

Tanulmány

Sami Abdel-Karim Abdullah Haddad

Conversational Implicature in Jordanian Arabic Offers¹

Abstract

This research paper aims at investigating Gricean theory of conversational implicature and its application to Jordanian Arabic employed in Facebook offers for travel and tourism as well as ‘Open Market’ real estate offers. It seeks to identify how conversational implicatures get conveyed. To achieve the objective of this paper, data were collected from Facebook and ‘Open Market’ website. The offers were analyzed in a qualitative-quantitative method, so the data were calculated-tabulated in order to find out if there were striking descriptive-statistical differences among flouting of the four maxims. An in-depth qualitative analysis found that there were a range of purposes for flouting all the four maxims of conversation. Meanwhile, all of the purposes were in line with a bid to persuade offerees in offers. The quantitative analysis was then applied and revealed that quality was the most frequently flouted maxim in Facebook offers while manner was the most frequently flouted one in ‘Open Market’ offers. The content of the offered thing was finally found to relate to a huge divergence in statistical analyses. Regardless, the researcher formulated a hypothesis that conversational implicatures in advertisements tend to be universal. Hopefully, this paper will contribute to the field of internet pragmatics in advertising discourse.

Keywords: conversational implicature, maxims, flouted, Jordanian Arabic, Facebook offers, ‘Open Market’ offers.

1 Introduction

Offering is a common speech act that is recognized in various languages and cultures. It is deemed as an important act in organizing and maintaining social relationships among members of any speech community as well as organizing the seller-buyer relationship. People can simply make an offer by word of mouth locally and without incurring any expenses. In case they want to inform a large number of people about their desired offer, they sometimes incur a huge amount of money to make an offer through using means of mass media. And despite this, it may be easily ignored by the audience because acceptance of the offer basically depends on several factors such as the offeree’s need for the offered thing, the offeror’s position, etc. However, the tactics offerors employ in their offers may be one of these essential factors.

Offers are expressed either verbally or non-verbally. Thus, the language in offers may be regarded as the most effective tool to achieve the desired goals. Dyer (1982) points out the

¹ I would like to warmly thank Dr. Anett Árvay and Prof. Enikő Németh-Tóth for their fruitful comments and suggestions on this research work.

significance of using more colloquial, personal and informal language in adverts to address the customer as well as exploiting certain effective rhetorical devices to attract attention to the product. Further, Geis (1982) conducts wider studies on TV ads and concludes that language is the main vehicle to convey messages to the audience and plays a crucial role in facilitating people's memory of desirability of products or services. Thus, the choice of language to convey certain messages with the intention of influencing audience is vitally essential.

In order for offerors to reach the desired goal, they are expected to use the most expedient techniques in the language of their own offers with a careful consideration from many different aspects. Since offering is a kind of communication between the offeror and offeree, offers are supposed to follow the **Cooperative Principle** (henceforth **CP**) and its maxims. However, offerors do not always observe the maxims blatantly for some strategical purposes. This research paper attempts to investigate Gricean theory of conversational implicature and its application to Jordanian Arabic used in Facebook offers for travel and tourism, and 'Open Market' real estate offers for investment purposes.

Put more simply, conversational implicature is the technique that helps offerors fulfill their own goals. Thus, Gricean theory of conversational implicature is the main theoretical framework this research paper will be based on. Since the basic aim of conversation according to the Gricean pragmatics (Grice 1975) is to exchange information, participants must be cooperative and must take each other into consideration from cognitive and ethical point of view.

In this introduction, I first sketched the place of my current investigation, that is, offers in advertising discourse, within the domain of pragmatics. In the next section, I will present the theoretical framework, then in sections 3 and 4, I will touch briefly on the nature of offers' language and how they were elicited. After that, the concentration will be highlighted on the most important section 5; the selected offers' descriptive analysis in light of the theoretical framework and then carrying out the statistical analysis on the offers. Eventually, the last section 6 will come out how the findings accomplish the investigation's objective.

