

The Study of Grice Principle in Pakistani Advertisements

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ABSTRACT

Language is a persuasive element, with the choice of words advertisers work with mutual understanding with their audiences. This paper aims to examine how Grice's cooperative principle functions in the tag lines of Pakistani advertisements. Language of advertisements can create conversational implicatures and can persuade stronger effect by violating and observing CP. The analysis will cover four conversational maxims on the tag lines of Pakistani advertisements. This penetration will attract audiences. With this, it is possible to look for the hidden meanings, which creates fascination among the audiences. Violation of maxim among different advertisements will also be analyze. A qualitative analysis will be carried out on how maxim of quality, quantity, relevance and manner can be seen in advertisements. Even though these maxims are not observed in ordinary conversation, still audiences are able to figure out hidden meanings. Writers try to make it relevant somehow through elements which are not quite relatable but manipulate and convince audience to think about it.

INTRODUCTION

This research is a pragmatic analysis of written adverts of different products consumed or used in Pakistan. Textual samples of ten products used in Pakistan with attractive tag lines will be analyzed using the Grice's Cooperative Principle. British philosopher Herbert Paul Grice not being a linguist still he studied language and made language as his subject matter. His study was not based upon mere assumptions but he proves it by applying scientific methodology. His famous work is known as Cooperative Principle, which have conversational maxims which were first came under discussion in the paper Logic and Conversation delivered in Harvard University in 1967. The final refined version of this topic was published in famous book *Studies in the Way of Words* in 1989. Grice studied great number of conversations which led him to the results that without cooperation and understanding it is impossible to initiate and conclude an acceptable conversation taking place between two individuals. He asserted that when individuals want to judge each other they have to involve in a conversation. Grice, in the second section of the book *Studied in the Way of Words*, discussed that cooperative principle applied on a conversation is limited to certain points which are, the members must have some purpose in order to continue a conversation, the impact of conversation depends upon individuals involve in a conversation

and due to some understanding the participants are exchanging talks and it will continue until the members wanted it to stop.

According to Grice, conversation is not merely exchange of irrelative words but it's a kind of mutual efforts of members involves a kind of conversation. This is not because that they have same language or same point of view in discussion but also they have same purpose, which makes a competent and rational conversation. Grice claims that conversation is an infinite set of linguistic and encyclopedic constituents and its degree of consistency depends on communication contexts (Grice, 1989: 53). Grice not only introduced cooperative maxims but the situations to continue an effective and reasonable conversation. If we are not able to explain the cooperative principle as explained by Grice himself, we are aware of them. Many researchers crack this principle by applying it on talk exchange, as we already know that according to Grice's principle effective conversation can be established. Hence, by just applying this principle on any conversation or text will give us clear description of the conversation.

This study will observe how different maxims are directed towards the communicative intentions, in advertisements. Language is the most influential tool in order to convince anyone. There is relation between the advertiser and the audience which

depends upon the choice of words which effects the audiences. The Grice's Principle is employed on ten tag lines of famous advertisements of Pakistan. How different tag lines has an effect on the audiences by different advertisers, what rule they follow to attract the audience. The dimensions of language shall be discussed in different advertisements by using the Grice's cooperative principle.

According to this study the advertisers are not unaware of the nature of conversation, they know that to which extent the words will have an effect, unite or detached people, destroy or ties. This research will point that language of advertisements should be used properly by adverts.

The objectives of this research are

- To examine the use of words in tag lines of selected advertisements.
- It will examine the samples of advertisements by applying cooperative principle of pragmatics.
- It will also study how various advertisements reflect and effect the socio-cultural practice of various consumers and advertisers.

The study will look into various impacts of advertisements on the consumer by applying different maxims and how just words used in certain specific way can change the meaning of the product, worth of the product.

LITERATURE REVIEW

Grice's cooperative principle on Advertising policies

According to Grice's concept the manner of conversation is based on the set of underlying statements and hypothesis. This is based on the logical perception which makes a proper setup with the usage of constructive and powerful language for cooperative end in advertisements to make it effective. Grice describes four basic aphorism of conversation as guideline for effective usage of cooperative language. These cooperative maxims are described as maxims of quality, quantity, relevance and manner and Widdowson verifies it that there are four tenets of this principle.

"These are the four tenets of the cooperative principle. The quantity maxim relates to amount of information provided, the quality maxim to its truth, the relation maxim to its relevance, and the manner maxim to how it is expressed."

