example 3.3

PETKOFF. (*with childish awe*). Are you Emperor of Switzerland?

BLUNTSCHILI. My rank is the highest known in Switzerland: I'm a free citizen.

#### Analysis

Bluntschili violates the maxim of manner. His reply: "My rank is the highest known in Switzerland: I am a free citizen" implies that he has a good position in Switzerland. The aim is to show Bluntschili's position in Switzerland and that he is a wealthy Swiss man who is well-known among the Swiss People.

### Example 3.4

Sergius gets outraged after Louka tells him that Raina is in love with another man.

SERGIUS. Who is my rival?

LOUKA. You shall never get that out of me, for love or money.

#### Analysis

Louka violates the maxim of manner. When she tells Sergius about Raina's love for Bluntschili, he gets outraged and asks her to reveal the man's identity. But she gives an indirect reply that infers she will never reveal anything about Raina's love.

### Example 3.5

Bluntschili is informing Raina about what her fiancé Sergius has done during the war.

RAINA. Were they angry with you for running away from Sergius's charge?

BLUNTSCHILI. No, they were glad; because they'd all just run away themselves.

#### Analysis

Bluntschili violates the maxim of manner. His reply infers that soldiers are afraid of death and that they try to keep their life safe as much as possible. So, they are not as brave as all people think. This is one of the ideas Shaw wants to highlight in the play.

### Example 3.6

Bluntschli expresses his astonishment when Raina asks him if he has seen her portrait.

RAINA. (*very happy*). But what did you think of me for giving you my portrait?

BLUNTSCHILI. (*astonished*). Your portrait! You never gave me your portrait.

### Analysis

Bluntschili violates the maxim of manner. His reply infers that he has not noticed the photo which Raina has put inside the coat he escapes in while being chased by the Bulgarian soldiers. It also implies that while being on military service the soldier cannot notice everything because he is busy with fighting his enemy.

## 4. Violation of the maxim of Relation

### Example 4.1

Catherine is talking with her daughter about the Bulgarian war.

RAINA: I wish our people were not so cruel. What glory is there in killing wretched fugitives?

CATHERINE: [businesslike, her housekeeping instincts aroused] I must see that everything is made safe downstairs.

### Analysis

Catherine violates the maxim of relation. Raina's words show how innocent she is. She cares much for the life of the Serbian soldiers although they are their enemies. This reflects how Raina is so sympathetic and kind-hearted. Catherine's reply: "I must see that everything is made safe downstairs." clarifies how Catherine is a practical woman; she cares for nothing but her own family's safety. This exchange shows the great contrast between the two characters Raina and Catherine. Raina is pure, innocent, and kind-hearted, whereas her mother Catherine is so practical and all what she cares for is her family; she never puts other people into her consideration. All what she wants is to feel safe and secure no matter what is happening around her.

## 5. Findings

In this section, the results of the analysis will be presented in the light of Grice`s theory of Conversational Implicature.

**Table 1:** (The Frequency of violation of four maxims in the analyzed examples in *Arms and the man*)

Maxim	Number of occurrences in <i>Arms and the man</i>	Percentage
Quantity	10	52.6%
Quality	2	10.5%
Relation	1	5.3%
Manner	6	31.6%
Total number of violated maxims in the studied examples	19	100%

## 6. Discussion of results

The above table shows the Frequency of violation of four maxims in the analyzed examples in *Arms and the man*. The total number of violated maxims in the studied examples is 19. After conducting the qualitative analysis on the excerpts in the light of Grice`s theory of Conversational Implicature, it can be deduced that all the four maxims have been violated by the characters. However, the frequency of violation differs from one maxim to another. The maxim of quantity shows the highest frequency; it has been violated 10 times with a percentage (52.6%), then comes the maxim of manner which has been violated 6 times with a percentage (31.6%), next, comes the maxim of quality which has been violated twice with a percentage (10.5%) and finally comes the maxim of relation which has been violated only once with a percentage (5.3%).



## 7. Conclusion

From the previously stated analyses, much can be deduced about the dramatist Bernard Shaw, the characters, and the themes. Concerning his style of writing, Shaw writes with an aim to achieve. He never writes to please his audience but to instruct them. However, every single word he writes reveals a great message. In *Arms and the man*, he wants to tell his readers that war is not as glorious as they think, and soldiers are not so brave as they believe. He uses his character Bluntschili to send the message that life is more important than going into battles and to keep one's life safe is much more important than sacrificing one's life in a war. This is one of the themes in the play. The other theme is the difference between higher love and true love. Higher love appears in front of people and that kind of love is not real. Shaw uses the love between Raina and Sergius to represent this kind of love. True love is the real one and by the end of the play, this kind of love dominates and takes control. Sergius marries Louka, RAINA's maid, despite the class difference and RAINA gets married to Bluntschili. Furthermore, the analyses reveal much about the characters. Bluntschili is a practical man, and he is like Catherine who cares for nobody but her family and their security. RAINA is pure and romantic and has idealistic notions about war and love which all have been destroyed by the appearance of Bluntschili. Nicola and Louka are two servants for the Petkoff's family and both are ambitious and want to find their own ways in life. Sergius is a courageous man who stands against all norms and marries Louka, the maid. Major Petkoff lacks the qualities of leadership and sees that living in peace is the best choice.

To sum up, the characters in Shaw's play *Arms and the man* violate the four Conversational maxims to create implicature. Each character conveys his message implicitly to drag the attention of the other character to a particular point in the utterance. The results of the analysis show that all the four maxims have been violated throughout the play. The violation of conversational maxims and the use of implicature reflect the style of the dramatist George Bernard Shaw. Shaw is an intellectual dramatist and that means his plays carry messages and have not been written for mere amusement. He uses his characters to say what is on his mind. His characters are his mouthpiece. In his play: *Arms and the man*, Shaw uses Bluntschili as his mouthpiece to convey the message that war is not a glorious act and living in peace is the best choice. This study shows how Shaw excels in using each character to convey a particular message to his readers. Shaw's plays urge the reader to think and change their deep-rooted beliefs. He struggles to develop and reform his society.

## 8. Suggestions for further research

The current study suggests some possible future studies. First, a linguistic study can be conducted by applying other pragmatic theories to different literary texts. Second, more linguistic research can be done on different plays by different dramatists. Third, more studies can be conducted using various pragmatic theories on different literary genres. Fourth, other studies can be done on other plays written by Bernard Shaw. Finally, a comparative/pragmatic study for two plays written by two different dramatists can be conducted in the light of Grice`s theory of Conversational implicature to show the writing techniques and methods used by each dramatist as well as to illustrate how each dramatist employ the linguistic theories while writing.

## 9. Conflict of Interest

The Author declares no conflict of interest.

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