2 Theoretical Background

The notion of implicature is originated in Paul Grice's (1975) well-known paper *Logic and Conversation* appeared after his (1957) paper *Meaning* where he distinguishes between 'what is said' and 'what is implicated'. Because of this distinction, the notion of implicature starts to appear and extend. Regardless, the way in which the participants try to make the conversation work properly is of obtaining the **CP**. This principle requires the participants to take each other into cognitive and ethical consideration (Grice 1989; Allwood 1976). Grice (1975:45) states what the CP says "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".

Grice subdivides his CP into nine maxims of conversation which are intended to explain how cooperative communication works and implicatures get conveyed. Then, he classifies these nine maxims into four categories: Quality, Quantity, Relation and Manner. The category of quality says that speakers should be sincere and make their contribution truthful and full of evidence. The category of quantity is related to the amount of information provided by speakers. The category of relation suggests that speakers are expected to give relevant information to what has been stated before (Cutting 2008). The last category pertains to the

clarity of speakers' utterance. Briefly, the CP and its categories with maxims can be summarized as follows: for a conversation to be successful, participants must supply truthful, sufficient, and relevant information in a clear manner.

In this regard, in the offering context, it can be said that an offeror should provide true information having adequate evidence about the offered thing, give required information neither too little nor too much about the offered thing, present something being relevant to the offered thing and avoid providing the information being ambiguous, unorganized as well as lengthy.

Each utterance in a context has a meaning. In case the surface meaning of an utterance no longer follows the maxims, the hearer should go beyond the surface in order to find the implied meaning of the utterance (Davis 1998). Although the Gricean maxims are supposed to be observed by the speaker in a conversation, Grice (1975, 1989) acknowledges that people may not comply with the maxims in some situations. In details, Grice (1975:49) points out three ways in which failing to observe a maxim can occur: violating, flouting, and opting out. In the case of violating a maxim, there is an unostentatious non-observance of a maxim where the speaker will be liable to delude the hearer. Compared to the speaker's role in opting out a maxim, S/he will be unwilling to cooperate but does not want to show that s/he seems uncooperative (Grice 1975). Eventually, a flout takes place when maxims are not fulfilled in an obvious way. In this regard, the speaker blatantly fails to observe a maxim due to the fact that s/he intends to generate a conversational implicature and make the hearer to look for a non-literal meaning of the utterance (Thomas 1995). Thomas (1995:74) argues that there are other two ways in which non-observance of maxims occurs, namely infringing as well as suspending.

Since offering is a form of communication between an offeror and offeree, it can be said that offers are supposed to follow the CP and its maxims in order to make an effective interaction. However, offerors do not always obey the maxims blatantly and often flout the maxims which give rise to an implicature in order to achieve a certain communicative effect. More specifically, this research paper concentrates on flouting the maxims and which maxim is the most frequently flouted.

As to the styles and genre of offers used in this research paper, namely Facebook offers for travel and tourism, and 'Open Market' real estate offers fall within advertising discourse, previous research on implicatures in advertisements has been reviewed in a range of studies (Geis 1982; Tanaka 1994; Pop 2010; Liu 2012; Al Fajri 2017). All of these previously mentioned studies have drawn a transparent conclusion about the functions of conversational implicatures in print English, Japanese, Romanian as well as Indonesian advertising. They have revealed that conversational implicatures play a vital role in involving advertisees in the adverts and help advertisers arouse advertisees' curiosity as well as attention about the product. Furthermore, they make the adverts cost-effective and more economical by saving word-space.

This research paper adds to the new scholarship on offers in Arabic. In addition to this, by addressing the use of the classical Gricean theory of conversational implicature in internet data, the paper also adds to conversational implicature research in internet pragmatics, an area of research that is still very much in its infancy. Hence, what makes this research paper distinct from the previous ones is how the investigation of flouting the maxims is applied to the Jordanian Arabic variety used in this particular type of material i.e. Facebook offers for travel and tourism as well as the 'Open Market' real estate offers for investment purposes. Arabic is, by character, helpful in accomplishing the above-mentioned objective, as well. On

the one hand, it will hopefully open new prospects for far-reaching research in variational pragmatics with other Arabic varieties such as Moroccan, Syrian, and etc. It will, on the other hand, help carry out cross-cultural pragmatics research with other cultures such as English, Hungarian, Romanian, Japanese, Indonesian, and so on.

