

## The Counter-Cooperative Principle in Selected Advertisements in English

Abbas Fadhil Lutfi<sup>1</sup>, Nabaz Omer Younis<sup>2\*</sup>

1. Assistant Professor of Linguistics, College of Languages/Department of English, Salahaddin University, Erbil, Iraq. Email: abbas.lutfi@su.edu.krd

2. M.A. in Linguistics.

\* Corresponding Author's Email: nabazgardi@yahoo.com

**Abstract** – This work is a qualitative descriptive study of print advertisements in British and American magazines and newspapers within the framework of Grice's (1975) cooperative principle, especially its non-observance. The study is based on the observation that the language of advertisement is often vague, ambiguous, and indirect. It is often difficult to figure out an advertiser's intended meaning without recourse to the non-linguistic elements in advertisements.

The study aims at exploring how and why advertisers choose not to observe or fail to observe the conversation maxims in advertisements. The study also aims to study the role of implicature and non-linguistic elements in advertisements. The study hypothesizes that advertisers choose not to observe or fail to observe the conversation maxims in order to persuade customers to buy certain products or get certain services. It is also hypothesized that non-linguistic elements play a major role in getting a certain message across to customers.

The data represent advertisements in British and American magazines and newspapers between 2013 and 2015. Those were selected purposely out of 50 advertisements, 25 from magazines and 25 from newspapers. The study falls into two parts: The first part provides an elaboration of the counter-cooperative principle, i.e. violation, flouting, opting out, infringing, and suspending the conversation maxims. The second part is devoted to analysing selected advertisements in English in terms of non-observance of the conversation maxims.

Perhaps among the important conclusions drawn from the analysis of the data are: (1) Advertisers can't help violating or flouting the conversation maxims as a way of promoting the expressive effect of the advertisement, sparking thinking, and encouraging customers to purchase a product or get a service. (2) Non-linguistic elements and implicature are indispensable in advertisement as they greatly contribute to easier and better understanding of the message(s) behind an advertisement. (3) In advertisements, the counter-cooperative principle plays a great role in the meaning construction and meaning comprehension phenomena in the language of advertisements.

**Keywords:** Pragmatics, the cooperative principle, conversation maxims, advertisements in English.

## **1. THE COOPERATIVE PRINCIPLE**

The cooperative principle is a principle of conversation that describes how speakers and listeners interact with each other in everyday conversations. The principle was introduced by Grice in his ‘Logic and Conversation’ in 1975, and it reads ‘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 (1975, p. 45). The principle is based on the assumption that there is a tacit agreement between the speaker and the listener to cooperate by providing an appropriate amount of information, telling the truth, making relevant contribution, and trying to be as clear as possible so as to reach an effective communication (see Grundy, 2000, p. 73; Leech & Short, 2007, p. 236; Peccei, 1999, p. 27).

It is a common observation that the speaker and the listener are respectful to each other while they are talking to each other, i.e. the speaker generally observes the cooperative principle and the listener generally assumes that the speaker is observing it.

## **2. THE CONVERSATION MAXIMS**

In addition to the cooperative principle, Grice (1975, p. 45) came up with four conversation maxims to support the cooperative principle. These are the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

Levinson (1983, p. 102) thinks that these maxims specify what participants have to do in order to converse in a maximally efficient, rational, and cooperative way. They should speak sincerely, relevantly and clearly, while providing sufficient information. Furthermore, Cruse (2006, p. 101) asserts that people do their best to follow the four maxims and in turn they expect their partners in a conversation to follow the same maxims.

### **2.1 The Maxim of Quantity**

Grice (1975, p. 45) claims that the maxim of quantity comprises two sub-maxims:

- 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.

The maxim of quantity pertains to the amount of information. This maxim requires the speaker to give neither too much nor too little information than is required for the situation. The speaker should avoid including unnecessary information in his/her contribution. Black (2006, p. 29) notes that the maxim of quantity requires the speaker to offer an appropriate amount of information. Consider the following examples:

- (1) A: Where are you going?  
B: I am going to the museum.
- (2) A: How are you doing today?

B: I am feeling very good today, but yesterday I was very sick and the day before that I was even much worse.

In (1), B answers A's question by providing adequate information and without adding any unnecessary information, whereas in (2), B provides more information than it is needed.

## **2.2 The Maxim of Quality**

Grice (1975, p. 46) states that the maxim of quality consists of the super-maxim 'Try to make your contribution one that is true'. Two more specific maxims which fall under this super-maxim are:

- a. Do not say what you believe to be false.
- b. Do not say that for which you lack adequate evidence.

Cruse (2000) paraphrases the maxim of quality as 'Do not make unsupported statements' (p.355). The maxim of quality is concerned with truth-telling and requires the speaker not to tell a lie or say something for which s/he lacks sufficient evidence. Consider the following example:

(3) A: Do you know where Taj Mahal is?

B: It is in India.

In (3), the maxim of quality is observed since B has not contributed what s/he believes to be false or that for which s/he lacks adequate evidence. If B had said 'I think it is in India', s/he would have been still observing the maxim of quality because of using 'a hedge', a certain expression used to indicate that the speaker is aware of the maxims and wants to abide by them (see Yule, 1996, pp. 38-39).

## **2.3 The Maxim of Relation**

The maxim of relation requires the speaker and the listener to make a relevant contribution which relates to the purpose of the conversation in which the utterance occurs. Also, the information must be relevant to the discourse topic (Grice, 1975, p. 46). This maxim obliges the speaker and the listener to organise their utterances in such a way as to ensure their relation to the conversational exchange (Finch, 2003, p. 158). Consider the following example:

(4) A: Where is my mobile?

B: It is in your room.

In (4), B's contribution observes the maxim of relation since B's response is relevant to A's question and a direct and appropriate answer to the question is given. The answer is relevant to the purpose of the conversation.

## **2.4 The Maxim of Manner**

Grice (1975, p. 46) points out that the maxim of manner has the super-maxim 'Be perspicuous' and various sub-maxims such as:

- a. Avoid obscurity.
- b. Avoid ambiguity.
- c. Be brief.
- d. Be orderly.

This maxim is mostly related to how what is said is to be said. It requires the speaker and the listener to give brief and orderly information and also avoid obscurity and ambiguity. Consider this example from Cruse (2000, p. 360):

(5) To obtain a ticket, insert a 20p coin into the machine.

