

**Conversational
Implicatures in Snow
White and The Seven
Dwarfs by Vera Southgate**

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Abstrak

Implikasi selama percakapan sering terjadi yang sering menyebabkan kesalahpahaman antara pembicara dan pendengar. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis jenis-jenis implikatur percakapan yang dapat ditemukan dalam Snow White dan The Seven Dwarf oleh Vera Southgate. Penelitian saat ini adalah penelitian kualitatif yang menerapkan metode close reading. Data diklasifikasikan menggunakan segmentasi plot untuk mengklasifikasikan peristiwa berdasarkan urutan menggunakan segmentasi plot Bordwell. Data yang diperoleh dianalisis berdasarkan Teori Grice tentang jenis-jenis implikatur percakapan, dan teori prinsip-prinsip kooperatif yang juga dikenal sebagai maksim bicara. Penelitian ini menghasilkan temuan bahwa ada 6 pelanggaran maksim percakapan.. Ada 5 pelanggaran maksim kuantitas, 2 pelanggaran maksim kualitas, 2 pelanggaran maksim cara, dan 1 pelanggaran maksim relevansi. Dengan kata lain, hasil penelitian adalah bahwa ada pelanggaran dalam hal maksim percakapan tentang Putri Salju dan Tujuh Kurcaci oleh Vera Southgate yang 50% dari pelanggaran tersebut adalah maksim kuantitas karena dalam sebuah cerita, informasi tambahan selama percakapan mengarah ke urutan peristiwa lain dalam pengembangan plot

Kata Kunci: *Conversational, Implicature, Vera Southgate*

Abstract

Implication during a conversation is common to happen that often leads to misunderstanding between speakers and listeners. This present study aims to describe and analyze the types of conversational implicature that can be found in Snow White and The Seven Dwarfs by Vera Southgate. The present study is qualitative research applying the close reading method. The data were classified using plot segmentation in order to classify the events based on the sequence using Bordwell's plot segmentation. The data obtained were analyzed based on Grice's Theory of the types of conversational implicatures, and the theory of cooperative principles which are also known as maxims of speech. The research comes out with findings that there are 6 violations of conversational maxims. There are 5 violations of maxims of quantity, 2 violations of maxims of quality, 2 violations of maxims of manner, and 1 violation of the maxim of relevance. In other words, the result of the research is that there are violations in terms of conversational maxims in Snow White and The Seven Dwarfs by Vera Southgate which 50% out of the

violation is maxims of quantity because, in a story, additional information during a conversation leads into another sequence of events in plot development.

Keywords: Percakapan,, Implikatur, Vera Southgate

Introduction

Literature and linguistics are terms that are usually countered by English learners both as a foreign language or as a second language. In other words, literature and linguistics are considered necessary to be learned. There are numerous subjects of literature such as drama, biography, prose fiction; fable, short stories, and many more that can be analyzed based on literary criticism and also based on linguistics aspects such as a pragmatic field. Therefore, there could be numerous subjects, methods, and theories that can be used to analyze literary works both using literary devices and linguistics.

Pragmatics is one of the branches of Linguistics which is most studies to understand and use a particular language depending on context or instantly, how to successfully use a language in social life. In addition, pragmatics is also considered a new field of linguistics that studies how language is used depending on context (Zhao, 2021) The present study has two main concepts of pragmatics which are cooperative principles and Conversational Implicature that are used to analyze the research subjects *Snow White and The Seven Dwarf* by Vera Southgate. According to (Ayunda, 2015) Conversational implicature was introduced by Herbert Paul Grice in 1975 (Grice, 1975) as utterances that are conveyed by the speakers that have meaning beyond their literal meaning meanwhile conventional implicature is generated by words to create contradiction such as *yet, but, even, etc* (Grice, 1975). Furthermore, a speaker implies implicature when making utterances (Allott, 2018). Maxim of language is considered very important even though there is no exact agreement in order to comprehend the meaning of a conversation (Husna, 2013). As derived from Grice's "logic and conversation" an utterance from a speaker can be divided into two which are "what speaker says" and "what speaker implicates" this leads to conversational implicature as what Grice's theory is about (Igwedibia, 2018). Understanding conversational implicature is important in order to avoid misunderstanding and to recognize the speaker's meaning during

communication (Akma, 2020). In other words, conversational implicature is considered common in both oral and written forms of communication yet still accepted in society as long as the meaning is understood by the participants of the conversation.