3 Jordanian Arabic

Arabic has two styles, namely classical and modern standard. Classical Arabic is related to the form of Arabic used in the Qur'an. Because Arabic used in the Qur'an is an early style of Arabic going back to the sixth century², its language is a little bit different from Modern Standard Arabic (MSA) which is the most widely used style in Arabic-speaking countries nowadays. The style of MSA includes the language used in formal settings in the Arab World; it is the language of every media outlet from newspapers to broadcasts, and politicians speak it in their speeches.

Regarding some studies conducted on Arabic, Bardeas (2009) investigates the main difference between Classical Arabic and MSA, and found the difference tends to be lexical in nature. (Palmer 2007; Alshamrani 2012; Bidaoui 2017) describe Arabic language use as a manifestation as a diglossia because Arabic native speakers use two varieties of Arabic, namely High and Low Arabic; the High one is used in certain situations as education, literature and other settings which are not for ordinary conversation as the Low one. For more details, Jordanian Arabic is a spoken variety mainly used in Jordan and some parts of the southern region of Syria. It contains some lexical influences of English, Turkish and French. The Arabic language used in Jordan is also characterized as diglossia (Amer et al. 2011).

4 Research methodology

As a researcher in the domain of offers, I have large corpora of Jordanian Arabic offers including 100 Facebook offers for travel and tourism as well as 100 'Open Market' real estate offers for investment purposes. The corpora of Facebook and Open Market offers are saved into a file. Since this research paper is designed to examine two genres of Jordanian Arabic offers, twenty Facebook offers as well as twenty 'Open Market' offers have been randomly chosen. Ten of these chosen offers were highly valued due to the fact that they are thought to easily serve the objective of this research against the theoretical framework selected for investigation. It is worth mentioning that an analytical decision has been made to select utterances that have minimum of 15 words, since it offers a greater possibility to find expressions that might flout Grice's maxims of conversation to generate an implicature.

Even though the selected offers contain some pictorial representations, the unit of analysis for the implicit meaning in the data is the utterance. By the utterance limits, I adopted Huang's (2007:11) definition, "the use of a particular piece of language-be it a word, a phrase, a sentence, or a sequence of sentences-by a particular speaker on a particular occasion" as best applicable to the data analysis.

The reasons behind selecting this type of data can be summed up as follows: conversational implicatures tend to be universal (Huang 2007) and the delimitations of the

² For more details, open this link <https://www.bl.uk/collection-items/the-mail-quran>.

research paper are only on one topic (i.e. offers) which help get semi-accurate results pertained to the offers announced by Facebook and ‘Open Market’ website. The data were analyzed in a qualitative-statistical method to describe which maxim is flouted and how the implicature may be inferred by Jordanian readers, and to calculate the most frequently flouted maxim in each type of corpus. Before translating Arabic data into English, I started re-reading the offers many times taking into account the fact that they are offered in a society whose culture nature is high-context. This step helps get a good analysis which deeply focused on understanding the data, especially for qualitative analysis (Renner & Taylor-Powell 2003). Consequently, this gave rise to identify the most important utterances that could be used to examine Gricean theory.

5 Analysis and findings

This section discusses the research findings on flouting of the Gricean maxims, and the focus is devoted to the identification of implicatures hidden in the offers. Six examples are selected to be qualitatively analyzed; three of them are extracted from Facebook offers for travel and tourism and the other three are from ‘Open Market’ real estate offers for investment purposes. Since some utterances often hold more than one implicature, the term “phrase” is used as a part of the whole utterance in the qualitative analysis. Let’s consider the following offers:

1. Facebook offer for travel and tourism

³ مفاجئة كبرى من دلاس/ رجعت رحلاتنا الداخلية/ زور مثاث بلدك الذهبي معنا (البتراء – وادي رم – العقبة)

A grand surprise from Dallas / our internal trips returned / visit the gold triangle of your own country with us (Petra – Wadi-Rum – Aqaba)³

By using the phrase ‘a grand surprise’, Dallas agency presents its offerees a surprise with an astonishing event. The phrase flouts the first and second maxims of manner (i.e. avoid obscurity of expression and avoid ambiguity) because it is an ambiguous contribution causing the obscurity of expression. In Jordan, this agency is famous for organizing frequent trips to the most wonderful sites with reasonable prices, either inside or outside Jordan. In this case, the phrase may be inferred by offerees that something either related to prices or sites is innovative and organized for the first time.