In (5), the information is clear and brief without redundancy or unnecessary details. It is worth noting that sometimes you can find in one exchange the four maxims. Consider the following example from Thomas (1995, p. 64):

(6) A: Where are the car keys?

B: They're on the table in the hall.

In (6), it can be seen that B observes the four maxims as his/her contribution is sufficient, truthful, void of obscurity, and related to A's question.

In order to have a fruitful conversation, Yule (1996, p. 37) assumes that people are normally cooperative with each other in a conversation by providing adequate information, telling the truth, making relevant contribution, and trying to be as clear as possible, i.e. they abide by the cooperative principle and the four maxims of conversation (see Crystal, 2008, p. 114; Trask, 2007, pp. 57-58).

It is worth mentioning that the four maxims are not rules to be followed. Rather, they are more like guidelines for the effective use of language in a conversation and for successful communication (see Cruse, 2000, p. 357; Fasold & Connor-Linton, 2006, p. 160; Finch, 2003, p. 157; Fraser, 1990, p. 222; Levinson, 1983, p. 101; Saeed, 2003, p. 204).

### **3. THE COUNTER-COOPERATIVE PRINCIPLE**

Grice (1975, p. 49) argues that participants in a conversation do not always abide by the maxims; sometimes they fail to observe a maxim (also see Coulthard, 1985, p. 31). The maxims will not be observed for various reasons, but only when they are flouted does conversational implicature occur. There are five ways of non-observance of a maxim: Violation, flouting, infringing, opting out, and suspending.

#### **3.1 Violation**

Violation is a quiet and unostentatious or covert non-observance of a maxim (Grice, 1975, p. 49). In violating a maxim, the speaker does not want the listener to notice that a maxim has not been observed. Nor does s/he want the listener to notice that s/he is being misled. Peccei (1999, p. 27) shows that in the case of violation it is not obvious to the listener that the speaker has not followed a maxim by giving inadequate, false, ambiguous, or irrelevant information. Riemer (2010, p. 120) argues that maxim violation takes place when a speaker deliberately wants to mislead the listener, i.e. s/he may deliberately choose to lie (see Archer, Aijmer, & Wichmann, 2012, p. 52). Violation may hinder communication, but it does not lead to implicature. Consider the following example from Yule (1996, p. 36):

- (7) There is a woman sitting on a park bench and a dog is lying in front of her:

Man: Does your dog bite?

Woman: No.

Man: (The man reaches down to pet the dog. The dog bites the man's hand.) Ouch! Hey! You said your dog doesn't bite.

Woman: He doesn't. But that's not my dog.

In (7), the woman violates the quantity maxim by giving insufficient information to the man. Judging by the context of the speech event, the woman knows that the man is talking about the dog in front of her, not her dog at home, yet she does not provide enough information to make the event funny.

The difference between violation and flouting is that, in violation the listener does not find out that s/he has been misled. Nor does the speaker want the listener to notice that s/he is being misled. In flouting, however, no misleading is meant by the speaker and the non-observance of a maxim is clear to the listener. Most importantly, there is always an implicature in flouting, but not in violation.

#### **3.2 Flouting**

Flouting occurs when a speaker deliberately and intentionally fails to observe a maxim without any intention of deceiving or misleading the listener in order to achieve a certain

communicative purpose. It is intentional and designed to generate a conversational implicature, i.e. both the speaker and the listener are aware of the non-observance of the maxim. Grice (1975, p. 49) argues that a speaker may blatantly choose not to observe a maxim in order to prompt the listener to look for the implicit meaning beyond the sentence meaning, which is different from the expressed meaning. It is this additional meaning that is called ‘conversational implicature’.

According to Peccei (1999, pp. 27-28), it is obvious to the listener that the speaker has deliberately and quite overtly failed to observe one or more maxims. Grundy (2000, p. 76) states ‘Whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation’. Cutting (2002, p. 37) asserts that flouting occurs when speakers are not abiding by the maxim, but listeners are expected to know the hidden meaning.

Maxims can be flouted for various reasons such as to create irony or humor as well as to avoid an uncomfortable situation. The purpose of flouting is to alert the listener to the speaker’s intention to communicate more than what is stated. According to Thomas (1995, p. 64) and Riemer (2010, p. 120), flouting is the most important category of non-observance of maxims since it is the only category that generates an implicature. The following are examples of flouting different maxims:

(8) Business is business

Example (8) is non-informative and a simple tautology which has no communicative significance at the level of what is said. It is informative at the level of what is implicated and the communicative importance lies in the flouting of the quantity maxim. The implicature might be: personal relations should be kept away from business.

(9) A: Tehran’s in Turkey isn’t it, teacher?

B: And London’s in Armenia I suppose.

According to Levinson (1983, p 110), B in (9) flouts the maxim of quality by blatantly providing untrue information. B’s answer implicates that A is absurdly incorrect.

(10) A: Do you like ice-cream?

B: Is the Pope Catholic?

In (10), which is adapted from Yule (1996, pp. 43-44), B obviously flouts the maxim of relation as he intentionally makes irrelevant contribution and implicates that there is no doubt that he likes ice-cream as there is no doubt that the Pope is Catholic.

- (11) A: Let's get the kids something.  
B: Okay, but I veto I-C-E-C-R-E-A-M-S.

In (11), which is taken from Levinson (1983, p. 104), B flouts the maxim of manner ‘be perspicuous’ by intentionally spelling out the word ‘ice-creams’. The implicature is that B does not want the kids hear the word ice-cream so as not to demand some.

### **3.3 Opting out**

Grice (1975, p. 49) remarks that a speaker may opt out of observing a maxim and clearly indicate that he is unwillingness to cooperate in a way that a maxim requires. S/he may say, for example, ‘I can’t say more, my lips are sealed’, which means that it is a secret and the speaker does not want to tell anyone (see Archer et al., 2012, p. 52; Chapman, 2011, p.78).

### **3.4 Infringing**

Infringing is unintentional non-observance of a maxim. Maxim infringement emerges when a speaker fails to observe a maxim with no intention of generating an implicature or deceiving the listener. Infringing stems from the speaker’s imperfect linguistic performance rather than a desire to generate conversational implicature, to be uncooperative, or to mislead. In other words, the speaker has a lack of ability to express his intention (Thomas, 1995, p. 74). This is evident in the following example:

- (12) A: English speaker: Would you like to have a cheeseburger or a hamburger, Sir?  
B: Non-English speaker: Yes.