Types of Conversational Implicature

There are two types of conversational implicature that differ in terms of how it requires the participants of the conversation to understand the meaning of an implicature. That conversational implicature will be explained as follows

Generalized conversational implicature

Generalized implicature is basically all of the implicatures that arise during a conversation that does not require the participants to have specific or special knowledge to understand the conversational implicature. A generalized conversational implicature is hard to distinguish from a conventional implicature since generalized implicature is "carried by a familiar, non-special locution to have a high degree of nondetachability" Grice 1975 pp 58. In other words, generalized conversational implicature does not require specific knowledge to be understood.

Particularized conversational implicature

Grice 1975 pp 56 states that particularized implicature refers to a conversational implicature that requires the participant to understand a certain context or knowledge. In other words, the participants of a conversation must have similar background knowledge to understand a certain conversational implicature which was argued by Grice as particularized conversational implicature. If the listener does not have background knowledge regarding a context of a conversation then.

Furthermore, conversational implicature also known as (CP) proposed by Grice 1975 implicature as its title derived from a word *implying* (implicatum) what is implied which means implicature is basically another

meaning outside of the literal meaning of utterances. Implicature itself is a term for something that the speaker tries to suggest or imply in a particular utterance (Marzuqna, 2021). Horn in Helmi 2019 Describes that implicature refers to meaning from an utterance without being part of it said. Furthermore, describes that conversational implicature refers to the additional meaning that can be conveyed through conversation In order to create a conversation that is accepted the purpose or direction of the information exchanged, there is one label provided by Grice as guidance which is the Cooperative Principle which has four categories called maxims; maxims of Quantity, Quality, Relevance/relation, and Manner. The four maxims have been simply explained by Grice 1975 pp 47 which can be seen below.

1. Quantity; is all about the amount of information explained by Grice that utterances should be *"Make your contribution as informative as is required (for the current purposes of the exchange)"* and *"Do not make your contribution more informative than is required."*
2. Quality; is basically the need for true information because over-informative could be confusing and could be considered as liable information. Therefore, under the category of Quality, the utterance should be true, Grice specifically points out that *"Do not say what you believe to be false"* and *"Do not say that for which you lack adequate evidence"*. In other words.
3. Relation: in this category, Grice only put a single maxim *"Be relevant"* which can be inferred literally that a conversation should be relevant and not be out of context.
4. Manner; is about how particular utterances be said rather than what is been said. Grice points out a supermaxim *"Be perspicuous"* with several maxims *"avoid obscurity"*, *"Avoid ambiguity"*, *"be brief (avoid unnecessary prolixity)"*, and *"Be orderly"*. (Grice, 1975)

Briefly, some dialogues may have utterances that violate one or some of those maxims explained by Grice above which seems to be interesting to be analyzed since

communication arguably cannot be limited. Therefore, analyzing dialogues specifically a well-known piece of literature that actually a retold version by Vera Southgate entitled *Snow White and The Seven Dwarfs* is necessary since this version is one of the simplest version yet convey the same story as its original version.

There are three recent studies already discussing conversational implicature found in some subjects such as short stories. The short story entitles "Happy Price" written by Oscar Wilde shows there are several violations in terms of maxims conversational which occur to make the readers and literary critics easier understand the story (Risdianto, 2011). Furthermore, a drama script entitled "Sherlock Holmes and The Mystery of Aquilla" Written by Sid Rive had been analyzed its conversational implicature and comes out with the violation of maxims of quality as the most one which means the character mostly said untruthful utterances (Iswahyuni, 2019). In addition, A movie script entitled the "Kingdom of Heaven" written by William Monahan had been analyzed its conversational implicature that comes out with particularized conversational implicature as the most frequent violations and maxims of quantity as the most frequent violation which means the character implies more information than needed (Akma, 2020)

