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A Pragmatic Study of the Violation of Conversational Maxims in the Language of YouTube Influencers

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Abstract

This study attempts to apply a pragmatic analysis to the investigations of the violation of conversational maxims in the language of YouTube influencers. YouTube influencers are speakers from all over the world and are believed to comprise different messages and intended meanings. Persuasion is thought to be one of the main issues that have been employed in the language of YouTube influencers. Those speakers are assumed to intend to persuade their audience to believe certain claims and justifications. The study intends to uncover the ways in which those influencers violate the conversational maxims and determining the forms of implicatures that result from such violation. The study tries to find out to what extent those influencers violate these maxims and the effect of such violation on their language. The study intends to explore the types of implicatures that result from the violation of conversational maxims in (10) extracts. The study employs a qualitative research analysis which is anchored on Grice's (1975) theory of the cooperative and implicatures. After analysing the selected data, YouTube influencers employ conventional and conversational forms of implicature. These forms of implicature result from the violation of the quantity, quality, relevance and manner maxims.

Key words: Pragmatics, Violation, conversational maxims, YouTube Influencers.

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1. Introduction

Wherever people go, they not only employ language as a means of communication but also use it to negotiate the circumstances around them. This is because the language has extensive influence over its recipients and also holds the potential to empower its users. The language of YouTube influencers is also another element that is present in everyday life. YouTube influencers, for instance, often exploit language creatively by using some aesthetic devices including metaphor, irony, simile…etc. To affect their audiences' emotions and loyalties, as well as reveal their ideological views. Sometimes language users

Employ different strategies to twist their language for different reasons and purposes.

Grice (1975) suggests four maxims of cooperation that need to be followed by language users if they want to make their contribution to the interaction to be successful and comprehensible. There are different ways according to which speakers can act according to the maxims of the cooperative principle including; observing the maxims, violating the maxims, flouting the maxims or opting out of the maxims.

Birner (2013) said that "to violate a maxim is to fail to observe it, but to do so inconspicuously, with the assumption that the hearer will not realise that the maxim is being violated" (p.43). An obvious example of this way of behaving is when someone tells a lie. The speaker produces an utterance and he knows his utterance is false, it violates the maxim of quality and postulates that the other participant in the interaction will not realise the difference. This way of behaviour is used to mislead the listener.

1.1 Problem Statement

This study attempts to identify the violation of conversational maxims in the language of YouTube influencers. Violating these maxims usually affects the meaning of the language and its interpretation. Violating the maxims naturally creates additional meaning to the language at hand. The additionally interpreted meaning is usually known as an implicature. Such an issue, in the language of YouTube influencers has not been tackled by previous studies and need to be taken into consideration in the current study.

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To find answers to the research problem, the following questions are presented here:

1. How do YouTube influencers violate conversational maxims and what is the effect of such violation on the language of the selected talks?
2. What are the types of implicatures that usually result from the violation of conversational maxims?

1.2. Research Objectives

The present study aims at:

1. Determining the violation of conversational maxims and the effect of such violation on the language of the selected talks.
2. Finding out the types of implicatures that result from such violations.

2. Theoretical Background

2.1. Definition of Pragmatics

According to Leech (1983), pragmatics refers to the investigation of the contextual meaning of an utterance. Yule (1996) defined pragmatics as concerned with the perception of a certain level of meaning as communicated by a language user and understood by an audience. Richards (2006) showed the main concern of pragmatics is the relationship between language and its meaning. He added it discusses how language understanding is affected by the speaker's level of experience. How speakers utilise and perceive expressions and how the interaction between participants influences sentence structure. The importance of utterances is related to the pragmatics and contextual usage of language.

According to Grice (1975), pragmatics is the study of the utterances that express particular occurrences, or the conscious actions of speakers at particular times and locations, frequently including language. This implies that pragmatics is equivalent to the expressions in which the context is dependent on the particular case, consisting of time, place, and language, can be drawn. Language is not meant by the form of the basic language but by language application. It was confirmed by Levinson (1983) that the study of language use is pragmatics. Generally, based on its context and use, pragmatics can be characterised as the analysis of the meaning of utterances.

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2.2. Grice's (1975) Theory of Implicature

Grice (1913-1988) is the major linguist and philosopher who investigated implicature and put it in the sights of other linguists and thinkers. His research on conversational implicature and its creation was originally presented in a series of lectures at Harvard University in 1967, and it was later released as a theory in 1975. This idea established an essential paradigm for thinking about implicature (Levinson, 1995).

Mey (2001) believes that the terminology of the word implicature comes from the verb 'to imply', and its cognate is 'implication'. Basically, "to imply means to fold something into something else; hence, that which is implied is folded in and has to be unfolded to be understood" (p.45). Mey, however, in this definition states that, in our speech, we do not usually carry our message directly or explicitly, but we often leave some part of that message implied or indirectly expressed for one reason or another.