These maxims describe participant's required effort for efficient advertisements like how they should converse and cooperate. The proper application of Grice's cooperative principle paves the way for producers to use language in an effective way to convey the message for selling. As Paul Grice is

associated with the concept of implicature, he argued that it depends on the speaker's interpretation how he use nonverbal implicature to convey meaning out of the context of what is being said.

Grice maxim is based on the idea to clarify the concept of good usage of language for communication and it describes how we can make an effort to make it effective and perceivable. Lot of work has been done on Grice's outline, like Kasher and Keenan argued. Keenan assured that Madagascar people never pay heed to give information so this thing violate Grice's quantity maxim which describes that speaker should give more or less information when it is compulsory. Kasher advocated the concept that Grice's maxim in counter criticism of Kennan and other examples could be explained in relevance terminology, if the concern was of the 'least cost' component with most effective other elements.

Different questions were raised whether these maxims are culture specific or universally applicable and also about the fuzziness of relevance concept. Grice maxims give a simple concept and it is criticized by many critics as they consider that reality is quite complex. To tell things clearly with whole truth is not appropriate and it leave bad impression so some culture prefer to choose indirect manner to convey their message so it clarify the rejection of Grice's maxim.

Implicatures in language of advertisements

While studying advertisements, many researches mingled the concept of entailment with implicature. Entailment is defined as relationship between pair sentences in which the truth of the second sentence depends upon the truth of the first one, e.g.

A) He got Samsung galaxy.

B) He got a cell phone.

It is visible that the truth of sentence B depends on the truth of A i.e. A entails B. However the concept of implicature is different from entailment but still these two impressions are related to each other, in a way to make something complicated while using language in as specific manner.

Advertisements has become one of the basic source of life as people are going to buy something only if they already have heard about it or read about it. Whenever we switch on TV, open newspaper or magazine, or look at billboards on the subways or at any building we are exposed to advertisements. In order to persuade the customers the advertisers employ certain type of strategies through their ads that people has to buy their products. It depends on how they are going to sell and for this purpose they

are to apply the Principle of Conversation which contains Grice Co-operative Principle (CP). Grice explain this idea, hidden messages are always involve in natural conversation and the continuation of such talk depends upon how the people are cooperating and how much they willing to search for the hidden ideas. There are four types of maxim under this principle which works separately in order to search for the underneath meaning. When advertiser is using the direct maxims to express any idea, audience may think that there must be assume meaning behind the literal side of the utterance.

Continuity of communication depends upon the CP maxim level among the addresser and the addressee. Intention of the advertisers is just to attract consumers towards their products. The following are some of the examples to how maxims are used in advertisements.

- According to Grice, if some of the information is left behind by the advertiser in advertisements it is done on purpose. To make the ads short, memorable easily with attractive slogans and taglines, in which maxim of Quantity occurs. Following is the famous Q mobile ad of Noir series.

- *I Noir. Do you? – Q mobile*

With this ad of Q mobile people will ask what Noir is. Is it a kind of information or mobile? The basic information about the ad is missing. But if audiences know about Q mobile they will get the implicature, that Q mobile is introducing their new series of cell phones. To get people attraction all the Noir ads have celebrities with catchy tag line which people keeps on repeating in the style of specific star. The motive of casting big stars is to guarantee star style phones. And celebrities convincing audience to purchase the phone by saying that if they are using it why not you? It gives a point that less information gathers more attention.

According to Grice studies, there are various devices applied in advertisements which make the ads rhetoric in which maxim of Quality effects the feel of ad by analyzing the puns, metaphors, hyperbole and irony. These kind of effects are visible in print ads.

- *Your Spirit Our Strength- Standard Chartered Bank.*

In this advertisement, the use of words like “spirit” and “strength” gives to meanings. First meaning is literal meaning which is visible and easily understandable i.e. if you keep up the spirit you will get strong; the second meaning of spirit is “savings” which people are going to put in bank and bank is going to prosper with that money and it will become its “strength”. The implicature which the advertisers

want to convey is that if costumers put their money in Chartered bank they will the guard the spirit (savings) with their strength.

While making an advertisement maxims of Manner, especially “be brief” and “Avoid uncertainty” which catches the attention of the audience. Following is the ad which follow the maxim of manner.