Snow White and The Seven Dwarfs is one of the most well know folktales written by German writers; Grim's brother and arguably adapted or retold by many writers (Saunders, 2008). As additional information, *Snow White and the Seven Dwarfs* is classified as a folktale that has similar intrinsic and extrinsic as prose fiction in that the characters and events are invented by the author or the teller (Ignasi, 2019). The story of Snow White has been analyzed based on numerous aspects. Oei 2013 analyzed the story of Snow White and The Seven Dwarfs in the Mirror Mirror version by Disney Movies which comes with findings that Snow White is weak and a person who depends on someone. Furthermore, this story also has been analyzed based on feminism focused on Snow White as the main character which comes out with findings that women can be either masculine or feminine (Yoanita Oktaviani, Diah Ariani Arimbi, 2015). In addition, *Snow White and the Huntsman* which is another

version of Snow White also has been analyzed based on a feminist perspective which comes out with findings that she is weak and only can wait for a man to help her (Khasanah, 2019). Lastly, *Snow White and The Seven Dwarfs 1960* by Disney Movies has been analyzed through its thematic progression (Whardhani, 2013). Therefore, the present study tends to analyze *Snow White and The Seven Dwarfs* by Vera Southgate to find out if there are any violations of maxims of speech as one of the aspects of pragmatics.

The present study analyzes and describes how Snow White and The Seven Dwarfs retold by Vera Southgate (Southgate, 2013) flout or violate the maxims of speech as proposed by Grice in the theory of conversational implicature. There are reasons why this subject is chosen. The first one is a conversation in a short story is contains unique plot development which is different from the Grim's and Disney's versions. Therefore, the present study will be focused on how many violations can be found in such a short conversation along with the story. In addition, after conducting research on this subject, there is almost no information that can be found about this version in terms of conversational implicature which leads to valuable research

Based on the phenomenon explained above related to conversational implicature that might exist in all forms of communication both oral and written, several questions become the background of the research which are to find any violation of the cooperative principle which is also known as conversational implicature in the story entitled: *Snow White and The Seven Dwarfs* retold by Vera Southgate, and how come such a violation arose if there are conversational implicature found in the story affect the whole story.

Method

The present study is conducted using a close reading method on the research subject; *Snow White and The Seven Dwarfs* by Vera Southgate. This story originated in Germany and took Wilhelm Grim and Jakob Grim fifteen years to obtain and edit the story (Buchhlotz, 2007). Close reading refers to the analysis of some piece of writing in connection with some questions of interest (Smith, 2016). Therefore, the data collection is based on the close reading

outcome which is the conversation and utterances from the subject. In order to cut the data into specific session, the present study use plot segmentation derived from Bordwell (Bordwell, 2008). After the data is obtained in a specific demand which is the dialogues or utterances, then the data is reduced to get the conversation or dialogue between characters only. The data was then analyzed based on the cooperative principle. The study applies the theory of cooperative principles and conversational implicature to

Findings and Discussions

The data of conversation in *Snow White and The Seven Dwarfs*

1. Generalized Conversational Implicature

Utterances	Queen: Mirror, mirror on the wall, who is the fairest of them all? Mirror: Thou, my Queen, art the fairest of them all
Meaning	She (Queen) wanted to be the most beautiful woman who ask a magic mirror to tell her who was the fairest of them all
Analysis	The Magic mirror implies that the Queen is the fairest of them all but in this case, the it also put an unceseasry word “art” which refers to something special and beautiful. This kind of expression does not need any background knowledge wich belongs to generalized conversational implicature.

