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A Study of Advertisements in English and Kurdish with Reference to the Cooperative Principles and Implicature

Danar A. Ibrahim

Soran University

Department of English- Faculty of Arts

daner.ibrahim@soran.edu.iq

Dr Mohammad Salman Mansoor

Bayan University-Erbil

Department of English-

College of Education

mohammad.almahmood@bnu.edu.iq

Abstract

Due to its vagueness, indirectness and ambiguity, the language of advertising is, sometimes, not fully understood by people in everyday situations; therefore, specific means and strategies are needed to interpret the meanings and messages implied in it. Hence, this study can assist people in reaching this goal. This paper studies print advertisements in English and Kurdish from the perspective of the cooperative principles and implicature within the framework of Gricean Cooperative principles (1975) and maxims and their non-observance in particular. The data are 16 advertisements for print magazines and newspapers: 8 English and 8 Kurdish. The current study aims to answer how advertisers and copywriters do not observe the maxims of conversation and what the aim is behind violating or flouting those maxims. The results have shown that advertisers violate or flout the maxims of conversation to make the advertisement look more persuasive, and hence persuade customers to take the act of purchase by increasing interest towards the product or service. It is also found that the maxim of quality is the most non-observed maxim when English advertisements are concerned, whereas the maxim of quantity is the most non-observed maxim when Kurdish advertisements are considered.

Keywords: implicature, cooperative principle, conversational maxims, advertisements in English, advertisements in Kurdish.

A Study of Advertisements in English and Kurdish with Reference to the Cooperative Principles and Implicature

1. Introduction

Due to its importance and relevance to the public life as a part of daily human communication, advertizing has become a common subject of study, approached from a wide range of disciplines, including, anthropology, sociology, linguistics, literary criticism, and media studies (Tanaka, 1994). However, the main purpose of this paper is to study advertisements (henceforth, ads) in English and Kurdish magazines and newspapers within the framework of pragmatics to find out the possible points of similarities and differences.

Although English and Kurdish are members of the Indo-European family (Windfuhr, 2009), they exhibit, in addition to similarities, certain differences in their morphological, phonological, syntactic and lexical structures which are related to their cultural environments, and the semantic-pragmatic connections and interpretations are underlying such differences. This research tries to investigate how the conversational maxims are applicable to English and Kurdish. It also tries to shed light on the area of the implicit meaning of ads in terms of Gricean cooperative principles and the role of implicatures.

Moreover, a pragmatic study of ads is pivotal due to the fact that nowadays advertising often benefits from implicature which is defined as any meaning that is not explicitly expressed to make claims that people interpret to look more powerful than they really are. This is because there may be a concealed truth and word manipulation managed by ad makers and copywriters in order to

attract the consumers' attention and make them powerless against the product which mostly leads into violation and flouting of maxims (Melchenko, 2003). This happens when copywriters tend to mean more than what they say in their ads to attract the costumers' attention. Hence, those hidden and implicit messages are to be analyzed via means of pragmatics, namely, the cooperative principles and implicature.

2. The Cooperative Principle

The essential idea behind the Cooperative Principle (CP) is that interlocutors in every day interactions attempt to make a successful conversation through being cooperative to each other by following the CP. The theory is best formulated by the English philosopher Paul Grice when he introduces the fundamental idea of CP: "Make your 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" (Grice, 1975: 47 cited in Mansoor & Salman, 2017:129). This means, for a communication to happen, people have to cooperate to make their speech exchange in the most successful way possible; besides they should take turns in their conversation as speaker and listener to contribute on the same topic (Baker, 2012, 85). Conversely, when cooperation is absent, the interaction will lead to misunderstanding which results into something unpleasant, exaggerative or funny, as shown in the following example (ibid: 86):

(1)Julie: Could I please borrow your bike tomorrow?

Eric: That woman next door is something, you know.

Julie: I needed to go to Hampstead tomorrow.

Eric: She painted her nails a different colour three times this week.

Here, the two interlocutors, Juliet and Eric are not helping each other to make a successful conversation. They do not give an adequate amount of information or tell the truth to each other. Hence, Eric's answers are irrelevant and unclear and this is either Eric is not interested in the topic or he does not want to give her the bike.

3. Conversational Maxims

The CP is described through a set of maxims to identify what interlocutors have to do to guarantee a successful conversation. Grice has derived or suggested four conversational maxims (CMs) which are also known as the Gricean Maxims from the CP that govern conversations, namely, the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

Levinson (1983, 102) states that the maxims make a limitation on what the users have to say so as to communicate efficiently, rationally, and in a cooperative way. They have to speak sincerely, relevantly, and clearly, while giving sufficient information.

3.1 The Maxim of Quantity

Speakers are expected to give the right amount of information to the hearers to understand what is said. Grice (1975, 45) states that you have to:

a. "Make your contribution as informative as is required for the current purpose of the exchange".

b. Do not make your contribution more informative than is required".

Additionally, the maxim of quantity can be interpreted as the speaker says just enough, not too much or too less information than is needed in communication (Finegan, 2004). Consider the following example (Mansoor & Salman, 2017: 131):

(2) A: Who is that man over there?

B: Mr. Jackson, the manager.

(3) A: Who is that man over there?

B: A manager

(4) A: Who is that man over there?

B: That is Mr Jackson, the new manager who has been appointed after Mr Peterson.

In example (2) B's answer to A is considered cooperative by providing enough information and without being redundant, whereas, in (3 and 4) B's answers are either less or more informative than is required.

3.2 The Maxim of Quality

This maxim enjoins speakers to be truthful or say things provable by evidence. This means a speaker is assumed to speak truthfully and based on evidence while expecting the hearer to believe and honour the maxim (Birner, 2013, 48). Grice (1975, 46) in deriving CMs states that the maxim of quality consists of two main sub-maxims:

a. "Do not say what you believe to be false.

b. Do not say anything for which you lack adequate evidence".

Cruse (2000, 355) summarizes the maxim of quality as "do not make unsupported claims". That is, interlocutors are expected to tell the truth and not tell a lie or say something for which they lack adequate evidence. For example:

(5)A: Do you know the capital city of France?

B: It is Paris.

Here, B answers properly and as a result, the maxim of quality is observed since s/he gives the answer for which s/he has adequate evidence and strong knowledge that Paris is the capital of France.

3.3 The Maxim of Relation

The notion indicates that hearers expect what the speakers say, by being relevant to the purpose of the conversational exchange. In other words, the maxim requires the speaker and hearer to give a reply that fits to the question or provides the needed bit of information (Mansoor & Salman, 2017: 132). Finch (2003, 158) claims that this maxim obliges interlocutors to arrange their utterances in such a way to ensure their relation to the conversational exchange and the discourse topic. Consider the following example from Mansoor & Salman (2017, 132):

(6) A: What do you have for dinner?

An answer like, "shirts and shoes" to this question is considered irrelevant and is not considered cooperative since it

does not comply with the maxim of relation, whereas, a cooperative and relevant answer will be something like "fish and rice".