- *Jo face fresh wohi beautiful (only fresh face is beautiful)-Face fresh*

In this ad, to avoid any kind of uncertainty the level of beauty is compared by its own name. The implicature of the ad is that while applying the beauty cream one will feel fresh that means you can become beautiful.

The key feature of maxims of relevance is the basic information in the ad that is relevant. In this fast moving life to catch the eye of the audiences is difficult. In order not to make them bore, advertisers keep in mind the need and interest of their consumers while making advertisements. For example:

- *Bone Strong toh main strong (Bone Strong, I am stronger) -Nestle Nesvita*

Advertisement of Nestle Nesvita, a milk brand especially for women in order to make their bones strong. Advertisers make this ad in reference to women need and implicature is produced which means that women need strength in order to live a prosperous life a head and they are leading their houses and family and they have to bear the burden socially and economically. So they relate the idea of physical strength of women with mental strength of women. Because of good quality ads, people will appreciate the idea and will ready to consume the product.

Conversational implicature:

- According to the conversational implicature, there is always more to what is said in an advertisement. For example the tag line of Zong is “say it all” but it really does not mean that it is actually saying to tell everything but it means to feel easy to use this epecific network.
- Most of the time audiences knew that some distortion has been done within the maxims in order to interpret.
- While making mingled ads, advertisers knew that audience will manage to take out the hidden meaning behind the literal meaning of specific ad. For example:

“Kuch meetha hojaye (some sweets?)- Cadbury dairy milk”

By just listening to the tag line audience come to know that ad is about that specific sweet.

- It all depends on the audience, while advertisers used the conversational implicatures that they will implied the hidden meaning.
- At some point advertiser and audiences are careful while providing the information and use such words which suits the situation. For example: *Har chez Meezan main Achi pakti hai (it feel good to cook in Meezan)-Meezan cooking oil.*
- Audiences are aware of the fact that advertisers will leave certain facts purposefully or accidentally not violating the maxims but trying to keep the suspense.
- The advertisers tries not to give all the information related to the brand. For example. In mobile network ads, hidden charges are never written in bold letters whether on bill boards or magazines or on T.V.

The remarkable point of this study is that advertisers while making ads know that audiences will be able to point out the hidden information but since being selective at both corner makes it equal.

The communicative form of the advertising language

The discourse of advertising basically contains the principles of rhetoric to manipulate the audience with usage of persuading language. Awonusi (1996) studied advertising language in political scenario that describes different aspects of language use in conveying the desired message through their language control. Basically language is the only key feature of communication through which we express our ideas and convey our message to one another. With effective usage of language we can persuade our audience to receive the desired message and act upon accordingly. Oyewo (2000) stated that this process is required to control the communication with the effective usage of language to convey message, entertain and to manipulate audience. These all feature are described to hunt out the language usage in billboard advertisement which is also based on the intention to persuade people with the specific conveyed message.

The system of each society is based on the network of communication so through language they express about their interest which becomes the essence of communication. So for more effective communication it is necessary to acquire more than one language so that people of different region can interact. This more than one language strategy is useful for international cooperation as in advertising language it plays a great role. Pakistan is a

multilingual nation so here every demographic region has their own language but the second language is English so by using different strategies for different sector, producers can make the advertising language more effective to reach the target audience.

Powerful words basically leave an impression on audience. So the choice of language with the other elements of visual effects, content and design makes their target audience to attract and remember. Bovee and Arens (1989) consider that "advertisement is a communication process, a marketing process, an economic and social process or an information process, a public relation and persuasion process depending on the point of view".

By getting all ideas about advertisement, it is evident that its process contains the specific characteristics and elements which are required for every effective and persuading advertisement. Each advertisement is the creation of recognized author who has no personal communication intention. It has to be well planned which is specified for target audience for some purpose to be achieved.

The purpose of the advertisement basically deals to influence people or to get their attention towards some new product arrival in market, to make people know about the change in price or for some special limited offer, to invite people to enquire, test and compare that product with other competitive brands. So it all depends upon the techniques used by advertising crew to make the advertisements lively to cheer up audience which makes the good utilization of goods.