The phrase ‘the gold triangle’ in this context disobeys the maxim of quality. As mentioned earlier, speakers are supposed to say something true but here the offeror says something that can be different in the application of metaphor. Using metaphor is one of the devices by which the speaker can flout the maxim of quality (Grice, 1975; Cutting, 2008). In this case, the three towns (mentioned between the parenthesis) are metaphorically expressed as the three angles of the triangle and the adjective, ‘gold’ portrays something as attractive and valuable. Thus, the offeree should be cooperative by inferring an additional meaning of the utterance. By expressing the three towns as the triangle, it might be inferred that the three towns are very close to each other. This is the fact in Jordan; it can be vindicated by having a look at the map of Jordan because the three towns are located in the south of Jordan, and their locations can be

³ This utterance is an offer of Dallas agency for travel and tourism (i.e. offeror). It offers its new trips to the most tourist attractions in Jordan which are Petra, Wadi Rum and Aqaba.

drawn as angles of a triangle. Here, offerees recognize that what is tempting in this offer could be represented by doing a trip to three attractive places with plenty of adventures.

It is noteworthy to mention that my attention was paid to listing names of the three towns in the offer during the offer analysis. I thought it would flout the maxim of quantity by giving more information than required. However, it is indeed false because the phrase, '*the gold triangle*' is already unfamiliar among members of the Jordanian society. In addition, in case the offeror (i.e. Dallas agency) no longer lists names of the towns, it violates the maxim of quality, quantity and manner.

2. Facebook offer for travel and tourism

احذر...منطقة هبوط حادة⁴

Be careful...it is a sharp slope zone⁴.

The offeror presents its lowest prices on recent trips by using an expression of warning. As a matter of fact, this utterance, '*be careful...it is a sharp slope zone*' is written on traffic signs as a warning hung for drivers before they reach some dangerous zones, especially those of sharp slope. Generally speaking, this utterance grasps drivers' attention due to its negative connotation. Thus, it seems impossible to see such utterance in travel and tourism offers since there is no direct relation between the utterance and the offered service. In this case, this utterance flouts the maxim of relation. In order to preserve the assumption of cooperation, offerees must assume that the offeror is trying to convey something different from what has been actually written, that is, the ironic reading which is opposite to the literal meaning of the utterance. First, offerees will begin to think about the reason why the offeror employs such negative expressions which give offerees a bad impression about the context. Second, offerees will attempt to look for something in the context that can be closely interlinked with the utterance. Finally, they will find that the only thing which may be rising and falling is the price. In this case, the phrase, '*sharp slope*' is used as a metaphor for the lowest prices which reverses the first impression entirely. Thus, it also flouts the maxim of quality.

3. Facebook offer for travel and tourism

قربنا لكم أوروبا

we make Europe close to you

The offer is done by Sky Jordan for Travel Solutions. The agency's name is totally different from the others because it includes the phrase, '*Travel Solutions*' which flouts the maxim of quality. In this case, the hobby of traveling is metaphorically expressed as a challenge and the agency as an explorer can provide the solution to such type of challenges.