3.4 The Maxim of Manner

Speakers try to represent meaning clearly, concisely and in an orderly manner by avoiding ambiguity or expressions that are not lucid (Ridha, 2005, 78). According to Grice (1975), the maxim of manner consists of the following sub-maxims:

- a. Avoid ambiguity.
- b. Avoid obscurity of expression and unnecessary prolixity.
- c. Be brief.
- d. Be clear and orderly.

In short, regarding this maxim, Finegan (2004, 301) claims that the speaker is expected to utter the utterances in brief, clear and well-ordered manner. Consider the following instance from Fitryani (2016, 18):

(7)A: Why did Marry leave the class earlier yesterday?

B: She had an appointment to meet the dentist with her mom.

In this example, B answers A in a short, brief and clear way without giving any redundant or unnecessary information that might lead to misunderstanding which, in result, is considered as cooperative.

It is worth pointing out that the CP and its maxims are not rules to be observed every time. But they are more like guidelines for the effective use of language in conversation and for successful human communication (also see Cruse, 2000: 357; Finch, 2003:157 Fraser, 1990: 222 ; Levinson, 1983: 101; Saeed, 2003: 204). For that reason it would be something of peculiar and particular interest to see what kind of communication will result if one of or more than one of these maxims is violated or not observed.

4. Non-Observance of Maxims

In the real world, interlocutors do not always abide by the CMs in their interactions. In addition, as Hancher (1978, 4) remarks, they do not fulfil them for various reasons; for example, as Thomas (2013, 64) mentions they are incapable of speaking clearly because they may try not to give any information which is unfavourable to them or they may deliberately choose to lie by not observing one of the maxims.

However, Grice (1975) addresses the non-observance of the maxims as a violation or flouting, which is the primary concern of this study. Thomas (2013, 65) states that there are five ways to fail observing a maxim, namely, violation, flouting, infringing, opting out and suspending.

4.1 Violation of a Maxim

As claimed by Grice (1975, 49), the violation is a covert or unostentatious non-observance of a maxim. In violating the CMs, the speaker does not want the hearer to know that the maxim has not been observed. Riemer (2010, 120) states that violation of a maxim occurs, for example, when a speaker secretly and

deliberately wants to lie for the purpose of deceiving or misleading the listener without realizing it. Consider the following talk-exchange from Cutting (2002, 40)

(8) Husband: How much did that new dress cost, darling?

Wife: Less than the last one.

In (8), the wife deliberately violates one of the maxims, namely the maxim of quantity by not providing enough information for certain reasons.

4.2 Flouting of a Maxim

Flouting exists when a speaker deliberately wants not to observe the maxims in such a way that even the hearer can infer that this is being done. It is designed to generate a conversational implicature (Thomas, 1996).

Grundy (2000, 72) mentions that when there is flouting of maxims there should be implicature to protect the utterance from coming up to be a faulty participation in a conversation.

It is pertinent to note that maxims are flouted for different reasons such as to create irony, metaphor, humor or to avoid some unpleasant or unfavorable situations. Any flouting of these maxims results in what Grice (1975) terms "conversation implicature". That is, why according to Thomas (1996) and Riemer (2010) flouting is the most significant category of non-observance of maxims because it is the only category that generates an implicature, namely conversational implicature. Consider the following examples (Kamila, 2014: 8):

(9) Sam: Where are you going after this?

Bob: Well, I will go to the market and buy some fruits using my dad's new car.

In this example, Bob flouts the maxim of quantity by providing more information than is required. Bob deliberately and intentionally flouts the maxim of quantity to let Bob implicate that his dad's car is new. Notice the following examples (Mansoor & Salman, 2017: 133,134):

(10) A: Do you like my new haircut?

B: Oh, yeah my mother had such hair cut in the 1970s.

(11) A: where is John?

B: It is going to rain.

(12) A: where is John?

B: In the t-o-i-l-e-t.

In example (10), speaker B has blatantly flouted the maxim of quality by not telling the truth directly. B prefers to implicitly tell A that s/he does not like the haircut; hence s/he answers in an ironic way by referring to his/her mother's hair style in the 1970's. In (11), A obviously flouts the maxim of relation as s/he intentionally makes irrelevant contribution by giving an irrelevant answer which implicates that s/he does not want to answer the question. Moreover, in (12) B flouts the maxim of manner 'be perspicuous' by intentionally spelling out the word 'toilet'. B implicates that s/he

does not want to utter the word 'toilet' in the normal way because it is not a pleasant word on that occasion to the audience.

4.3 Infringing a Maxim

Infringing a maxim is a kind of maxim non-observances that results from a speaker's unintentional imperfect use of language (a young child or a foreign learner) without any intention to generate implicature or misleading the listener (Moheddin, 2009). As Thomas (1996, 74) points out, this is because either the speaker is constitutionally incapable of speaking clearly or because the speaker's performance is impaired due to drunkenness, excitement or the speaker's command of language is imperfect. Consider the following example from Vikry (2014, 17), which is a conversation in an English restaurant between a Japanese and an English seller:

(13) Japanese customer: Do you have lice?

English seller: What?!

It is commonly known that the Japanese usually pronounce the letter 'r' as 'l' so s/he says 'lice' instead of 'rice' without any intention to generate an implicature. Thus, s/he is infringing CM which results in misunderstanding; this is the imperfect use of the code of communication.

4.4 Opting out a Maxim

Opting out occurs when a speaker cannot observe a maxim by indicating an unwillingness to cooperate in the way the maxim requires. While the speaker opts out a maxim, s/he does not intend to appear uncooperative. S/he cannot answer in the way expected maybe because of legal or ethical reasons. The reason often given

for opting out a maxim is that giving the requested information might hurt a third party or put them in danger (Thomas, 1996: 75). For example, if a teacher is asked by one of the students to reveal another student's exam marks, the teacher may answer; I am sorry but I cannot tell you her marks since it is private. In this example, the teacher opts out the quantity maxim since s/he does not provide sufficient information that is required which is "telling the marks".

4.5 Suspending a Maxim

Suspending a maxim occurs when, as Thomas (1996:76-7 cited in Moheddin,2009) states, there is no need to opt-out of observing the maxims because there are certain situations in which there is no expectation on the part of any participant that the maxims will be fulfilled.

Moreover, suspending a maxim, as a result of being culture-specific or the nature of a particular event, requires that maxim be suspended. For example, in the acting society in Britain, people do not mention the name of Shakespeare's play "Macbeth" because it is supposed to cause bad luck. Instead, they refer to it as the "Scottish Play". In this case, the maxim of quantity is suspended because all participants know that it will not be observed (Moheddin, 2009: 27).