Utterances	Queen: Pretty things to sell! Snow White: I have promised to open the door to no one
Meaning	Snow White afraid of someone who try to sell something in front of her cottage by saying that she had promised to not open the door for someone.
Analysis	Snow White implies that she was not allowed to open the door to anyone by saying the bolded data. Therefore, this

	kind of expression does not need background knowledge		
Utterances	Queen: I only want get rid of these apples Snow White: I Did not dare to take one Queen: Are you afraid that it's poisoned? Look I'll cut in two and we shall each eat half	Meaning	Snow White beg to life with the Dwarfs since she did not have shelter and protection and she answer the Dwarfs permission by giving promise as indication that she agreed
Meaning	Snow White afraid that a foreigner want to give her apple which can be harmful, so she refused at first.	Analysis	The bolded data shows that the response is not relevance. In this case, we need a background knowledge of the context on what exactly is going on until she promised to be careful.
Analysis	The utterance bolded expressed by the Queen implies that her apples was not harmful to Snow White since she was afraid that someone might try to kill her. This expression does not requires background knowledge.	Utterances	Queen: Mirror, mirror on the wall, who is the fairest of them all? Mirror: The truth I must speak and I vows , that the child Snow White is more lovely than thou
		Meaning	The magic mirror afraid to tell the truth that Snow White is the fairest of them all. Though the Queen knew that the magic mirror will only said the truth yet still the magic mirror sounds afraid by saying the word "Vow"
		Analysis	The bolded data shows how the social class affect the language which requires background knowledge of the context. In this particular data, archaic language was found which indicate that the Queen has higher social class.
2. Particularized Conversational Implicature			
Utterances	Queen: O, how I wish I could have a child with skins as white as snow, with cheeks as red as blood, and with hair as black as ebony		
Meaning	She (the Queen) wanted to have a daughter whose skin as white as snow, cheek as red as blood and hair as black as ebony. Those characteristics of her future daughter derived from her red blood on a snowy whether and in front of black ebony window.	Utterances	Queen: Mirror-mirror on the wall, who is the fairest of them all? Mirror: Snow White is living still , and though thou, my Queen, art certainly fair, this child's great beauty doth make her more fair.
Analysis	In this scene, the Queen wish that she had a daughter as bolded data. In order to understand the implicature, we need a background knowledge of the context. Therefore, this data belongs to particularized conversational implicature.	Meaning	The magic mirror implies that the Queen is not the fairest of them all.
		Analysis	The magic mirror implies that the Queen is not the fairest of them all since Snow White is living still. In this case, we need to know the context that Snow White was the most
Utterances	Dwarf: If you will look after us, you can live here and we shall take care of you.		

Context: After the huntsman tried to kill Snow White, she was running deep into a forest. She found a cottage and sleep on one of the beds. Little did she know that the cottage belongs to the Dwarfs'. She then got caught by the dwarfs, they agree that Snow White can live with them as long as Snow White takes care of the dwarfs.

Dwarfs	If you look after us, you can live here and we shall take care of you. We are out all day, working. If your stepmother learns that you are here, she may try to do you harm
Snow White	I promise to be careful

This particular conversation involved some of the dwarfs without stating their names of them. As the Dwarfs make an agreement, and also give suggestions to Snow White, she did not respond to the first utterance which can be categorized as a violation of the maxim of quantity since Snow White did not give the necessary information. She did not mention the first answer since she agreed to all of the dwarfs' requests which means that Snow White wanted a short conversation as she wanted to live with the Dwarfs. In other words, lack of response (information) is considered to flout the maxim of quantity (Grice, 1975)

Datum 5: Violation of maxims of quality

Context: After the Queen is told by the magic mirror that Snow White is living still. She raged and wanted to kill herself. The Queen tries to sell her laces but in fact, she wanted to kill Snow White

Queen:	A pretty thing to sell!
Snow White:	I have promised to open the door to no one
Queen:	Never mind, you can look

In this conversation, we know from the context that the Queen is lying which means she violates the maxims of quality by saying something that is not true or lacks evidence. Snow White violates the maxims

of quantity to save her life. It is because by saying that she had promised to not open the door, she hoped that the old lady would go away and would not have the possibility to harm her. Therefore giving un-valid information or information that lacks evidence is a violation of maxims of quality (Grice, 1975)

Datum 6: Violation of maxim of quantity

Context: As the Queen believes that Snow White is dead, she asked the magic mirror to find out who is the fairest of them all.