This offer clearly saves a lot of words with only using three words, '*قربنا- لكم- أوروبا*', '*we make Europe close to you*'. Thus, offerees may infer that the offeror is able to organize tourist trips to all the European countries. As a consequence, this implicature helps offerors to achieve some desired goals by arousing offerees' curiosity and paying their attention to the offer. It can also be argued that the offer disobeys the maxim of quality in a blatant way by using the verb '*قربنا*' '*we make close*'. Therefore, offerees will search for an additional meaning of the utterance. If we imagine the case, it is impossible for a travel agency to catch Europe and places near to it, for its offerees. In fact, the Arabic rhetorical device employed in

⁴ This utterance is an offer of Montana agency for travel and tourism (i.e. offeror).

this utterance is not to devalue Europe as a thing that can be moved from one place to another but to glorify the offeror's achievement in that the offeror is able to organize recurrent tourist trips to Europe.

Given the functions of implicatures in advertisements, schemas may be regarded as one of the factors which may help in attracting the advertisee's attention to what the advertisement involves or making the advertisement easier to be remembered. This is because they play a crucial role in identifying the type of texts we deal with. Bussmann (1996: 1031) points out that "[s]chema information is stored in one's long-term memory and can be quickly recalled in the course of processing information schemas". In his study on the language of TV advertising in the USA, Geis (1982) concentrates on the linguistic devices preferred by producers of television commercials. He examines comparatives, similes, noun compounds, and count versus mass nouns. He primarily focuses on a theory of communication because he addresses not only how producers use language but also how consumers are expected to interpret it. Thus, we can relate this view to the use of Arabic superlatives in Jordan which help our schematic knowledge confirm that we deal here with language of advertising. The superlative construction in Arabic can be formulated by using the limited form (أَفْعَل). Consider the following example (4):

4. 'Open Market' real estate offer

أَفْخَمُ الشَّقَقِ فِي أَرْبِدٍ⁵
The most luxurious flats in Irbid⁵

In this utterance, the offeror presents new flats for investment purposes (i.e. for sale or rent). By using the utterance '*the most luxurious flats in Irbid*' which holds the feature of hyperbole, the offeror deliberately flouts the maxim of quality to generate an implicature inferred by the offeree. Using hyperbole is one of the ways by which the speaker can flout the maxim of quality (Cutting 2008). The hyperbole '*the most luxurious*' in this context is blatantly false because, as far as I know, there is no limited mechanism or scale which measures the luxuriousness degree of flats in the city of Irbid then evaluates them as the most or the least luxurious, as the one used in classifying hotels. However, in order to preserve the assumption of cooperation, offerees must assume that the offeror is trying to convey something a little bit different from what has been actually written in the offer. Furthermore, the offer clearly saves a lot of words by using only the proper noun, 'أَرْبِد' 'Irbid'. For cooperative purposes, offerees may infer that the offeror has several flats in different residential zones located in Irbid.

5. 'Open Market' real estate offer

شَقَّةُ الْعَمْرِ بِإِطْلَالَةٍ تَرُدُّ الرُّوحَ... لِسُنَا الْوَحِيدُونَ وَلَكِنَّا الْأَفْضَلُ فِي أَرْبِدٍ⁶
The eternal flat with an overlook that returns the soul... we are not the only ones but we
are the best in Irbid⁶

By using the Arabic simile, '*the eternal flat with an overlook that returns the soul*', the offer deviates sharply from the first maxim of quality (i.e. don't say what you believe to be false)

⁵ This utterance is an offer of a famous housing company in the city of Irbid (i.e. offeror). For more details, I do not mention the name of the housing company because the same utterance has been repeated in the selected data three times by three different companies. Despite this frequency, I have not taken any procedure in change of the data because of the quantitative approach that will be carried out.

⁶ This utterance is an offer of an unknown person in the city of Irbid.

for many reasons. Firstly, according to the Arabic culture based on Islamic doctrines, nothing lasts forever other than God. Here, the flat was portrayed as eternal, yet this phrase violates the culture of the country where the offer is announced. Secondly, the offer depicts living in the flat having a wonderful overlook stemmed from its balcony as well as windows like the device designed to help overcome the feeling of being bored. On occasion, the flat dwellers do not need to change the activity in case of feeling bored, since the flat by its interesting overlook is enough expedient to keep them comfortable.