The basic concept of this approach is that the link between words and their implicature is not random, dependent on the speaker's purpose and convention, but rather reasonable, based on general norms of cooperative behaviour. Grice (1975) states that "an implicature arises when an utterance would be uncooperative if taken literarily, violating one or more maxims about how a cooperative speaker should convey information" (p.20). Grice maintained that a speaker's statement must communicate an extra interpretation and that the speaker is referring to an involved meaning rather than the textual one.

According to Grice (1975), speakers may estimate implicatures using broad cooperative principles. He would not imply that audiences have to undergo this calculation process in order to understand what they hear. This concept unifies the consideration of both utilized, context-dependent implicatures and utilized, context-independent implicatures. Grice's concept is the prominent work on implicature in the philosophy of language, and it inspired several cognitive and metacognitive studies that treated implicature via the process of recovery (Cazenave, 1992).

New-Grecian ideas are works that were influenced by Grice's 1975 concept. These theories confirmed this because when listeners analyse speech, they automatically use some heuristics. The implemented heuristics aid in the conversion and enhancement of the apparent or literal interpretation of words in many ways, resulting in a new type of meaning

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that exploits and improves the interaction process (Clark, 2022). According to the neo-Grecians, generic conversational implicatures belong to this type of meaning, but utilized ones do not.

According to Levinson (1995), Grice's theory of implicature is essentially a theory about how people use language. Grice (1975) proposes a rule that governs the flow of interaction. He creates his approach primarily to interpret and anticipate conversational implicature. Grice's perspective is to explain how different sorts of implicature may be utilized to comprehend the correct message in a discussion. With this goal in mind, he established a general cooperative principle comprised of four maxims to determine how a speaker might be cooperative in the current dialogue. As was widely known, he felt that interlocutors in a discussion should adhere to these maxims in order to have an effective and successful engagement (Horn & Ward, 2006).

2.3. Grice's Cooperative Principle

Grice (1975) defines the cooperative principle, as "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" (p.45, as cited in Birner, 2013, p.33). He states that the conversation is not merely a series of fragmented remarks, but is a characteristically rational and cooperative event. He remarks that the participants have to identify the purpose that they intend to evolve within the course of the conversation (Huang, 2006).

Birner (2013) comments on Grice's definition saying that for you as a speaker, you have to make your utterances compatible with their conversational context. He said that for a conversation to work successfully and efficiently the participants involved must be cooperative or at least they have to try to do so. Being cooperative means that they have to make their contribution convenient to the conversation at hand. To be cooperative, as Birner (2013) believes, is that interlocutors must stick to the topic of their conversation or at least to the relevant sides of that topic, they have to present what can be accurately, plausibly and concisely interpreted, they should not present distracted and fragmented thoughts and ideas but they give a completely comprehensible contribution, and they shall never present anything irrelevant to the context of their interaction.

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Birner (2013) argues that to be uncooperative means to fail to have a successful and meaningful interaction, to fail to respond to the other participant's utterance, to say something irrelevant to the current situation, or to refuse to take part in that conversation. Therefore, it is just because the people involved in the conversation trying to be cooperative, that they can understand and interpret each other's utterances.

The following are the maxims of the cooperative principle:

1. The maxim of quality

This maxim demands the communicator to be truthful in his contribution, specifically:

This maxim asks the speaker to make his contribution truthful, specifically: - Do not express anything you think to be wrong.

- Do not state anything for which there is insufficient proof.

2. The maxim of quantity

This maxim highlights the importance of knowledge:

- Keep your participation as informative as necessary for the present aims of the interaction.

- Don't make your input any more informative than necessary.

3. The maxim of relation

This maxim requires the communicator to make a declaration about the subject of his talk.

4. The maxim of manner

The communicator follows this rule to make a clear and concise point. He or she must avoid vagueness and vagueness in language, as well as being succinct and tidy.

Even when people may not explicitly plainly articulate their goals, they typically comprehend what each other is saying when they engage. Grice (1975) developed the cooperative principles theory, which explains how one may precisely comprehend what other people mean by general standards in human communication based on cooperative principles. The model of analysis is adopted from Grice (1975).

2.4. Types of Implicatures

Mey (2001) and Grice (1975) state that implicature can be classified into two main types these are conventional implicature and conversational implicature.

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2.4.1. Conversational Implicature

Conversational implicature, according to Grice (1975), is a variety of implicature that may be grasped and comprehended if and only if the speakers in a given conversation comprehend the situation of the speaker's statement.