In (12), B has not generated an implicature; s/he has not understood the utterance. B’s reply might be interpreted as non-cooperative.

The difference between violation and infringing is in the speaker’s intention. In violation, the speaker does not want the listener to notice that a maxim has not been observed. Nor does s/he want the listener to notice that s/he is being misled, whereas in infringing the speaker unintentionally fails to observe a maxim because s/he does not have perfect linguistic performance.

### **3.5 Suspending**

Suspending a maxim is the non-observance of a maxim because there is no expectation on the part of any participant that the maxim will be fulfilled. The non-observance does not generate any implicature. The reasons for this may be the cultural difference or the nature of

certain events or situations. Instances of the suspension of the maxim of quantity can be found in telegrams, telexes, and some international phone calls (Thomas, 1995, pp. 76-78). Also, we can see suspending the quality maxim in the case of funeral orations and obituaries, when the description of the recently dead person needs to be praiseworthy and exclude any potentially unfavorable points of his/her life or personality. Perhaps one can say of the dead as being ‘faultless’, ‘cooperative’, ‘kind’, etc.

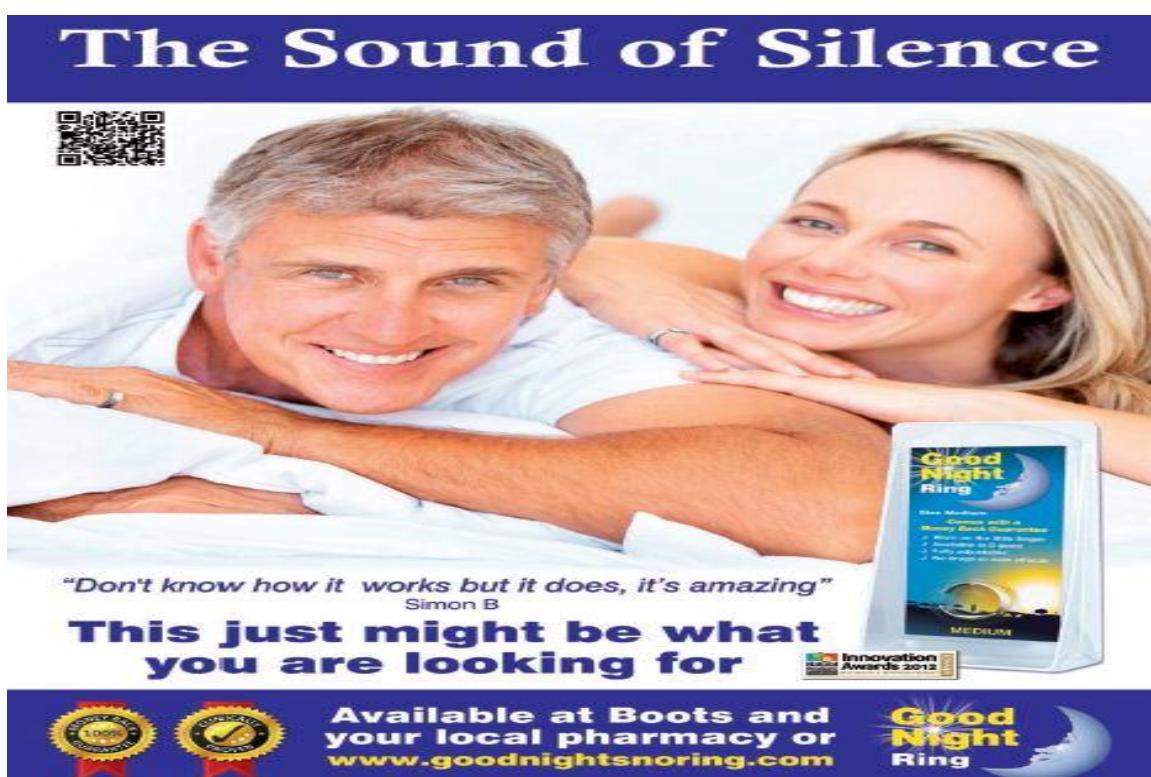
The difference between suspending and infringing is that in suspending the cause for breaking a maxim may be the cultural difference or the nature of certain events or situations, whereas the cause for breaking maxim in infringing is the imperfect linguistic performance of the speaker.

#### 4. THE COUNTER-COOPERATIVE PRINCIPLE IN ADVERTISEMENTS

##### 4.1 Violation

###### 4.1.1 The Maxim of Quantity

(13)



Cook Vegetarian: Issue 75, February 2015, p. 52

This is an advertisement of Good Night Ring, a device that stops snoring. The statement ‘Don’t know how it works but it does, it’s amazing’ violates the quantity maxim since it does not provide enough information about the product; the advertiser does not make his/her contribution as informative as required. There is no explanation of how it works. Customers may not even know that this is about snoring; it is hard for the customers to figure

out what it is being advertised because it lacks enough information. It is only through the picture that we know what ‘it’ stands for.

Meanwhile, there is violation of the quality maxim in ‘it is amazing’ as there is no adequate evidence explaining why or who it is amazing.

(14)



Star: Issue 402, Sunday, June 22, 2014, p. 2

This is an advertisement of Barack Trading Center. The advertiser violates the quantity maxim since s/he makes his/her contribution more informative than is required. Firstly, the advertiser states that the center provides ‘all your home furnishing needs!!!’. Then, s/he says ‘Visit us today and see our wide variety of stoves, beds, chest of drawers, refrigerators, LCD TVs, fans, beach cruiser bicycles, motorcycles, dining tables and so much more...’, various items are counted, all of which are already included in ‘all’. In other words, to cite all these items is a repetition of ‘all home furnishing needs’. Moreover, the advertisement displays pictures of some of the items cited, which indicates that what is stated linguistically is repeated non-linguistically.

Also, in the sentence ‘follow us on Facebook’, the advertiser violates the quantity maxim since s/he does not provide enough information; there is no account of the center’s page on Facebook.

Meanwhile, the statement ‘We offer the best quality and prices’ violates the quality maxim as the advertiser states something for which s/he lacks adequate evidence.

The advertiser uses three successive exclamation marks, which is used in informal written English, to emphasise emotion. Perhaps the advertiser wants to say that if you visit Barack Trading Center, you will be surprised to find various good quality home furnishing items at low prices.