The other phrase, *'we are not the only ones but we are the best in Irbid'* flouts maxims of quality, relation, and manner. The interpretation of this phrase corresponds to the Arabic proverb which can be better translated into, *'the one who praises himself is a liar'*. By assuming the cooperation, offerees may infer that offerors are always confident of their objects and they are looking for a good reputation among their customers. However, it seems that the offeror, in this occasion, conveys this implicature intentionally to leave offerees somewhat confused and may then arouse their curiosity, which is implicitly beneficial to the offeror. It will be beneficial to the offeror because offerees may resort to directly communicating with the offeror in order to reach a persuasive interpretation of that ambiguity. Here, the ambiguity of expression pays offerees' attention, arouses their curiosity, and makes them get in touch with the offeror. So, the offeror has a valuable chance to persuade offerees in the offer.

6. 'Open Market' real estate offer

[No Arabic version]

3 Bedrooms rooms 3 bathrooms apartment for sale in Irbid Al Hay Al Sharqy⁷

Even though this offer is announced in an Arabic-speaking country whose people are Arabic-native speakers, the offeror uses only English words. By doing this, the offeror flouts the maxim of manner and relation. Thus, it seems unexpected to see such words in Jordanian Arabic offers regardless of the type of the offer, since there is no direct relation between the words employed in the utterance and offerees' mother tongue. Thereby, this utterance flouts the maxim of relation. However, they must assume that the offeror is still cooperative by inferring that the offeror may prefer to use English words to keep pace with civilizations. In addition, the utterance flouts the second maxim of manner because illiterate offerees for English consider the offer as ambiguous. They can be cooperative whenever they assume that the offeror's English level is better than the Arabic one that s/he finds writing in English easier than in Arabic.

It has been found that the four maxims of conversation, namely quality, quantity, relation and manner are flouted in the qualitatively analyzed data, either in Facebook offers or 'Open Market' offers. Moreover, this research paper is in congruence with (Al Fajri 2017; Liu 2012; Pop 2010; Tanaka 1994; Geis 1982) about aims of conversational implicature in the discourse of advertising. For instance, the implicature generated in offers (3, 4) aims at saving word space which helps arouse offerees' curiosity (Liu 2012) and increase offerees' suspense. The implicatures generated in offers (1, 2) also seeks to make the offer easy to be remembered (Al Fajri 2017) by involving offerees in the process of inferencing because this makes offerees' attention retained for longer (Tanaka 1994). In a nutshell, all of these objectives appear to be in a bid to influence the offeree. More importantly, it is known that surfing the internet is so

⁷ This utterance is also an offer announced by an anonymous person.

easy that the internet user (i.e. the offeree) can turn from website to website, just by pressing on a button. Hence, there appears the offeror's role in both using the manner which directs the offeree's attention as well as picking the words which make the offeree stop and think what is behind that. However, offerors often disobey a maxim much more than others in some offers for a limited number of goals that correspond to the nature of the offered thing.

Quantitatively, the frequency of occurrences of each maxim flout has been calculated. As shown in Table 1, it is indicated in the data extracted from Facebook offers that the maxim of quality is the most frequently flouted maxim (15 out of 28), followed by quantity, then relation, and finally manner. That's to say, most of the extracted offers for travel and tourism are not only based on lack of evidence but also provide false information with the application of some rhetorical devices such as metaphor, simile, hyperbole, etc. More specifically, the reason behind being quality as the most frequently flouted maxim is that the offered thing is a service. In a detail, the service is an abstract thing, so it requires a kind of persuasive language. Based on the qualitative analysis, the kind of persuasive language has been realized through the frequent use of rhetorical devices as metaphors, simile, or hyperbole. These devices require a language proficient to be able to choose a set of coherent words that gets the reader involuntarily stop at this coherent set and carefully think to know why it comes here. By referring back to section 3 which discusses the characteristics of Jordanian Arabic, it is revealed that this finding corresponds to the lexical nature of Jordanian Arabic (Al-Azzam et al. 2008).

Num.	The maxim of conversation	The frequency of occurrence
1	Quality	15
2	Quantity	6
3	Relation	4
4	Manner	3
Total of flouting maxims in the 20 selected Facebook offers for travel and tourism		28

Table 1.