5. Implicature

Paul Grice, who is considered as the father of modern pragmatics, is a forerunner to study the cases in which what a speaker means differs from what is semantically uttered. Thus, he introduced the technical terms 'implicate' and 'implicature' to refer to the implied or additional level of meaning. The notion

implicature, as Mey (2001, 46, cited in Moheddin,2009) points out, is taken from the verb 'imply' namely, 'to imply' means to fold something into something else. Davis (2005, 1) remarks that "implicature is something meant, implied, or suggested as distinct from what is said". That is, it is an aspect of speaker meaning, what a speaker wants to communicate is far richer than what s/he directly expresses.

According to Brown and Yule (1983, 31) implicature is used to explain what an interlocutor can transfer, suggest, or mean, as different from what the interlocutor literally says. Thus, through the use of implicature, speakers can mean more than they say in case that both speaker and hearer cooperatively contribute to a conversation. Consider the following example (Mansoor & Salman, 2017: 120):

(14) Carol: Are you going to the party tonight?

Lara: I have got an exam tomorrow.

In (14), Lara answers implicitly. In other words, her answer can let Carol to infer different instances of implicature which involve unstated additional meaning concerning tonight's activities. Carol by hearing such answer can work out or imply that having an exam tomorrow requires study tonight which prevents Lara from going to the party. Thus, in giving such reply, Lara implicitly wants to convey the additional meaning that since she has an exam tomorrow; she cannot attend the party tonight.

5.1 Conventional Implicature

Conventional implicature is the additional unstated meaning by the speaker; what the speaker implicates is more than what is said

through the conventional meaning of the words of a sentence (Grice, 1975). Here, implicatures do not rely on contexts for their interpretation. They are not based on CP and the CMs; rather, they are conventionally conveyed via the use of some specific expressions or words (Yule, 1996: 45). Levinson lists these words as: 'but', 'therefore', 'even', 'yet', 'and', etc. (1983, 127). Consider the following example from Davis (2005, 3):

(15) A: He is an Englishman; he is, therefore, brave.

B: His being an Englishman implicates that he is brave.

In (15), Davis illustrates that (A) implicates (B). In other words, the statement implicates that being brave is a result of being an English man. The conventional implicature here is associated through the presence of the lexical item 'therefore'. Furthermore, Mey (2001, 50) indicates that certain words in language conventionally implicate certain things regardless of the context of the conversation. Such kinds of implicature are known as conventional; they cannot be changed even if another context is involved, i.e., the words carry the implicature for example Yule (1996, 45):

(16) Even John came to the party.

When a sentence is used to describe an event and it includes 'even', there is a conventional implicature which is associated with the conventional meaning of a specific word 'even' that the present situation is contrary to expectation.

5.2 Conversational Implicature

According to Levinson (1983) conversational implicature is believed to be one of the most significant ideas of pragmatics. The term conversational implicature, which is introduced by Grice in 1975, indicates how people get more from the level of expressed meaning to the level of implied meaning (Kearns, 2000, 1). Mey (2001, 46) adds that conversational implicature is related to the way in which interlocutors understand an utterance in a conversation in accordance with what they expect to hear. Conversational implicature is intended by the speaker depending on the context or situation where it is happening (Brown and Yule, 1983: 31).

Further, Meyer (2009, 224) describes conversational implicature as the additional unstated meaning that comes into existence as a result of flouting one of the maxims of the CP, as demonstrated in the following example from (Yule, 1996: 40):

(17) A: I hope you brought the bread and the cheese.

B: Ah. I brought the bread.

After hearing B's response in (17), the implicature is that B did not bring the cheese. If he had brought the cheese, s/he would not say so. Consequently, B flouts the maxim of quantity since his/her reply is not as informative as required, and it leads to conversational implicature. That is, the implicature is that what is not mentioned was not brought, and in this case, B has conveyed more than s/he said via conversational implicature.

(18) Can you open the door?

Yes, I can

The question above does not conversationally implicate a request to open the door but rather conventionally implicates it, and this assumption is backed up with the fact that the observation of implicature fails if the modal can substituted with the synonym be able. This is due to the fact that this paraphrase detaches the implicature; it cannot be conversational (Sadock, 1978: 289).

6. Data of the Study

6.1 Data and Method

The data are advertisements taken from some well-known sources of English and Kurdish magazines and newspapers. They are of different types such as costume, food, medicine, etc. It is pertinent to point out that there are bunches of advertisements in magazines and newspapers, but the researchers have chosen some of them purposively. The technique utilized for data collection is based on purposive sampling. In other words, advertisements that contain violation or flouting of conversational maxims have been selected as the data of this study. The data are 16 advertisements from magazines and newspapers; 8 from English and 8 from Kurdish. Concerning the selection of advertisements in Kurdish, the researchers have chosen only weekly newspapers and monthly magazines. While for advertisements in English priority is given to the top American and English reading magazines and newspapers depending on Google scales.

Regarding the data analysis, the current work adopts the qualitative method, using content latent analysis. It is worth mentioning that the data is analyzed in terms of non-observance

(flouting and violation). Thus, the non-observance is illustrated and analyzed according to Grice's maxims (relevance, quality, quantity and manner).

6.2 Data Analysis

6.2.1 Advertisements in English

Ad 1: Cliff's Steaks



Steaks this well done are rare!

**New York Shell Steak
Porterhouse Steak
Filet Mignon**

*Marinated in
Cliff's Special Sauce,
then Broiled
to your taste*

**Best Steaks
In Town!**

Cliff's Elbow Room 1549 Main Road, Jamesport 722-3292 www.elbowroomil.com	Cliff's Elbow Too! 1085 Franklinville Road, Laurel 298-3262 LIKE US ON FACEBOOK facebook.com/cliffselbowroom	Cliff's Rendezvous 313 E. Main Street Riverhead 727-6880 www.cliffsrendezvous.com
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Ad 1: Cliff's Steaks (The Independent – Vol. 25, No. 9, October 25, 2017, 48)

This is an ad of Cliff's Elbow Room, Cliff's Elbow Too and Cliff's Rendezvous for New York Shell steak, Porterhouse steak and Filet Mignon. The advert violates the quality maxim since it

states something for which it lacks adequate evidence as in the statement 'Steaks this well done are rare!' for not providing adequate evidence. Nothing is testified to claim that Cliff's steaks are well done as there is not any evidence to prove it.

The phrase 'Best steaks in town!' violates the quality maxim as the advertiser states something for which s/he lacks sufficient evidence. In other words, there is not enough evidence to prove that Cliff's steaks are the best in town. Such a phenomenon is known as non-sentential utterances.

Ad 2: WellWoman Vitamins



**Ad 2: WellWoman Vitamins (Sunday Express - Issue 5145,
January 28, 2018, 7)**

This is an ad of WellWoman Vitamins by Vitabiotics, which is a British nutraceutical (functional food) company for vitamins and mineral based food supplements. The advertiser violates the relevance maxim in the phrases 'live life well' and 'feeling good with wellwoman' since the advertiser does not make his/her contribution relevant to the product, i.e., there is no relation between living life well or feeling good and vitamins.