(15)



Daily Record: Thursday, March 27, 2014, p. 39

This is an advertisement of Royal Fleet Auxiliary, which enables ships of the Royal Navy to maintain operations all over the world. The advertiser violates the quantity maxim since s/he makes his/her contribution more informative than is required. The advertisement is full of repetition as clear in the following:

'I WENT TO SEA TO WORK ON A SHIP' is repeated six times. 'I WENT TO SEA TO WORK ON A SHIP CARRYING FUEL' is repeated five times. 'I WENT TO SEA TO WORK ON A SHIP CARRYING FUEL IN THE ROYAL FLEET AUXILIARY' is repeated four times. 'I WENT TO SEA TO WORK ON A SHIP CARRYING FUEL IN THE ROYAL FLEET AUXILIARY IN THE CARIBBEAN' is repeated three times. 'I WENT TO SEA TO WORK ON A SHIP CARRYING FUEL IN THE ROYAL FLEET AUXILIARY IN THE CARIBBEAN PROVIDING AID' is repeated twice.

The advertiser could have used only the last sentence to make the message clear, but s/he violates the quantity maxim to impress the customers by some geometrical shape that decorates the picture

Meanwhile, this advertiser violates the manner maxim since it goes against the submaxim of manner ‘be brief’; there are many repetitions.

#### 4.1.2 The Maxim of Quality

(16)

**The best cleaners you have ever tried, or your money back!**

Put them to the test  
See website for details

**OzKleen**  
www.ozkleen.co.uk

**Australia's number one cleaners**

Available at:  
**Sainsbury's** Robert Dyas      **The co-operative**      **Waitrose**  
**wilkinson**      **amazon.co.uk**

Like us but can't find us? Demand your retailer stock OzKleen products!

Great British Food: Issue 60, March 2015, p. 134

This is an advertisement of OzKleen Company, a manufacturer of cleaning products. The advertiser violates the quality maxim since s/he states something for which s/he lacks adequate evidence as evident in the statements ‘The best cleaners you have ever tried’, ‘Australia’s number one cleaners’, and ‘This product actually works!’.

(17)

**THE POWER OF ?**

**PAIN-KILLING INGREDIENTS**  
PLUS ANTI-INFLAMMATORY ACTION

Deep Relief  
Pain Relieving Gel  
Targeted Pain Relief  
Always read the label

The UK's only pain-relieving gel with two pain-killing ingredients plus anti-inflammatory action. Targeted pain relief. Always read the label.

Good Housekeeping: December 2014, p. 118

This is an advertisement of Deep Relief, a gel used for relieving muscular pain. The phrase ‘The UK’s only pain-relieving gel with two pain-killing ingredients’ violates the maxim of quality as no evidence is provided for the claim made here. Nothing testifies to the claim that ‘Deep Relief’ is the UK’s only pain relieving gel with two pain-killing ingredients.

The phrase ‘THE POWER OF 2 PAIN-KILLING INGREDIENTS’ violates the quality maxim as the advertiser states something for which s/he lacks adequate evidence. There is also violation of the quantity maxim as no details about the two ingredients composing the product are given.

(18)



The Toledo Howler: Issue 1, autumn -winter, 2013, p. 10

This is an advertisement of ‘The Added Touch’, a store for wholesale hotel supplies. In the statement ‘Everything to make your guests feel comfortable and pampered’, the advertiser violates the maxim of quality for not providing adequate evidence. The meaning of the advertisement is that the store can provide clients with everything to make their guests feel comfortable and pampered, but obviously this is impossible. Also, what the advertiser presents such as glassware, dinnerware, flatware, towels, sheets, soaps, shampoos, and safe are not all that make the guests feel comfortable and pampered. In addition to what the advertiser mentions, there are other things that make the guests feel comfortable and pampered such as service, atmosphere, facilities, security, etc. The advertiser is not serious saying this, but s/he does not want the listener to notice that everything is not only these supplies.

Meanwhile, the advertiser violates the quantity maxim since s/he makes his/her contribution more informative than is required, i.e. what is stated linguistically is restated non-linguistically. The advertiser mentions some hotel supplies such as glassware,

dinnerware, flatware, towels, sheets, soaps, shampoos, and safe; then s/he displays them in the picture, which adds nothing new.

Writing the previous statement in cursive may indirectly refer to the lifespan of the company; cursive is an old way of handwriting and the advertiser may want to indicate the long life of the company through using something that belongs to old times, i.e. the company has a long history in wholesale hotel supplies.

#### **4.1.3 The Maxim of Relation**

(19)



Woman: July 14, 2014, p. 18

This is an advertisement of Coca-Cola. The statement ‘ONE MOVE CAN INSPIRE A MILLION KIDS’ exemplifies violation of the relation maxim as there is no relation between the product and the statement; there is no relation between Coca-Cola and taking a move.

Also, the sentence ‘That’s why we sponsor the FIFA World Cup’ violates the relation maxim since there is no relation between sponsoring the World Cup and the product. The advertiser provides some information that has nothing to do with the product; sponsoring the World Cup does not relate in any sense to Coca-Cola.

(20)



Cosmopolitan: Issue 12/13, December 2013, p. 60

This is an advertisement of Garnier, which is a mass-market cosmetics brand of L'Oréal that produces hair-care and skin-care products. The advertiser violates the relation maxim in the clause 'makes life easy' as the advertiser does not make his/her contribution relevant to the product, i.e. there is no relation between cosmetic materials and easy life. In addition, as no account of how the two are related is given whatsoever, the advertisement can serve as an example of violation of the quantity maxim.

#### 4.1.4 The Maxim of Manner

(21)



Sunset: August 2014, p. 1

This is an advertisement of Zillow, a real estate and rental marketplace. The advertiser violates the manner maxim in ‘IT’S WHERE YOU’LL’. This part is repeated four times, which runs opposite to the sub-maxim of manner ‘be brief’.

Meanwhile, the advertiser violates the quantity maxim since there are many repetitions, i.e. more than needed is said here.

(22)



Essentials: May 2014, p. 39

This is an advertisement of Werther’s Original, a brand of caramel flavored sweets. The advertiser violates the maxim of manner as s/he is not brief. The idea of sugar free is repeated three times in ‘no sugar’, ‘without the sugar’, and ‘sugar free’, which is redundant. Also, the advertiser emphasises the idea of taste three times as evident in the following: ‘the comforting taste you love’, ‘enjoy the comforting, creamy caramel taste of Werther’s Original’, and ‘full taste’.