Ethnography of communication also plays a great role in advertising language, as Finch (2000:222) describes it as a study which links the language and different and culture and social values which analyze communication through different practices. He explains that every society has its own rules and concept about the usage of language for interaction. We can say that if one convention is right in one society, it can be wrong in other. So it is concerned with the appropriate and referential meaning according to the specific community conduct which is sufficient to interpret the advertisements according to the semantic. Semiotics studies the meaning according to both perspectives, linguistic and non-linguistics. It studies signs, symbols, and images which is effective for non-verbal communication, so it give the idea to understand the silent message. These sorts of advertisements are presented with the help of graphics, audio effects and other cinematic tools. For example in print advertisements, an image with a proper background, graphics and slogan helps the reader to get the meaning through their

interpretation. So this raises many questions for advertisers for choice of language and strategy that what kind of language should be use and specifically what message should be encoded in the hidden words so this study will explore the answers of these questions.

DATA ANALYSIS

Conversation rules of Grice's Cooperative Principle states that conversational input by the speaker when it is required, at the point of purpose or at the stage of conversation in which someone is engaged. (Grice 1975:45). The Cooperative Principle has four sub-maxims known as the Maxims of Conversation and these rules are follow by people in any type of conversation.

- 1) The Maxims of Quantity tell how much information is presented by the advertiser to audiences. It requires the speaker to give as much information as much is required.
- 2) The Maxims of Quality works by the request made by advertiser, about the ad should be true by not making any false statement.
- 3) The Maxim of Relevance works how the advertiser makes contribution in the ad which is relevant to the conversation. This maxim is the briefest maxim of all and cause confusion as well. The relation between one proposition and other depends how the Maxim of Relevance works and how they connect to one another.
- 4) The Maxim of Manner includes sub-maxims "1) it should avoid doubts. 2) Avoid unnecessary information. 3) Be in orderly form. 4) Avoid irrelevant expressions. (Grice 1975:46)

1) Service shoes (Shoes for everyone)

According to **Maxim of Quantity**, the advertiser is sure that the specific brand is offering shoes to everybody. According to the maxim, the information is enough for the audience of any class to come and buy new shoes. It totally justifies the maxim of Quantity.

According to the **Maxim of Quality**, advertiser is giving the true and appropriate information and guiding audiences towards the brand by telling factual information about the product.

According to the **Maxim of Relevance** the tag line is relevant to the product. Name of the brand and its tag line is relevant to each other and tag line is enhancing the quality and reliability of the product as well.

According to the **Maxim of Manner**, the tag line has no irrelevant material which confuses the audiences. The tag line is giving clear information about the product and audiences has no confusion what the product is. Just the tag line can give the clear idea

what the product is without mentioning the name of the brand.

2) Habib Cooking oil (q k ye dilkamamlahai) (because it's all about heart)

According to the **Maxim of Quantity**, tag line does not provide proper information to the audience. The tag line is violating the maxim of Quantity as the information, the advertiser is providing to the audience is not enough.

According to the **Maxim of Quality**, the statement is half true and half false. As it is the ad of cooking oil it will affect the health of its audience due to which its advertisers mention about quality of the product in the statement but the tag line does not contain name of the product or any relevant information which shows that the statement is correct or not.

According to the **Maxim of Relevance**, the tag line is irrelevant with reference to the product. Product is a cooking oil and tag line has no connection with reference to it. Although tag line shows how using this cooking in this specific oil will affect your heart but according to Grice's maxim it has no relevance with the product. Its violation of the maxim.

According to **Maxim of Manner**, the statement is irrelevant to the product. It creates confusion for the audience for actually judge what the product is just listening the tag line. Although having the qualities to protect heart, the information in the tag line is unnecessary for the audience. It's the violation of the maxim of the manner.

3) Golden pearl (khoobsurti ek sachha khwaab) (Beauty is a true dream)

According to the **Maxim of Quantity**, complete information is not provided by the advertisers. It is not possible to guess the ad by just listening to the tag line. As every beauty product talks about enhancing beauty, how it is possible to recognize specific product.

According to the **Maxim of Quality**, the statement is false. Beauty is not a true dream for each person, it differ with person to person. So it's the violation of quality maxim.

According to the **Maxim of Relevance**, the statement do relate to the product. For some people beauty does matter and it's a dream come true to have such product which is helping to enhance beauty. So the statement is catchy for the audiences.

According to the **Maxim of manner**, the statement is relevant to the product. Although the tag line does

not specify about the product but still audiences can connect to it with reference of it being a beauty product.

4) Haier (inspired living)

According to the Maxim of Quantity, statement violates the maxim under discussion. Tag line is not providing complete information what the product is and it works as being an electronic product.