Further, the advert violates the quality maxim in the statement 'UK's No 1 for women' since it states something for which it lacks adequate evidence. That is, there is no sufficient evidence to prove that the product is UK's best vitamin brand for woman.

Ad 3: Suburban Propane

Heat Up Your Night



Choose the Propane Provider You Can Count On
for Reliability & Safety

Serving the energy needs of families and businesses for over 85 years.



As one of our valued customers you receive:

- Reliable fuel supply and convenient automatic delivery
- Multiple payment options
- Secure online bill pay and account management
- Highly trained service and support professionals
- 24/7/365 live customer support

★ Call to learn about our New Customer Specials!

(631) 537-0930 | 1-800-PROPANE (1-800-776-7263)
suburbanpropane.com |  Find us on facebook



Ad 3: Suburban Propane (The Independent – Vol. 26, No. 36, May 22, 2019, 67)

This is an ad of Suburban Propane, a company for distributing propane gas. The advertiser flouts the manner maxim in the statement 'Heat Up Your Night' since it is ambiguous regarding what is implied through the picture including a couple with two

wine glasses. An audience might think that the ad is about drinks at first sight which makes it misleading and uncooperative. On the other hand, from a metaphoric perspective a night can be heated up via drinks such as wine. However, the implicature here is that heat up your night via Suburban Propane as there is fire in the picture. In addition, the ad is a bit prolix in that it provides much information about the advertised type of energy. To take a holistic view, both the picture and the text contribute to misleading the addressee, taking the physical context into consideration.

Further, the ad violates the quality maxim in the statement 'Choose the Propane Provider that You can Count On for Reliability and Safety' since the advertiser does not explicitly tell which company provider covers these two qualities namely, reliability and safety. Yet, the customers via the ad can understand that the statement points to the Suburban Propane.

Meanwhile, in the statement 'Find us on Facebook' the advertiser violates the quantity maxim since s/he does not provide exact and accurate information; there is no account username of the company's page on Facebook.

Ad 4: Charles Tyrwhitt

CHARLES TYRWHITT
LIFE IS BETTER IN A PROPER SHIRT

THE FINEST NON-IRON SHIRTS IN THE WORLD

3 SHIRTS FOR ONLY
\$99.95
PLUS FREE SHIPPING

Mix and match between dress shirts, casual & polos. Products imported. See full T&Cs online.

SPECIAL 30% DISCOUNT OFFER FOR READERS OF THE NEW YORK TIMES
WWW.CTSHIRTS.COM/CTOFFER

Ad 4: Charles Tyrwhitt (The New York Times Magazine - September 22, 2019, 71)

This is an ad of Charles Tyrwhitt for shirts. The statement 'Life is better in a proper shirt' violates the maxim of relevance as there is no relation between the product and the statement; there is no lucid relation between wearing a proper shirt, namely Charles Tyrwhitt shirts and making life better.

In addition, the statement 'The finest non-iron shirts in the world' violates the maxim of quality since the advertiser states something for which s/he lacks adequate evidence. In other words, there is no clear and unbeatable evidence to prove that these shirts are the finest in the world.

Ad 5: Safe Step Walk-in Shower

**Enjoy the Ease of Showering Safely
So You Can Stay in the Home You Love!**

Introducing the **ALL NEW** Walk-In Shower!

BBB
Aging-Friendly
Ease of Use
LIFETIME
LIMITED WARRANTY

Upgrade your bathroom, upgrade your life. With a new walk-in shower, you can make sure your bathroom ages as gracefully as you do. This shower was designed by experts, with you in mind, focusing on safety and convenience when it matters most. Discover how a walk-in shower can help reduce the risk of falling, giving you the freedom to enjoy your bathroom again.

- ✓ Commercial Grade Non-Slip Floor
- ✓ Easy-to-reach Shower Wand
- ✓ Professionally Installed in 1 day
- ✓ Tri Temp Anti Scald Shower Valve
- ✓ Ergo L Shaped Grab Bar
- ✓ Optional Built-in Seat or Fold Down Safety Seat
- ✓ Lifetime Warranty
- ✓ Optional Barrier Free Wheelchair Accessible

Call today and receive exclusive savings of up to
\$750 OFF
FOR A LIMITED TIME ONLY
Call Toll-Free 1-800-380-4668

SAFE STEP
WALK-IN SHOWER
www.SafeStepShower.com

With purchase of a new Safe Step Walk-In Shower.
Not applicable with any previous walk-in shower purchases.
No cash value. Must present offer at time of purchase.

Call Now Toll-Free 1-800-380-4668
for more information and ask about our Senior Discounts.
Financing available with approved credit.

Ad 5: Safe Step Walk-in Shower (TIME USA – Vol. 194 No 11-12, September 23, 2019, 67)

This is an ad of Safe Step Shower Company for Walk-In Showers. The statements 'Enjoy the Ease of Showering Safely So You Can Stay in the Home You Love!' and 'Upgrade your bathroom, upgrade your life' flout the maxim of relevance because

in the sense of explicit meaning there is no relation between showering safely and loving home, simultaneously there is no link or evidence that upgrading a bathroom means upgrading life. However, the implied meaning is that as people find bathrooms pivotal part of a home and they shower everyday so they care a lot for a safe and comfortable bathroom which reflects loving the home as long as they feel relaxed.

Further, the statement 'call today and receive exclusive savings up to \$750 off' flouts the maxim of manner because it is not lucid. By mentioning '\$750', the advertiser specifies the amount of the saving, but with the modifier 'up to', the specific number becomes a number in a numerical range. That is, the advert is obscure in meaning. Both '\$1' and '\$750' fall into the range of up to '\$750', but the two numbers are completely different. Thus, the implicature is that the company is ready to give exclusive offers by providing savings as high as \$750 to make customers take the act of purchasing.

Also, the phrase 'for a limited time only' flouts the maxim of quantity since the contribution is less informative than is required. It is not made clear by any means on which date the limited time starts or ends. Moreover, there needs to be a date in the ad, as the word "today" will mean "Saturday" when the ad read on Saturday by the customer, it will mean "Sunday" when read on Sunday by the customer and so on. The advertiser has blatantly flouted the maxim to oblige the customers to call as there is a toll-free number directly under the phrase.

Ad 6: Mephisto



Ad 6: Mephisto (The New York Times-No. 57,436, December 4, 2016, 2)

This is an ad of Mephisto factory for shoes. The advertiser violates the maxim of quality in the phrase 'world's finest footwear' since she/he states something which lacks sufficient evidence; there is nothing testified within the ad to claim that Mephisto footwear are the finest in the world. In addition, by using personification, the ad violates the quality maxim in the statement 'for tireless walks' since the advertiser exhibits human characteristics to a non-human object, shoes. As the shoes cannot get tired but actually the case is that only persons who wear the shoes get tired. Since the statement literally means that Mephisto shoes are tireless, this is impossible. In other words, there is no evidence to prove that Mephisto shoes are for tireless walks. However, the meaning could be Mephisto

shoes preserve your feet in tireless walks; thus, the notion of implicature works best in this ad.