In contrast, the quantitative analysis carried out on the data taken from the 'Open Market' real estate offers shows that the maxim of manner is the most frequently flouted maxim (10 out of 19), followed by quantity, then quality as well as relation. The details can be seen in Table 2. This figures out that most of the extracted real estate offers provide ambiguous information. The reason behind being manner as the most frequently flouted maxim in this type of offers is that the offered thing is a product. The product is a concrete thing, so it requires a distinctive manner through which the offeror attempts to catch offerees' attention. Based on the qualitative analysis, the distinctive manner has been achieved by the sensitive use of ambiguity and obscurity of expression.

Num.	The maxim of conversation	The frequency of occurrence
1	Quality	2
2	Quantity	5
3	Relation	2
4	Manner	10
Total of flouting maxims in the 20 selected real estate offers		19

Table 2.

6 Conclusion

This research paper was conducted with the aim of investigating classical Gricean theory of conversational implicature and its application to Jordanian Arabic Facebook offers for travel and tourism as well as real estate offers announced on the ‘Open Market’ website. Utterances in these selected data are categorized as representative speech acts (Haddad 2019), and representatives broaden offerors’ horizons for strategical purposes through generating conversational implicatures in offerees’ mind (Haverkate 1984:18). For this, the data were analyzed qualitatively and quantitatively. An in-depth qualitative analysis has revealed that the four maxims of conversation were flouted, conveying conversational implicature. This was the technique which offerors used in their offers in order to fulfill their own goals. For the quantitative analysis, the statistics were carried out to find the most frequently flouted maxim (as earlier stated in section 2). It has been revealed that the most frequently flouted maxim is different in each type of offers, this divergence depends on the content of the offered thing as well. On the one hand, the offered thing in the selected Facebook offers is a service of travel and tourism (i.e. abstract). Quality is the most frequently flouted maxim, so the high-quality language is required to help achieve the process of persuasion. In details, the language has been qualitatively analyzed and revealed that it has been expressed through the extensive use of metaphor, simile and hyperbole. On the other hand, manner is the most frequently flouted maxim in ‘Open Market’ offers because the offered thing is a kind of real estates (i.e. concrete). Here, persuasion depends on the manner of how utterances are produced. Based on the data, the intended manner in the qualitative analysis has been the use of ambiguity and prolixity, which can be a tool for manipulation as well (Árvay 2004).

Since the ‘Open Market’ website is purpose-specific, the reason behind the offers in the website is very clear. It is the investment purposes i.e. selling or renting. As opposed to Facebook offers which hold two reasons, the primary/implicit reason concerns investment purposes as selling services, whereas the secondary/explicit reason concerns travel and tourism purposes as such as discovering other cultures, seeing the world, exploring new places, escaping the weather, trying to do adventures as mountain climbing, and breaking the routine. As a consequence, there are still some limitations in this research paper that must be taken into account in future research. First, the data is very small and limited. Thus, this

research paper may not be able to demonstrate that conversational implicatures are widespread in the discourse of advertising, especially in Facebook offers for travel and tourism. Second, this paper is confined only to two types of offers, so that the results cannot be generalized because each type of offers may have certain factors that may govern it. However, this research paper will hopefully trigger further studies, which will contribute to a better understanding of conversational implicatures by using a larger number of offers extracted from different sources.