Additionally, the advertiser violates the quantity maxim because there is more informative than is required, i.e. redundant information.

(23)



The Daily Telegraph/Business: Issue 49628, Tuesday, December 16, 2014, p. 4

This is an advertisement of General Electric Company. The statement 'INNOVATION KNOWS NO BORDERS' violates the manner maxim since it is ambiguous. The meaning of 'BORDERS' is ambiguous. The meaning of the phrase 'NO BORDERS' could be in terms of a variety of specialties like finance, healthcare, aviation, etc. Another meaning could be age border, i.e. the young and the old can innovate. Also, the word 'border' could mean the line that separates countries (country boundary) and in this case the meaning would be 'country borders cannot hinder the movement of innovation from one country to another.

## 4.2 Flouting

### 4.2.1 The Maxim of Quantity

(24)



All about Soap: Issue 328, Sunday, August 15, 2014, p. 68

This is an advertisement of Bold 2in1, a liquid detergent and fabric softener. The advertiser flouts the maxim of quantity as s/he provides more information than is required. The sentence 'One dose of Bold 2in1 liquid gives you freshness that lasts longer than two doses of the best selling bio detergent' assures that the quality of bold 2in1 is better than the quality of other types of detergents ,and that with other detergents, you may need more than one dose.

The advertisement shows, as clear in the picture, one container that is equal to two containers. The container on the left stands for Bold 2in1. The two containers on the right stand for other detergents. This part of the picture implies that the quality of Bold 2in1 is better than other types of detergents, i.e. one container of Bold 2in1 is as effective as two containers of other detergents. Also, it might imply that a container of Bold 2in1 is twice the

size of any other detergent. The containers, which contain flowers, are extra information; flowers are the symbol of purity, freshness, and fragrance that can indirectly attract customers' attention. The two poured liquids into the container assert the same idea that Bold 2in1 has the quality of two other types of detergents, or it is twice the size of any other detergent. Also, the word 'compact' indirectly presupposes that this product is compressed to show that it has the quality or quantity of more than one detergent.

The glass-like surface in the picture might stand for the cleansing effect of the product. The background color of the advertisement (blue) probably symbolises the sky, which indirectly refers to cleanliness, i.e. the product is so powerful that it can make your clothes as clean as a blue sky.

It is clear that the advertisement contains many non-linguistic elements to attract customers' attention. These non-linguistic elements contribute a lot to the intended meaning, which is the product is of great quality, even twice better than other detergents.

Also, the advertiser flouts the manner maxim as s/he is brief. There are many repetitions, which is against brevity. The impicture is probably to emphasise certain points in the advertisements.

(25)



Elle Décor: Vol. 24, No. 10, December 2013, p. 47

This is an advertisement of Feder Legno Arredo, an Italian federation that supports companies operating in the wood and furniture sector. The advertisement is about Italian Kitchen. The advertiser flouts the quantity maxim since the contribution is more informative than is required. The advertiser says much about kitchen before raising the good points about Italian kitchen.

First, in the sentences 'BEAUTY DOES NOT HAVE A RECIPE. IT HAS A PLACE' and 'There's a place where beauty comes naturally to life', the advertiser states that beauty is

not something that you could make; it is something natural and it is somewhere that you need to look for, which is extra information. Also, the information in the phrase ‘The beauty of spending time together, of relationships, of life’ says nothing of the product being advertised. The advertiser gives some information in the sentence ‘This place is the kitchen, the room where creativity and convivial pleasures come together and forge genuine experience’ which does not pertain to the product. Finally, it is in the last two statements ‘This is just how kitchens created in Italy are’ and ‘They are places that bring all the beauty of a great country’ and ‘All the joy of Italian Style’, that the advertiser comes to the main point, i.e. Italian kitchen.

Customers can infer the implicature that the advertiser wants to emphasise the quality of Italian kitchens that can bring together all the beauty of a country and all the joy of the Italian style.

At the same time, the advertiser flouts the manner maxim as s/he is not brief and repeats himself/herself.

(26)



The Independent: Issue 8793, Saturday, December 13, 2014, p. 16

This is an advertisement of iPad Air 2, the sixth-generation of iPad tablet computer. In the statement ‘Christmas is in the Air’, the advertiser blatantly flouts the quantity maxim since it is not made clear by any linguistic means that the phrase ‘in the air’ means ‘in iPad Air 2’, rather than ‘is happening or about to happen, as is Love/Change/Spring *is in the air*’(see Walter, 2008, ‘in the air’). In other words, the contribution is not as informative as required. Also, the advertiser does not provide enough information about iPad Air 2 such as its features, quality of manufacturing, warranty, etc. It is the non-linguistic part of the advertisement that helps to infer that the advertiser is not talking about Christmas gifts being sent by air in the sense of transportation, but about Christmas in iPad Air 2. The manner

maxim is also flouted here as the meaning of ‘Air’ is ambiguous. However, the only orthographic (visual) technique that disambiguates the reference of ‘Air’ is capitalization, which is used improperly.

#### 4.2.2 The Maxim of Quality

(27)



Automobile: Vol. 29, September 2014, p. 23

This is an advertisement of Royal Purple Synthetic Oil. The statement ‘ROYAL PURPLE 1 YEAR 1 OIL CHANGE’ flouts the quality maxim since there is no evidence that one oil change would be enough for one year. The implicature could be its being economic.

Also, the part which says ‘Royal Purple synthetic motor oils let your vehicle outperform’ flouts the quality maxim since the outperforming of any vehicle is dependent on the engine, petrol, model, etc. rather than the oil. The statement ‘HPS keeps high performance engines clean and powerful’ flouts the quality maxim since there is no evidence that High Pressure Separator (HPS) keeps high performance engines clean and powerful.

The absence of evidence is compensated for by the non-linguistic element, the picture, from which implicatures can be inferred. The concept of ‘cleanness’ is conceptualised in terms of a shining surface. The concept of ‘power’ can be linked to the reflection of a normal driver and a sedan car on the shining surface. The sedan car has a different reflection on the surface, namely that of a racing car. Likewise, the reflection of the normal driver is an adventurer. This implies the change that the oil would make to both the vehicle and its driver. The fact that the driver and the car are on a shining surface implies that this oil keeps the engine as clean as a smooth surface. A shining surface usually symbolises cleanness. A lot of capitalization with larger fonts is done blatantly to emphasise the idea and attract customers’ attention.