Meanwhile, the phrase 'cool styles for winter' violates the maxim of manner since the meaning of the phrase is vague. The meaning of the word 'cool' is ambiguous and it goes against the sub-maxim of manner "avoid ambiguity". The word 'cool' can mean either cool in weather which matches with the word winter, or it can mean cool in design which goes with the word style.

Finally, the ad violates the quantity maxim since it is not as informative as required in presenting the exact contact address of the factory; there are icons of Facebook and Pinterest without giving the username or account of the factory.

Ad 7: Jeep



Ad 7: Jeep (The New York Times-No. 57,458, December 26, 2016, 22)

This is an ad of Jeep Car for its new 2017 Jeep Cherokee. The ad violates the maxim of manner twice in the statement 'Luxury knows no bounds. Nor boundaries.' First, violation occurs due to the ambiguous meaning of 'bounds and boundaries'. The meaning of the phrases 'no bounds' and 'nor boundaries' could be interpreted in terms of a variety of specialties such as finance, healthcare, aviation, etc. Another meaning could be age boundary, i.e., the young and the old can have luxury. Also, the word boundary could mean the line that separates two countries or more (country boundary), and in this case the meaning is that country boundaries cannot prevent luxury to be transferred from one country to another.

Moreover, the advert flouts the maxim of manner when it first uses 'bound' and then 'boundary' which can be regarded as a repetition and it goes against the sub-maxim of manner 'be brief' since the two words are synonyms. However, the advertiser purposely does this to attract the customers' attention by demonstrating his/her determination that the luxury is there when you have Jeep through using the synonymous words 'bounds' and 'boundaries'.

Meanwhile, the ad violates the maxim of quality in the phrases 'most luxurious SUV in its class' and 'most capable SUV in its class' since the advertiser states something for which s/he lacks adequate evidence. In other words, there is nothing to prove that this Jeep Car is most luxurious or capable SUV (sport utility vehicle) in its class.

Ad 8: Harry Helmet

FALL is HERE!
Never Clean Your Gutters Again®

Fall Special
15% OFF
HURRY ENDS OCT. 31ST

#1 CHOICE America's #1st
Gutter Protection Company
One Time Investment • Lifetime of Benefits

- ✓ Get a permanent maintenance-free solution
- ✓ Tested to handle up to 22 inches of rain per hour
- ✓ Installs over new or existing gutters
- ✓ Installed by mfr. trained & certified technicians
- ✓ Triple lifetime NO clog performance warranty

FREE Estimates
Senior, Military & Federal Discounts Available

888-417-0653
www.HarryHelmet.com
PROMO CODE: WFW15

Gutter Helmet
NEVER CLEAN YOUR GUTTERS AGAIN®

TRIPLE LIFETIME WARRANTY

Ad 8: Harry Helmet (The Washington Post - Year 140, No. 313, October14, 2017, 7)

This is an ad of Harry Helmet for cleaning gutters. The statement 'Fall is here!' flouts the maxim of quantity since the advertiser does not make his/her contribution as informative as required. It has not been clarified what is meant by fall is here. However, the implicature is that the advertiser wants to remind the clients that it is time to clean their gutters by stating 'fall is here!' as it is the time when it starts raining, and falling leaves over the gutters need to cleaned.

The advert clearly violates the maxim of quality in the statement 'never clean your gutters again' since it states something which is not based on truth. Thus, it goes against the sub-maxim of quality "do not say what you believe to be false," i.e., there is no evidence to prove that customers will never clean their gutters

again once they get cleaned by Harry Helmet which is an obvious exaggeration. Also, the statement 'American's #1 Gutter Protection Company' violates the quality maxim as the ad states something which lacks sufficient information. There is no evidence to prove that Harry Helmet is American's number one gutter protection company.

6.2.2 Advertisements in Kurdish

Ad 1: Ba Kolâžîn be Žân Bižîn! 'With Collagen Live without Pain!'

به کۆلāژین بێ ژان بێژین...!

Collagen Plus

به کۆلāژین بێ ژان بێژین...!

کۆلāژین پلاس...! تازاری جومعه‌کان به پەنجاره‌کی له ناو دهبات و بۆ سڕینه‌وه‌ی ئەمخۆشی پووکانه‌وه و نەرمی ئێستەکان و ژانی برپهری پشت و ئەژنۆکان گه‌لێن به سووده

کۆمپانیای سافرینا/ هه‌ولێر-شۆرش 61
07504900010-07504486228

Ad 1: Ba kolâžîn be žân bižîn! (Rudaw - Issue 536, December 31, 2018, 11)

This is an ad of Collagen Plus, a medicine used for relieving pain in joints. The slogan 'Ba kolâžîn be žân bižîn!' (With collagen live without pain!), obviously violates the maxim of quality for not giving adequate evidence which is a clear exaggeration since it is

not testified to claim that one can live without pain with collagen. The phrase: Kolâžîn azâri jumgakân ba yakjârî la nâw dabât' collagen kills joints pain once and for all' once again violates the quality maxim transparently as the advertiser especially in using the phrase 'once and for all' states something for which she lacks adequate evidence; there is no enough evidence to prove that the product has the power to kill the pain definitively.

In addition, the ad violates the maxim of the manner in that it repeats the statement 'With Collagen live without pain' three times, and 'Collagen kills joints pain once and for all' two times which is redundant. At the same time, the advertiser violates the quantity maxim because of making the ad more informative than is required. There is a lot of repetition and redundant information.

Ad 2: Došawî Tamâtay Šârazûr ‘Sharazur Tomato Paste’



Ad 2: Došawî tamâtay šârazûr (Awene - Issue 581, June 13, 2017, 1)

maxim in the phrase 'la bar away nawakân mân la bâwaš dagrin' (because we give our generations a hug) since the advertiser does not make his/her contribution relevant to the provider, i.e., there is no relation between hugging generations and telecommunication providers which also goes against the sub-maxim "be relevant".

In addition, naming the line' helî almâs' (diamond line), is a clear flouting of the quality maxim since the line is not an actual diamond which goes against the sub-maxim of quality "be truthful". However, there is no intention of deceiving, so the implicature is to attract the customers' attention that the line is as good as a diamond.

Meanwhile, the advertiser violates the manner maxim since the ad does not meet the requirement of brevity. The phrase '%50 dâškândin' (%50 discounts) is repeated three times, which goes against the sub-maxim of manner "be brief". Consequently, the ad violates the maxim of quantity for being more informative than is required due to including redundant information.