References

- Al Fajri, M. S. (2017): The Functions of Conversational Implicatures in Print Advertising. *Jurnal Pendidikan Bahasa dan Sastra UPI* 17(1), 1-14.
https://doi.org/10.17509/bs_jpbasp.v17i1.6953
- Al-Azzam, B., Al-Quran, M., Obeidat, M. & Al-Kharabsheh, A. (2008): Lexicalized Names and Nouns in Jordanian Arabic: A Sociolinguistic and Translational View. *Journal of Literature, Language and Linguistics* 2(1), 1-15.
- Allwood, J. (1976): *Linguistic communication as action and cooperation*. Doctoral dissertation. Goteborg University, Stockholm, Sweden.
- Alshamrani, H. (2012): Diglossia in Arabic TV stations. *Journal of King Saud University- Languages and Translation* 24(1), 57-69. <https://doi.org/10.1016/j.jksult.2011.04.002>
- Amer, F. H., Adaileh, B. A. & Rakhieh, B. A. (2011): Arabic Diglossia. *Argumentum* 7, 19-36.
- Árvaý, A. (2004): Pragmatic Aspects of Persuasion and Manipulation in Written Advertisements. *Acta Linguistica Hungarica* 51(3-4), 231-263.
<https://doi.org/10.1556/ALing.51.2004.3-4.2>
- Bardeas, S. M. (2009): *The syntax of the Arabic DP*. Unpublished Doctoral dissertation, the University of York, England, UK.
- Bidaoui, A. (2017): Revisiting the Arabic Diglossic Situation and Highlighting the Socio-Cultural Factors Shaping Language Use in Light of Auer's (2005) Model. *International Journal of Society, Culture & Language* 5(2), 60-72.
- Bussmann, H. (1996): *Routledge dictionary of language and linguistics*. London & New York: Routledge.
- Cutting, J. (2008): *Pragmatics and discourse: a resource book for students*. 2nd ed. London & New York: Routledge.
- Davis, W. A. (1998): *Implicature: intention, convention, and principle in the failure of Gricean theory*. Cambridge: Cambridge University Press.
<https://doi.org/10.1017/CBO9780511663796>
- Dyer, G. (1982): *Advertising as communication*. London: Methuen.
<https://doi.org/10.4324/9780203328132>
- Geis, M. L. (1982): *The language of television advertising*. New York: Academic Press.
- Grice, H. P. (1957): Meaning. *The philosophical review* 66(3), 377-388.
<https://doi.org/10.2307/2182440>
- Grice, H. P. (1975): Logic and Conversation. In: Cole, P. & Morgan, J. L. (eds.): *Syntax and Semantics 3: Speech Acts*. New York: Academic Press, 41-58.
https://doi.org/10.1163/9789004368811_003

- Grice, H. P. (1989): *Studies in the way of words*. Cambridge, Massachusetts: Harvard University Press.
- Haddad, S. A. K. A. (2019): Real Estate Offers in Jordan: A Representative-Directive Speech Act. *International Journal of Linguistics* 11(6), 89-103.
<https://doi.org/10.5296/ijl.v11i6.15762>
- Haverkate, H. (1984): *Speech acts, speakers and hearers: Reference and referential strategies in Spanish*. Amsterdam: John Benjamins Publishing. <https://doi.org/10.1075/pb.v.4>
- Huang, Y. (2007): *Pragmatics*. Oxford: Oxford University Press.
- Liu, F. (2012): A Study of principle of conversation in advertising language. *Theory and Practice in Language Studies* 2(12), 2619. <https://doi.org/10.4304/tpls.2.12.2619-2623>
- Palmer, J. (2007): Arabic diglossia: Teaching only the standard variety is a disservice to students. *The Arizona Working Papers in Second Language Acquisition and Teaching* 14, 111-122.
- Pop, A. (2010): Implicatures Derived through Maxim Flouting in Print Advertising. A Contrastive Empirical Approach. *Toronto Working Papers in Linguistics* 33(1), 1-8.
- Renner, M. & Taylor-Powell, E. (2003): Analyzing qualitative data. *Programme Development & Evaluation, University of Wisconsin-Extension Cooperative Extension* 1-10. Available from: <https://cdn.shopify.com/s/files/1/0145/8808/4272/files/G3658-12.pdf>.
- Tanaka, K. (1994): *Advertising language: A pragmatic approach to advertisements in Britain and Japan*. London & New York: Routledge.
- Thomas, J. A. (1995): *Meaning in interaction: an introduction to pragmatics*. New York: Longman.

Sami Abdel-Karim Abdullah Haddad
 University of Szeged
 Department of General Linguistics
 Ph.D. Program of Theoretical Linguistics
 6722 Szeged, Egyetem u. 2.
 E-mail: sami.haddad20@yahoo.com