Meanwhile, there is violation of the manner maxim in the statement ‘ROYAL PURPLE 1 YEAR 1 OIL CHANGE’ as it is repeated in ‘Every formulation of Royal Purple synthetic oil lets your vehicle GO ONE FULL YEAR BETWEEN OIL CHANGES’. Also, the word ‘outperform’ is repeated three times which runs opposite to brevity. Avoiding briefness is done on purpose to emphasise the idea.

(28)



Four Wheeler: Vol. 50, No. 12, December 2013, p. 43

This is an advertisement of Maxxis Tire. The statement ‘WE GO WHERE OTHERS FEAR’ flouts the quality maxim since the advertiser does not provide adequate evidence to show that with Maxxis Tire you can go to places where others fear. The non-linguistic elements, ‘the tires of the car’ and ‘the mountainous and rocky area’, help the customers infer the implicature that Maxxis Tire can help one get to dangerous places, and that it can stand different environments, i.e. it is of special quality. There is also the implicature of places which others fear to go as being the most enjoyable ones.

(29)



Asian Talk: November 2014, p. 13

This is an advertisement of Coventry Bathrooms and Kitchens Company. The phrase 'UNBEATABLE SALE NOW ON' flouts the maxim of quality as the advertiser states something for which s/he lacks adequate evidence. The advertiser does not provide enough evidence that the prices of the company cannot be beaten. The implicature is that the price has reached a level that is impossible to be surpassed.

Also, the phrase 'UP TO 50% OFF Bathroom Furniture' flouts the manner maxim as the phrase is ambiguous. The advertiser seems to be unwilling to specify the exact amount of the discount, using the modifier 'up to', which turns the given number into a numerical range. Thus, the advertisement is obscure in meaning since both 1% and 50% fall within the range of 'up to 50%'. The implicature is that the company offers discounts as high as 50%, but not for all items.

#### 4.2.3 The Maxim of Relation

(30)



Better Homes and Gardens: Vol. 93, No.3, March 2015, p.78

This is an advertisement of Milano Dark Chocolate, a product of Pepperidge Farm Company. In ‘What exactly is the difference between want and need?’, the advertiser flouts the relation maxim as s/he raises a question which is out of context and has no relation to the product. Need is something you have to meet; anything you require for survival like food. Want is something you would like to have; it is not absolutely necessary, but it would be a good thing to have, e.g. a car (cf. Walter, 2008, ‘need n’ and ‘want n’). However, the implicature that can be inferred, given this question and the picture of the product, is that the difference between Milano Dark Chocolate and other products is like the difference between need and want, respectively. In other words, there are two implicit metaphors wherein getting Milano Dark Chocolate is said to be a need while getting any other type of chocolate is said to be a want.

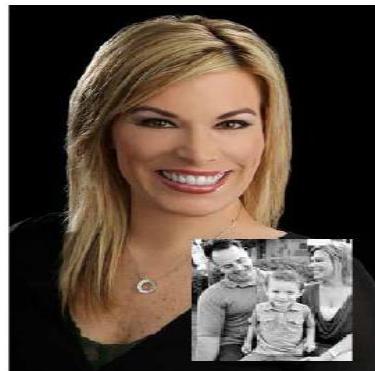
(31)



Lucky: Vol. 14, No. 2, March 2014, p. 156

This is an advertisement of GEICO, a government employee insurance company. The phrase ‘Cotton to cashmere’ flouts the relation maxim as there is no relation between cotton and cashmere on the one hand and insurance on the other. The implicature is that when you switch your insurance to GEICO, it is just like changing from cotton to cashmere. The advertiser uses an implicit metaphor wherein other insurance companies are compared to cotton while GEICO to cashmere. This is based on a presupposition that cashmere is better than cotton.

(32)



**Tish Lowe, Realtor**

**LOWEcation,  
LOWEcation,  
LOWEcation...**

Let the “Rescuing Realtors” help you find the home of your dreams...and help us to make San Antonio a no-kill city, one house at a time!

We donate a portion of our commission to:

**RealLiving®  
Best Homes  
Realty**

**PETS  
ALIVE!**

(210) 421-8979 | [rowelowe@aol.com](mailto:rowelowe@aol.com) | [lowesellingteam@gmail.com](mailto:lowesellingteam@gmail.com) | [www.lowesellingteam.com](http://www.lowesellingteam.com)

Texas Dogs and Cats: October 2013, p. 16

This is an advertisement of Lowe Selling Team, a team of estate agents. The statement ‘We donate a portion of our commission to San Antonio pets alive’ flouts the relation maxim as there is no relation between the work of an estate agent and donating an amount of money to pets. The implicature in this statement hinges upon the presupposition that the American society cares a lot for pets, so if any company denoted part of its profits to pets and took care of them, then that would be much appreciated, and would encourage clients to deal with that company.

The word ‘LOWEcation’ violates the maxim of manner since it causes obscurity. Reading the advertisement, one may think the word is wrong, but actually the advertiser does this deliberately to make an impression on customers. It may refer to location, but in a witty way; Lowe, the person, is associated with location via a common morphological process called ‘blending’, as in the word ‘brunch’ a combination of breakfast and lunch (see, e.g., Carstairs-McCarthy, 2002, p. 66; Lieber, 2009, p. 52). Also, the word is repeated three times, which violates the manner maxim.

#### 4.2.4 The Maxim of Manner

(33)

## The Power Of Breakfast

**Start your day with a nutritious breakfast to kick-start your metabolism!**

**Did you know that...**

- ✿ People who eat breakfast tend to make healthier food choices throughout the day
- ✿ Enjoying a good morning meal can help you manage your weight as you get older
- ✿ A good breakfast may help support healthy cholesterol levels

**We've been told that breakfast is the most important meal of the day. But did you know that cereal ranks as one of the best choices for breakfast? Choosing Kellogg's cereal for breakfast is an easy way to give your body the nutrients you want.**

**Besides being a simple and quick choice, Kellogg's® cereals are also:**

- ✿ Typically a nutrient dense, cholesterol-free food
- ✿ Typically filled with fiber and good grains
- ✿ Usually have less than 200 calories per serving and help increase your intake of riboflavin, calcium, and vitamins A, B and D6
- ✿ Great tasting varieties

**Invest In Your Health with**

**Kellogg's**

[kelloggs.com/healthyinvestments](http://kelloggs.com/healthyinvestments)

Prevention: Vol. 66, No. 4, April 2014, p. 115

This is an advertisement of Kellogg's, a company which produces cereal and convenience food. The advertiser flouts the manner maxim as s/he not brief. Before talking about the product, the advertiser sheds light on something else as an introduction to the product. First, s/he talks about nutritious breakfast and how it contributes to a better digestion process, as in 'Start your day with a nutritious breakfast to kick-start your metabolism!'. Second, the advertiser gives some medical information like 'People who eat breakfast tend to make healthier food choices throughout the day', 'Enjoying a good morning meal can help you manage your weight as you get older', and 'A good breakfast may help support healthy cholesterol levels', which is peripheral to the things being advertised.