Ad 4: Klâp 'Klapp'

KLAPP
BEAUTY WELLNESS
KLAPP

مارکی کلپ (KLAPP) ی نئممانی نۆرجینال
بۆ کمرهستهی جوانکاری
یمکهمین چار له کوردستان و نهوای عیراق

موژده

• کمرهستهمو پرکردنهمو چرچ و لۆج (چروک)ی
• کرمی پهلنگکردنی دهموچاو (بۆ لایردانی خاتمردوههکان
• و لهک و لایهکی دهموچاو) -
• cream peeling & enzyme peeling
• فۆلیک و کرمی دهموچو و لایهکی دهموچاو
• کرمی ریتینۆل بۆ ریکهکران لهرووپهروون و چرچ و
• لۆجی پست - Retinol pure
• کرمی چي پانک (chi yang) بۆ پستی وشک و قلیشو.
• کرمی دله ههملۆی دهم و چاوو لهش و لۆسۆنی دوا
• Sun face & body protection & after
• ههملۆسۆنی.
• sun lotion
• کرمی هیدرۆی چرچ و لۆجی بۆ بهنهمهکان (35 سال
• بهنهمه).
• کرمی دله چرچ و لۆجی و ریشی و لۆو پهر نهوون و
• تارامکهمو دهمی چاو - eye care cream
• کرمی لایهت به چرچ و لۆجی و ههملۆ و قلیشانی
• لۆو - Anti wrinkle lip boost
• رۆلی تالوونکردن و لۆوسکردن پست
• Golden body oil - (لایهت بۆ بوکان)
• (لایهت بۆ لۆو و لهش و خاوتنهمو دهم و چاو دوا
• ریششانی (بۆ پهوان).

بۆ داواکردنی کمرهسته بهتاک پان کهمه.
پهیهندی بۆم ژماره تلهفونمانه بکه.
لهناوهمی کوردستان:
07504527537-07504975663
00494074200898

پان سهردانی تهم ناویشانی خوارمه بکه:
سۆران - بایرکهی کاروان / لۆر سوپهرمارکهی سۆران - خولگهی عهبدولقادر
Email:klapp_nmh@yahoo.com

KLAPP

کلپ بۆ ههموو وهزریک.
ههموو تهمهنگ.
ههموو پستیک.

پانمان
ههملۆ
Kurdistan - Foral

Ad4: Klâp (Kowar- Issue 41, May 2009, 82)

This is an ad of Klapp Beauty Wellness. The statement 'bo xo jwântir krđin pala bika, čunka pašimân nâbiyawa' (Speed up to beautify yourself more, because you will not regret) violates the quality maxim since there is no adequate evidence to prove that one will not regret by using Klapp cream or even get more beautiful. Also, the statement 'Klap bo hamû warzek, hamû tamanek, hamû pestek' (Klapp for all seasons, all ages, all skins) violates the quality maxim as the advertiser states something for which s/he lacks adequate evidence; there is no enough evidence to prove that the product is suitable for every season, ages and skins.

As for the manner maxim, there is a violation in that the ad does not meet the requirement of brevity; it is full of lengthy sentences and repeated phrases such as repeating 'čirč u ločî' (wrinkles) four times in different ways, all of which go against the sub-maxim "be brief".

Simultaneously, this ad violates the quantity maxim since it makes its contribution more informative than required. Hence, it makes the ad full of unnecessary information such as 'lâbirdnî zîpkay dam u çâw' (removing face pimples).

Ad 5: Nîvâ- Ford

لەگەڵ فۆرد
نەورۆزەگەت خۆشتەر بکە

فۆرد فێگۆ ئێستایە
\$9,999
نۆفەرێکی نایاب بۆ بێتێکی
کەم و دیاریکراو

لەگەڵ فۆرد
نەورۆزەگەت خۆشتەر بکە

فۆرد ئیکۆسپۆرت ئێستایە
\$13,999
نۆفەرێکی نایاب بۆ بێتێکی کەم و دیاریکراو

077 1111 0000

www.fordiraq.com

نێف‌ا

Ad 5: Nîvâ- Ford (Rudaw - Issue 401, March 28, 2016, 24)

This is an ad of Ford Car, Ecosport and Figo by Niva-Ford for car trade limited. The advertiser violates the manner maxim since the ad does not follow the requirement of brevity. The sentences 'lagal ford nawrozakat xoştir bika' (With Ford make your Newroz nicer) and 'ofarekî nâyab bo břeķî kam u dyarî kraw' (An excellent car for a rare and guaranteed price)

١١١٩

گۆفاری توێژەر/ بێرگی ٣ / ژماره ٢ / بههاری ٢٠٢٠

offer for a little and specific amount) are repeated twice, which go against the sub-maxim of manner "be brief". The same maxim is flouted in the statement "With Ford make your Newroz nicer" since it is not very lucid; how the Ford car makes Newroz nicer. The implicature is that people in Newroz go on a picnic and, therefore they need a car to go by. So, the advertiser wants to tell the audience; let Ford be your choice.

The maxim of quality is also violated in the statement "With Ford make your Newroz nicer" since there is no adequate evidence to prove that you can have a nicer Newroz with Ford. Additionally, the brand tagline 'ford baraw peštir' (Ford goes further) flouts the quantity maxim for not being as informative as required. The implicature can be either Ford car is in a more advanced stage than any other cars, or it will bring you further than any other cars will.

[illegible]

This is an ad of Slemani Heights, a residential project by Qaiwan group. The advertiser violates the manner maxim since s/he has not been brief in presenting the ad. The excellent offer that the advertiser states has been repeated two times as 'kawântar u split u sîstimî dâmazrândnî šovâš ba diyârî warbigra' (Get a kitchen cupboard, AC and floor heating system for free), and 'Qaiwân grup kawântarî matbax u split u sîstimî dâmazrândnî šovâš dakâta diyârî am ofara nayâba' (Qaiwan group makes a kitchen cupboard, AC and floor heating system gift of that excellent offer) which determines redundancy in the ad. Also, the advertiser emphasizes the idea of buying a house two times through the statements 'xanûyeki dû nihomî la galî čandîn diyârî girân bahâ \$175.000' (A two flat-house with lots of priceless gifts \$175.000), and 'ba

\$175.000 biba xâwanî xanûyeki dû nihomî' (With \$175.000 become the owner of a two-flat house) which violate the manner maxim as there are many repetitions which go against the requirement of the sub-maxim "avoid prolixity".

At the same time, this ad violates the quantity maxim since there is a lot of unnecessary information by going into details which make it redundant, i.e., more than needed is said. Moreover, the ad violates the quality maxim in the statement 'Barzâyiakânî Slemânî, barztir la xawnakânî' (Sleman Heights, higher than your dreams) as the advert states something for which it lacks adequate evidence. In other words, there is no clue to prove that the project is higher than customers' dreams since the dreams are not revealed.

Ad 7: Zaytî Zaytunî Valîjo ‘Vallejo Olive Oil’



Ad 7: Zaytî Zaytunî Valîjo (Zhin - Issue 3, April 2015, 34)

This is an ad of Vallejo Olive Oil made in Spain. The advertiser violates the quality maxim since s/he states something for which s/he lacks adequate and sufficient evidence as it is shown in the statement 'zaytî zaytunî îspânî vâlîjo la sadâ sad sruştiya' (Vallejo Spanish Olive Oil is hundred percent natural). To put it simply, there is no adequate evidence to prove that the product is hundred percent natural.