According to the Maxim of Quality, tag line confuses the audience as it is not clear what the product is. Inadequate information and lies are the signs of violation of this specific maxim.

According to the Maxim of Relevance

5) Surf Excel (dagh toh achy hotay hain) (stains are good)

According to the **Maxim of Quantity**, tag line has violated quantity maxim by not providing enough information about the product. Statement is not describing what the specific surf do but as a statement it is giving unnecessary information about the product.

According to the **Maxim of Quality**, the statement is false. How stains can be good while you are promoting washing powder. Statement is a complete violation of the Maxim of quality as they providing false information.

According to the **Maxim of Relevance**, the statement is irrelevant for the washing powder ad. Stains cannot be good. It's a complete violation of maxim of relevance.

According to the **Maxim of Manner**, the tag line is creating doubts among the audiences whether product is talking against the stains or the promoting washing powder. Inadequate information is creating confusion among the audiences.

6) Network ad: Ufone (Tum hi toh ho) you are the one.

Quality: Inadequate evidences lie and guesses are considered as the violation of quality so in this advertisement lack of evidences and lie is visible as other networks have also great demand and good coverage.

Quantity: Maxim of quantity is also violated in this ad because there is lack of information in this written statement. It is not clear what they are talking about and also fails to focus the subject of advertisement.

Relevance: this maxim does not go with the subject as it should be relevant to the topic.

Manner: meaning should be clear to meet this maxim. In this ad meaning is not clear and one needs

to make his own meaning. It is brief according to the maxim but still meaning factor is ambiguous.

7) Nestle Nesvita: Bones strong toh me strong (when bones are strong, I am strong)

Quality : the written statement meet the term of this maxim. As the advertisement is of milk for women so it is based on truth and written statement promotes truth.

Quantity: This maxim is based on to be informative which the written statement fulfills. They have provided the information which is required so this advertisement abide by the terms of this maxim.

Relevance: This written statement is relevant to the topic as the advertisement is completely related to the subject.

Manner: It also complies with this maxim as the meaning is clear and there is no ambiguity in this title.

8) Service shoes: Shoes for everyone

Quality: This ad abides by the terms of the maxim of quality because there is no lie or inadequate evidence. Shoes brand have shoes for everyone.

Quantity: this maxim also complies with the slogan. Required information is provided which is sufficient for the readers.

Relevance: the advertisement goes right with the statement and no irrelevant information is provided so this maxim is also abided by the slogan.

Manner: This ad meets the maxim of manner as well because it is brief and meaning is clear.

9) Noodles Knorr: Icka magic hi Or (Its magic is different)

Quality: This advertisement's written statement is false because magic is not real and there is no evidence of its truth to be magical.

Quantity: The title of this advertisement deviates from the subject of noodles so inappropriate information is provided which violate this maxim.

Relevance: As noodles and magic have no relevancy so this statement defies this maxim.

Manner: There is obscurity in meaning so it also violates the maxim because metaphorical statements are not allowed.

10) Tarang milk: Chai ka sahi jorr (Tea's perfect partner)

Quality: This advertisement complies with this maxim as the title has evidence and promotes truth and presents reality.

Quantity: Title has adequate information and topic is explained so it carries the terms of maxim perfectly.

Relevance: Maxim of relevancy is clear as the title shows that milk is the perfect ingredient for tea so the main subject is relevant to this ad.
Manner: Meaning is not ambiguous and conveys the information in simple words so it also complies with the maxim of manner. It is also brief which avoid the complexity to make the message clear to the audience.

11) Shan Foods: Khushian chakhlo (Taste happiness)

Quality: The idea of happiness is abstract so we cannot taste happiness and it violates this maxim. The statement tells a lie and inadequate evidences of this statement.

Quantity: Inappropriate and deviated information is provided so the purpose of this advertisement is not clear regarding the spices of Shan company.

Relevance: Title is not that much relevant to the advertisement of spices of Shan. The main subject is not introduced in the title so it fails to convey about the subject and violates this maxim.

Manner: This maxim of manner is also presenting complexity in meaning through this title. This literary statement makes the meaning ambiguous.