Then, the advertiser further lengthens the advertisement by providing some other information about breakfast in the following sentences ‘We’ve been told that breakfast is the most important meal of the day. But did you know that cereal ranks as one of the best choices for breakfast?’. It is only in last part of the advertisement that the advertiser comes to the product in the statement ‘Choosing Kellogg’s cereal for breakfast is an easy way to give your body the nutrients you want’. Thus, the advertiser flouts the manner maxim to emphasise that the company offers healthy and nutritious food as it contributes to a better metabolism, helps you manage your weight as you get older, controls your cholesterol levels, and is regarded as one of the best choices for breakfast.

Meanwhile, the advertiser flouts the quantity maxim since there is much redundancy, which makes the advertisement more informative than is required.

(34)

**Bring back the  
good times.**

Don't let sensitive teeth hamper your enjoyment of food and drink.

It makes sense to use a desensitising toothpaste to help prevent the pain. What doesn't make sense is to stop using the toothpaste when the pain has gone.

Because chances are it may come back.

Brush twice a day every day with a **Sensodyne** desensitising toothpaste to relieve the pain and help prevent it coming back.

**SENSODYNE**  
**SENSODYNE COMPLETE PROTECTION**  
**SENSODYNE RAPID RELIEF**

Reader's Digest: September 2014, p. 47

This is an advertisement of Sensodyne toothpaste. The advertiser flouts the manner maxim in the sentence ‘Bring back the good times’ as s/he is not lucid; in what sense could the toothpaste brings back the good times? The implicature is that Sensodyne toothpaste brings back your teeth into their former good condition when you had no problem with your teeth. The picture tells us that it is Sensodyne that desensitises your teeth to things that are cold and makes you enjoy things that you used to enjoy.

Also, the sentence ‘enjoy me like you used to’ flouts the relation maxim as there is no relation between toothpaste and enjoying an ice lolly. The implicature is that Sensodyne

toothpaste brings back your teeth to the earlier times when they were not sensitive to cold refreshments, and thus you could enjoy things like ice lolly as you used to in the past.

(35)



Times & Free Press: Wednesday, July 24<sup>th</sup>, 2013, p. 7

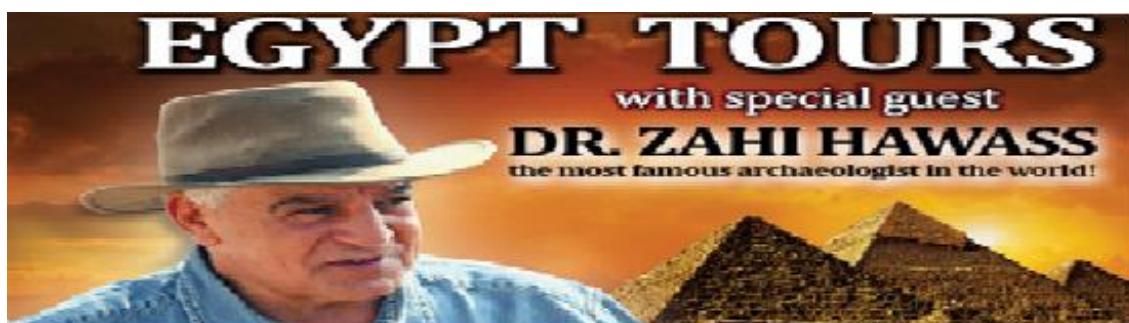
This is an advertisement of Standard Credit Corporation. There is an example of flouting the maxim of manner in ‘Quick Approval On Loans Up To \$1400’ because it is not lucid. The advertiser specifies the amount of the loan in ‘\$1400’, but with the modifier ‘up to’, the amount falls within a numerical range. Thus, the advertisement is obscure in meaning. Both ‘\$1’ and ‘\$1400’ fall within the range of ‘up to \$1400’, but the two numbers are greatly different.

A strong relation can be established between the car and the statement ‘VACATION TIME IS HERE!’ The car is packed with luggage and the more luggage, the more enjoyable a picnic is, and the more enjoyable a vacation is. Luggage needs money and you can get the money from Standard Credit Corporation. Thus, the implicature is that Standard Credit Corporation helps you afford all the needs that make your picnic a wonderful one, and hence your vacation a more enjoyable one.

Also, the model ‘2013’ could imply that this corporation can make your vacation happier and more comfortable by helping you buy a brand new car.

The advertiser first uses ‘Quick’ and then ‘Fast’ which can be regarded as a flouting of the sub-maxim of manner ‘be brief’. The advertiser does this purposely to assure the clients that process of lending money is quick. ‘Quick approval’ presupposes that other places may not quickly approve on your request. The word ‘Confidential’ offers a presupposition that not all places keep your secrets. Finally, ‘Etc.’ implies that there are other services that this Corporation can offer to its clients.

(36)



**EGYPT TOURS**  
with special guest  
**DR. ZAHI HAWASS**  
the most famous archaeologist in the world!

**TOUR DATES:**

2015: October 4-17, 2015 November 1-14, 2015	2016: February 1-14, 2016 March 13-26, 2016
----------------------------------------------------	---------------------------------------------------

We are presenting to you the most exciting tours to Egypt that have ever been offered. Imagine yourself traveling to the Land of the Pharaohs and spending time with Dr. Zahi Hawass, the most famous archaeologist in the world and the former Minister of Antiquities in Egypt!