This ad also violates the quantity maxim twice. Once, the violation is when it makes its contribution more informative than is required by repeating 'la sadâ sad sruštiya' (hundred percent natural, 100% srušti). And second time by making its contribution less than is required since there is no enough information about the address of the product such as the shop or the company distributor or even the location.

Ad 8: Întarnetaka Hât! 'The Internet has Come.'



Ad 10: întarnetaka hât! (Hawlati- Issue 777, October 26, 2011, 1)

This is an ad of an internet service which is intentionally kept anonymous. Firstly, the statement 'întarnetaka hât!' (The internet has come!), flouts the quantity maxim since it is not made clear by any linguistic means which internet has come; the advertiser does not make his/her contribution as informative as required. Therefore, the implicature is to let the customers stay tuned! Also, the advertiser flouts the quantity maxim since he/she does not tell

anything about the provider of the service such as a title or the name of the company, any types of address or even whether the internet service is a cellular or WiFi connection. Thus, the advertiser does not give the required information to keep the customers waiting.

Secondly, this ad violates the maxim of the manner in that it maintains the service unrevealed, which is considered as an uncooperative advert. It gives only one vague sentence "The internet has come!" which goes against the sub-maxim "avoid obscurity".

7. Findings

1. Looking at the chart below, it can be observed that the maxim of quality is most frequently non-observed with a total of 10 records, more specifically 10 for violation and zero floutings. As regards the maxim of quantity and manner, they have recorded the same occurrences but vary in violation and flouting. The maxim of quantity comes with the total of 5 occurrences (3 for violation and 2 for flouting); the maxim of manner comes with the total of 5 occurrences (2 for violation and 3 for flouting). Finally, the maxim of a relation comes at the end of the line in the chart since it is least frequently non-observed with the total of 3 occurrences (2 for violation and only 1 for flouting).

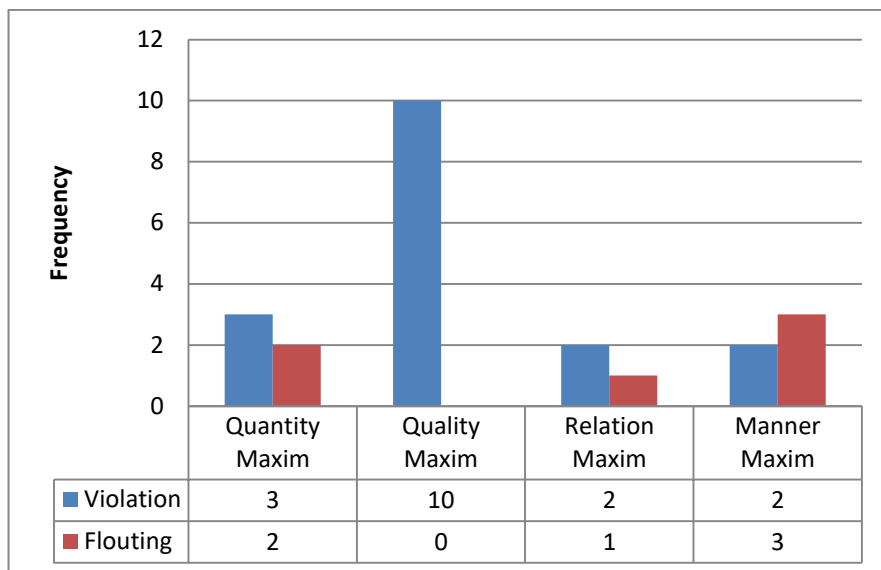


Figure 1: Frequency of violation and flouting of CMs in English Ads

2. According to the results given in the chart below, the range is totally different when Kurdish ads are concerned. The maxim of quantity is the one that is mostly non-observed with a total of 10 times, namely 7 for violation and 3 for flouting. This record is followed by the maxim of quality with the total of 9 occurrences (8 for violation and only 1 for flouting). What comes at the third level in the chart is the maxim of manner with a total of 8 records (7 for violation and 1 for flouting). Finally, the relation maxim records the least occurrences just 1 (1 for violation and 0 for flouting).

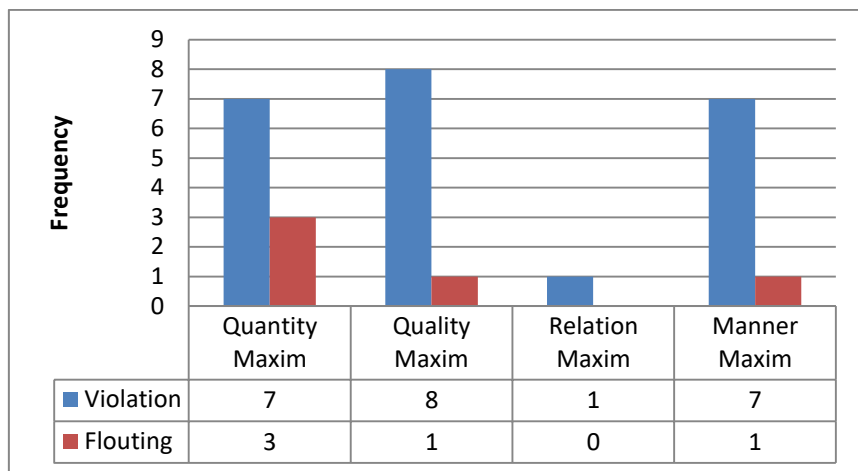


Figure 2: Frequency of violation and flouting of CMs in Kurdish Ads

8. Conclusion

Having analyzed the data of the study by applying the Gricean CP and its maxims (quantity, quality, relation and manner), in addition to implicature in both languages, the conclusions of the study are summed up as follows:

- In advertising language, the CP and CMs play a pivotal role in providing a mutual understanding and a friendly atmosphere between the addresser and the addressee which result in creating powerful messages that can grasp the customer's attention to take the act of purchase.
- Copywriters and advertisers violate or flout the CMs as techniques to attract the customers' attention, turn their advertising message to a more persuasive one so, in return, the customer will be curious to take the action of purchase and accept to buy the product or service they offer.