DISCUSSION

These advertisements clearly show the fluctuation in cooperative principle maxims. We can see that maxim of quantity is also fluctuation as in some advertisements its application is violated and in other it is applied. The contribution of advertisement must be informative and it should be focused, not less or more than the information required conveying the subject's message. As in one advertisement of Knorr(Its magic is different), short statement is given which does not convey the whole information to the readers and it can create misunderstanding. It would create an image in their mind that it has some sort of magic because some people take the literal meaning of the statements. So this brief exaggerated statement will violate this maxim of quality. It affects the maxim of quality when it makes the advertisement title dubious and ambiguous and it becomes a lie as it lacks sufficient evidence.

As far as the maxim of manner is concerned, it can be mentioned that common manners used in advertisement are extremely diverse. Making an article or news complicated and embarking on ambiguities have been widely applied as a successful strategy. For instance, in Hamshahri's 8th edition article (turning a cigarette on would turn off an smile), using a figure of speech such as metaphor can

leave a certain impression on audience to be fascinated about acquiring more news and information. As soon as the mind is occupied with an effort to figure out the apparently complicated message developed by the writer, it would have the audience to get their mind and thought engaged to the advertised item and leave a strong image and impression on mind along with memory. In other words, such complication would be so effective in catching the audience attention and stopping by to check it out outside. In Hamshahri's 18th edition article (Embracing Danger) for example, in order to persuade audience for buying genuine parts and avoiding fake ones, not only is it clearly referred to this issue or problem, but it's paradoxically implied and said: Embracing Danger.

It is discussed that flouting the maxim of relevance can attract the audience and make the advertisement more attractive. To leave an impression on the audience, the main subject and the title, slogan or written statement should be irrelevant. Irrelevant advertisement statement strategy can have people's attention more easily. As in the advertisement of Knorr(its magic is different) there is no relevancy of magic and noodles. This connection between magic and noodles is not possible as magic is not real and noodles have no magic but still it give a metaphorical meaning. Title states that its magic is different so it means that its taste is different and good and one can feel that magic as comparable to other noodles. So it makes sense and connection although the magic which is mentioned is metaphorical.

With regard to maxim of manner, it is mentioned in some research works that ambiguous and complex strategy of manner can make the advertisement worth watching. Sarcastic expressions can play their part very well in making the advertisement more attractive and it engages audience to think about the subject and make an effort to figure out what sort of complication in message is produced though these expressions. As we can see in the advertisement of battery Osaka, its tagline line is battery is only Osaka so it challenges other brands and makes the audience doubtful about other batteries quality. As according to Grice, if some of the information is left behind by the advertiser in advertisements it is done on purpose. To make the ads short, memorable easily with attractive slogans and taglines, in which maxim of Quantity occurs. Following is the famous Q mobile ad of Noir series. I Noir. Do you? – Q mobile.

With this ad of Q mobile people will ask what Noir is. Is it a kind of information or mobile? The basic information about the ad is missing. But if audiences

know about Q mobile they will get the implicature, that Q mobile is introducing their new series of cell phones. To get people attraction all the Noir ads have celebrities with catchy tag line which people keeps on repeating in the style of specific star. The motive of casting big stars is to guarantee star style phones. And celebrities convince audience to purchase the phone by saying that if they are using it why not you? It gives a point that less information gathers more attention.

CONCLUSION

According to the result which is acquired through the analysis, it is clear that cooperation principle is flouted intentionally to get the desired attention of audience. It is discussed that the writer use the techniques of Grice principal and he already know that he is using exaggeration, sarcastic expression, lie or ambiguous meaning statement so that audience will pay attention to the advertisement. It is left for audience to figure out the message and in some advertisement reader or listener misunderstood or get mislead by the ambiguous message but it is intentionally done which sometime give good desired result and sometime negative. So to attract audience writer take risks to use dream like metaphorical statement which seem clearly unreal but mostly this breaking of principle hit the spot and bring good results. However, through observations and analysis it is shown that even though these maxim are violated and hidden from audience but still they figure out the message and bring out the conveyed topic. So

whether the writer intentionally try to keep the audience in dark by using floating maxims but audience get the message in right context mostly.

So Relevance theory of Wilson and Sperber is shown in every advertisement which is based on to hide the main content so audience do their work to get that information. Writers try to make it relevant somehow through elements which are not quite relatable but manipulate and convince audience to think about it.

ABOUT THE AUTHOR

The author of this article recently completed MS. Discourse Analysis, pragmatics, sociolinguistics are among interest topics.

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