Our 14-day itinerary includes not only sightseeing at all the major sites in Egypt, from Giza Pyramids down to Luxor and Aswan, but also, thanks to very special arrangements with the Egyptian government, visits to many of the most fabulous sites that are normally closed or limited to the public: private entrance to the Great Pyramid of Khufu and visit to the unique chambers closed to other tourists. See the Luxor temple after hours and enter between the two paws of the Great Sphinx. Get the special access to the Tombs of the Pyramid Builders at Giza which is one of the greatest discoveries ever made by Dr. Zahi Hawass over the course of his career. Take this opportunity of a lifetime and join Dr. Hawass for the greatest adventure of your life!

**Dr. Zahi Hawass:** *I am inviting you to join me with Archaeological Paths company to tour Egypt and to see the wonders of the pharaohs. I will meet you at the sites to tell you about the discoveries that I made for the last 20 years. You'll see the magic of the pyramids and the smile of the Sphinx. These are the visits that you will never forget in your life. No one can do something like this. Except for you - when you come to Egypt and join me.*



Group photo - November 2014 Egypt tour with Dr Zahi Hawass.

For more information visit:  
[www.archaeologicalpaths.com](http://www.archaeologicalpaths.com)



contact@archaeologicalpaths.com  
US phone: (917) 719 1974

Discover: Vol. 36, No. 4, May 2015, p. 3

This is an advertisement of Archaeological Paths Company, which organises tours and expeditions with experts in the field of Archaeology. There is an example of clash here since the advertiser violates the quality maxim and observes the quantity maxim. The advertiser violates the quality maxim as s/he provides no adequate evidence of what s/he says in respect of ‘the most famous archaeologist in the world!’, ‘the most exciting tours to Egypt that have ever been offered’, and ‘the greatest adventure of your life!’. Moreover, the advertiser observes the quantity maxim by providing enough information regarding the dates of the tours, as in ‘October 4-17, 2015’, ‘November 1-14, 2015’, etc., as well as the places of the tours such as ‘Giza Pyramids’, ‘Luxor’, etc., let alone the websites, email addresses, and phone numbers, in case the customers need more information.

## 5. CLASH OF MAXIMS

(37)



Daily Express: Tuesday, December 16, 2014, p. 30

This is an advertisement of OK Magazine. There is an example of ‘clash’, a phenomenon wherein a speaker cannot be fully cooperative as s/he has to observe one maxim and break another (see Grice, 1975, p. 49), here as the advertiser violates the manner maxim and observes the quantity maxim as clear in the following:

The phrase ‘4 MAGS FOR ONLY £2.59’ violates the manner maxim as the phrase is repeated twice, which is against the sub-maxim of manner ‘be brief’. Also, the four words ‘OK!’, ‘new!’, ‘star’, and ‘very’ are repeated three times, which is a clear violation of the sub-maxim of manner ‘be brief’.

As far as the quantity maxim is concerned, the advertiser observes the quantity maxim in the phrase ‘GET 4 MAGS FOR ONLY £2.59’ by using the specific numbers ‘4 MAGS’, ‘ONLY £2.59’, i.e. the advertiser makes the contribution as informative as is required without providing any extra information.

(38)

**DAILY STAR**

reader offer 47080

**Leather Shoes**

**Buy one pair get another free**

All styles feature leather uppers and the soles are hand-stitched as well as glued - a unique feature not found in other shoes at this great price.

- Available in the following UK sizes: 5, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 11, 12 & 13
- 30 days returns period.

**only £39.99  
buy one pair  
get one free**

**Genuine Leather**

**Traditional Brogue**  
A superb stitched and punched dress shoe.  
BLACK (EOK) BROWN (EOR)

**Penny Loafer**  
A traditional casual shoe with a classic toe.  
BLACK (UHK) SUEDE (JPS) BROWN (LPR)

**Chelsea Boots**  
Perfect for the winter months, featuring side stretch panels and pull-on tab.  
BLACK (OOC) BROWN (OCR)

**THERE ARE 3 WAYS YOU CAN ORDER**

0871 911 7022 \*

[shop.dailystar.co.uk/bogofshoes](http://shop.dailystar.co.uk/bogofshoes)

Daily Star Offer 47080, PO Box 87, Brecon, LD3 3BE

Daily Star: Wednesday, January 14, 2015, p. 22

This is an advertisement of Genuine Leather Shoes. It is an offer to Daily Star newspaper readers. The sentence ‘buy one pair get one free’ violates the manner maxim as it is repeated twice. However, the advertiser observes the quantity maxim as the contribution is as informative as required. The advertiser gives the price ‘£39.99’, the features, the ways to order, and the sizes available. So we have an example of clash here.

## 6. CONCLUSIONS

Among the prominent conclusions that can be drawn from the present study are:

1. In order to grab customers’ attention, stimulate their curiosity, and persuade them to buy or accept certain products or services, advertisers can’t help violating or flouting the conversation maxims. The objective is to promote the expressive effect of the advertisement, spark thinking, and also encourage customers to purchase the product.
2. Non-linguistic elements and implicature are indispensable in advertisement as they greatly contribute to easier and better understanding of the message(s) behind an advertisement. So often it is only through the non-linguistic elements that the referents of key linguistic elements are disambiguated. Furthermore, they play a significant role in determining the overall texture of an advertisement and its effectiveness.

3. In advertisements, the counter-cooperative principle plays a great role in the meaning construction and meaning comprehension phenomena in the advertisement language. This may require that advertisers sometimes violate more than one of maxims.
4. Sometimes there is flouting of more than one maxim in one advertisement.
5. Sometimes there are violation and flouting of conversation maxims in one advertisement.
6. Ambiguity and repetition are frequent in advertisements since ambiguous sentences can catch customers' attention and invite them to think; while repetition can emphasise key points about products. It is usually the non-linguistic elements in advertisements that disambiguate the sense and reference of the linguistic elements.
7. The quantity maxim and the sub-maxim of manner 'be brief' are interrelated to a great extent, i.e. when there is violation or flouting of quantity maxim, there is violation or flouting of sub-maxim of manner 'be brief' and vice versa.
8. As far as the relation maxim is concerned, advertisers usually prefer to flout rather than violate the relation maxim since violation of relation maxim is not in advertisers' favor; the more the advertiser violates the relation maxim, the least the impact would be on customers, but this is not true for flouting since there is always an implicature in flouting. That is why only two examples of violation of relation maxim, out of all the advertisements analysed, were found here.
9. Advertisers do not opt out, infringe, and suspend the conversation maxims since they do not want to show unwillingness to cooperate or imperfect linguistic knowledge.

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