- Utilizing implicature in the print ad is of great and indispensable importance since it decorates the ad, and at the same time gives a clear hint to the consumer to understand the message implied behind the ad. Additionally, implicature has the power to occupy the customer's mind and let him/her think about the product or service more seriously due to its effectiveness which later increases the desire of having it and then buying it.
- Looking at the findings of the analysis of the ad in English and Kurdish, it can be figured out that violation of the ads is at a larger scale compared to flouting ads. This is due to the fact that advertisers most of the times intend to deceive the customer through directing their messages in the most persuasive way possible, without informing the customer that a maxim has not been observed, an element which is absent when a maxim is flouted.
- Since telling the truth or giving the adequate amount of information is not always in favour of the advertiser, the maxim of quality is the most repeated non-observed maxim **as** far as English ads are concerned.
- As regards Kurdish ads, the maxim of quantity is the most repeated non-observed maxim. This is due to the advertisers' tendency to be less informative than is required to trigger the customer to seek more information and as a result, increase the desire of buying the product or service. Sometimes, they intend to be more informative than is required by repeating the statements more than once to let the customer be impressed, and in return, the ad will be remembered better.

- To increase the effectiveness and impact of the ad, advertisers often violate or flout more than one CMs.
- Sometimes both flouting and violation of CMs exist in the same ad.
- There is a strong bond between the maxim of quantity and the sub-maxim of manner 'be brief. That is, when there is violation or flouting of the maxim of quantity, there is a violation or flouting the sub-maxim of manner 'be brief' and vice versa.
- Ambiguity and repetition as two elements of the maxim of manner and maxim of quantity are repeated frequently. Ambiguity can attract the customers' attention and let them think deeper, while repetition can create a sense of emphasis and memorability as well as suspension. They result in making the ad more attractive and impressive to oblige the customers to own the product.
- The maxim of relevance is the least non-observed maxim in the ads of both English and Kurdish languages. Since violating or flouting the maxim of relevance makes an irrelevant contribution, it is not in the advertiser's favour. In other words, the more the advertisers do not observe the maxim of relation, the less the effectiveness of the ad will be on customers.
- Copywriters and advertisers do not opt-out, infringe or suspend CMs since utilizing anyone would turn the ad into an ineffective one and increases unwillingness instead of interestingness. Also, advertisers do not want to use imperfect linguistic knowledge.

- The Gricean CP and CMs seem to be a universal phenomenon. In other words, they are applicable to languages other than English. However, their usage may differ from one language to another depending on its culture; for that reason, the frequency of non-observance of the maxims varies between English and Kurdish when ads are concerned.

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پوخته:

زمانی پیکلام به هۆی ناروونییە کە ی و لێلێهە کە ی و ناراستە و خۆیی لە دەربڕیندا هەندیک جار مەبەستە کە ی لە ژبانی پۆژانەدا بە تەواوی بە خەڵک ناگات. بۆیە ئەمە وادەکات خەڵکی پێتوتیان بە چەند پێگا و ستراتیژیە تێکی دیاری کراوە بێت تا ئەوێ بگەن بە مانا و نامە شاراوەکانی پشت ئەم دەربڕینانە. هەر بۆیە ئەم لێکۆڵینە وە یە دەتوانیت هاوکاریت لە گەشتن بەم ئامانجە. ئەم توێژینە وە یە سەرئێشتە دەخاتە سەر کارکردن لە سەر پیکلامە چاپکراوەکان لە هەردوو زمانی ئینگلیزی و کوردی لە گۆشە نیگای بنەماکانی هاریکاری و لێکەوتە (Implicature) لە چوارچێوەی بیردۆزی بنەمای هاریکاری گرایس (1975)، هەروەها ماکسیمەکانی چەندی، چۆنی، پەییوەندی، ئاکار و پەچاوکردن و پەچاوەکردنی بنەماکان، بە تاییبەتی لادان و پابەند نەبوون بەو بنەمایانە. داتای ئەم لێکۆڵینە وە یە بریتییە لە ۱۶ پیکلامی پۆژنامە و گۆفاره چاپکراوەکان: ۸ پیکلامی ئینگلیزی و ۸ پیکلامی کوردی. ئەم لێکۆڵینە وە یە مەبەستەتی شیوازی بەکارهێنانی زمان لە بواری پیکلامکردندا بە دەربخات، هەروەها هەڵدەدات وە لای ئەو پرسیارە بداتە وە، کە چۆن پیکلامکار و پیکلام نووسەرکان پەچاوی ماکسیمەکانی ئاخوتن ناکەن و ئامانج لە لادان و پابەند نەبوون پێیانە وە چییە. ئامانجێکی تریشی بریتییە لە دەرخستنی گرنگی و پۆلی لێکەوتە لە ریکلامدا.

دەرئەنجامەکان ئەویان دەرخستووە، کە پیکلامکارەکان پەچاوی ماکسیمەکانی ئاخوتن ناکەن ئەویش لە لە ریکای لادان یان پابەند نەبوون پێیانە وە بۆ ئەوێ پیکلامەکان پازیکەرتر و سەرئێشتە پاکیشتر دەریکەون، تاکو لە دەرئەنجامدا و لە کپیارەکان بگەن زووتر کرداری کپین ئەنجامبدەن بە بەرزکردنە وە ی حەزپیکردن بە بەرھەمە کە یان خزمەتگوزارییە کە. هەروەها لە دەرئەنجامەکاندا ئەو دەستنیشانکراوە، کە لە پیکلامە ئینگلیزییەکاندا ماکسیمە چۆنی زۆرتەری لادان یان پابەند نەبوون پێیە وە تۆمارکراوە. هەرچێ پیکلامە کوردییەکان ماکسیمە چەندی زۆرتەری پابەند نەبوون پێیە وە تۆمارکراوە.

ملخص:

نظرًا لغموض لغة الإعلان في بعض الأحيان لا يفهمها الناس بشكل صحيح في مواقف الحياة اليومية لذلك فهم بحاجة إلى وسائل واستراتيجيات معينة لتفسير المعاني والرسائل المتضمنة فيها. ومن ثم ، يمكن لهذه الدراسة أن تساعد الناس للوصول إلى هذا الهدف. يدرس هذا البحث الإعلانات المطبوعة باللغتين الإنجليزية والكردية من منظور المبادئ التعاونية والتضمين في إطار مبادئ التعاونية الغربية (١٩٧٥) ومبادئها ، وعدم الالتزام ب المبادئ البيانات والمصادر التي درست على هذا الدراسة تتكون من ١٦ إعلانا للمجلات والصحف المطبوعة ومنها ٨ الإنجليزية و ٨ الكردية. تهدف الدراسة الحالية إلى الإجابة عن كيفية عدم مراعاة المعلنين ومؤلفي النصوص لقواعد المحادثة والهدف من انتهاك هذه المبادئ أو الاستهزاء بها. أظهرت النتائج أن المعلنين ينتهكون أو يستهزئون بأحكام المحادثة لجعل الإعلان يبدو أكثر إقناعًا ، وبالتالي إقناع العملاء باتخاذ إجراء الشراء من خلال زيادة الاهتمام بالمنتج أو الخدمة. ووجد أيضًا أن الحد الأقصى للجودة هو أكثر القوانين التي لا يتم ملاحظتها عندما يتعلق الأمر بالإعلانات الإنجليزية ، في حين أن الحد الأقصى للكمية هو الحد الأقصى غير الملاحظ عند النظر في الإعلانات الكردية.