Queen	Mirror, mirror on the wall, who is the fairest of them all?
Magic Mirror	Snow White is living still, and though thou, my Queen, art certainly fair, this child's great beauty doth make her fairer.

In this conversation, the magic mirror gives additional information since the Queen asked a simple question which is the fairest of them all and the magic mirror replies with extra information "Snow White is living still and though thou, my Queen art certainly fair" which is not necessary to be said if we look at the question's context. The magic mirror gives additional information to minimize the Queen's anger since the magic mirror sees the Queen as the royal family. In other words, it violates the maxim of quantity as it is more contributive than it is required (Grice, 1975).

Datum 7: Violation of maxim of quality and relevance

Context: Since Snow White is granted to live with the dwarfs, she is always inside the Dwarfs' cottage when the Queen came tried to kill her. She disguises herself as an old woman giving a poisoned apple and yelled to Snow White to come out.

Snow White	I am forbidden to open the door to anyone.
Queen	I only want to get rid of these apples

Snow I dare not take one
White
Queen **Are you afraid that it is
 poisoned?** I will cut this into
 half and we shall have each
 half

In this particular conversation, the Queen violates the maxims of Quality since she already knows that the apple is poisoned. She tends to play as she brought a regular apple. In other words, she said saying something that was believed to be false violates the maxim of quality (Grice, 1975). Therefore, the Queen is considered to violate the maxim of quality. Furthermore, the Queen also violates the maxim of relation since Snow White was forbidden to open the door to anyone and she asked that Snow White was afraid of a poisoned apple which is not relevant to the command of not opening the door to anyone. The violations of maxims of quality and relevance are influenced by Snow White who is scared of being killed by her mother. Therefore, she said something not true and not relevant as a result that she was scared of someone will try to kill her. In conclusion, two maxims are violated in this conversation which are maxims of quality and maxims of relation/relevance.

As a result, there are five violations of maxims of quantity, 2 violations of maxims of manner, 2 violations of maxims of quality, and 1 violation of maxims of relevance. The short story entitled "Happy Prince" written by Oscar Wilde consists of several violations which occur to make the literary critiques easier to follow and understand the story (Risdianto, 2011). Furthermore, a drama script entitled "Sherlock Holmes and The Mystery of Aquilla" Written by Sid Rive shows that maxims of quality as the most violated maxims of conversation (Iswahyuni, 2019). It indicates that there is a lot of untruthful information expressed by the characters. It is relevant since a drama usually provides a

scene that overreacted to arise the audience's emotions. . In addition, A movie script entitled Kingdom of Heaven" written by William Monahan had been analyzed its conversational implicature that violations maxims of quantity as the most frequent violation which means the character implies more information that needed (Akma, 2020). It is relevant since a movie provides information that flows from one scene to the other. The present study shows similar findings to Akma's findings which are the violations of maxims of quantity the most. It indicates that a story and movie have slightly similar characteristics which provide implications in terms of quantity to provide a hint for the next scene.

Conclusions

Since the story of Snow White and the Seven Dwarfs retold by Vera Southgate is considered a short story version, it leads to a smaller possible number of violations of maxims (conversational implicature). After conducting a close reading and deep analysis, there are violations of maxims of speech in the whole conversation of Snow White and The Seven Dwarfs by Vera Southgate. There are 5 violations of maxims of quantity, two violations of maxims of quality, two violations of maxims of manner, and 1 violation of maxims of relevance. In other words, there are 10 violations out of 16 data of conversation. Those violations are influenced by some reasons; firstly, The Queen who has power in a royal family got well respected by the magic mirror. Second, Snow White who is afraid of her stepmother violates several maxims to save her life from being killed by the Queen. The Archaic language found in this story indicates that the story has context in an old-fashioned kingdom and implies that the Queen has high social status. In conclusion, the violations of maxims of conversation specifically maxims of quantity influence the whole story and help

the story run by providing more information as a hint for the reader to the guest, expect on how the story will flow.

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