Black (2006) says that conversational implicature is considered as "the combination of language and the context of the situation in which that language is used. One utterance, when found in different occasions might not give rise to an implicature, or it might suggest different implicatures" (p.25). Conversational implicature is based on the situation where it is discovered, and its understanding must be dependent on that context in order to be genuinely comprehended. Mey (2001) describes conversational implicature as the part of the meaning that is left implicit in any interaction; it relates to a particular aspect of meaning that is left for the perception of the persons participating in real language usage. It refers to how we interpret a speaker's speech in a given discussion based on what we anticipate to hear (Leech, 1983).

2.4.1. Types of Conversational Implicature

Grice (1975) identifies two kinds of conversational implicatures: particularized implicatures and generalized implicature. Scalar quantity implicature and clausal implicature are two forms of implicature in turn.

2.4.1.1. Particularized Conversational Implicatures

According to Birner (2013), particularized implicature is "unique to the particular context in which they occur" (p.64). The implicature cannot be extended to certain other situations, and its interpretation is limited to the context in which it is found; if it appears in another context, it will be interpreted differently.

(1) – Steve: Martha, are you going to the marriage party tomorrow?
- Martha: I have to be with my father.

Martha's answer, whether yes or no, would have represented a meaningful reply to Steve's query; therefore, Martha's response cannot be considered unimportant. Because she has to be with her father, she does not have time to attend the party. In this case, both Steve and Martha must have common prior knowledge for Martha's response to be considered relevant and meaningful to the topic at hand.

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Interpreting particularized conversational implicature requires some reference to a special background knowledge between the participants involved in the conversation. Yule (1996) thinks that most of the inferences are assumed in a very specific context in which conversation takes place. The analysis of the conveyed meaning requires such inferences that give rise to particularized conversational implicatures.

Paltridge (2006), in the same way, argues that this implicature is derived from the words used in a conversation, the context in which these words are used, they require shared knowledge and cultural understanding between the participants, and they require observing the maxim of relation for the implied meaning to be interpreted correctly.

2.4.1.2. Generalised Conversational Implicature

Birner (2013) defines conversational implicature as one that is generally associated with a linguistic form and therefore does not need to be computed anew with each relevant utterance (p.63).

(3) Some of my friends came to my graduation party.

The phrase (some of my friends) in this sentence includes the meaning that (not all of my friends). There is nothing in this example concerning friends, their coming, or any other matter that contributes to the understanding of this statement. The use of the expression 'some leads to this interpretation. In most circumstances, when the term 'some' is employed in a document, it does not imply all. As a result, we may say that the kind of implicature from some to not all is a generalised one, and it is the one that has come to be found when the term some is employed. With this sort of implicature, no special type of common knowledge between the participants is necessary for the perception of the extra and intentional interpretation. That is, this sort of conversational implicature is situational, and we may generalise our understanding of the intentional interpretation of the selected words to the majority, if not all, of the other circumstances in which they exist (Yule, 1996).

2.5. Acting According to the Conversational Maxims

Grice (1975) mentions four ways according to which participants can behave concerning the maxims of the cooperative principle. These ways include observing the maxims, violating them, flouting them, or opting out of them. Birner (2013) gives a brief explanation of these ways of behaving as follows:

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Observe a maxim: Birner (2013) remarks that "to observe a maxim is to straightforwardly obey it" (p.43). That means for the interlocutors to observe a maxim is to say the thing for which they have adequate evidence, to say the required amount, to say only what is relevant to the conversation at hand, and to say it briefly, clearly, and unambiguously.

Violate a maxim: Birner (2013) says that "to violate a maxim is to fail to observe it, but to do so inconspicuously, with the assumption that the hearer won't realize that the maxim is being violated" (p.43). An obvious example of this way of behaving is when someone tells a lie.

The speaker produces an utterance and he knows his utterance is false, it violates the maxim of quality and postulates that the other participant in the interaction will not realize the difference. This way of behaviour is used to mislead the listener (Leech, 2014).

Flout a maxim: Birner (2013) argues that "to flout a maxim is also to violate it but in this case, the violation is so intentionally obvious that the hearer is expected to be aware of the violation" (p.43). A simple example of this kind of behaviour is when a student, after taking an exam, tells his colleague that (the exam was easy), and they both know that the exam was not easy, here the speaker does not expect his friends to believe that the exam was easy. In this example, the utterance (the exam was easy) should not be interpreted literarily, but it has some kind of implied meaning and the hearer should realize that the speaker is sarcastically speaking. In this type of implicature, the speaker fails to obey the maxim of quality.

Opt-out a maxim: Birner (2013) states that to opt out of a maxim is "to refuse to play the game at all" (p.43). If you want to argue with your brother but he says nothing he just responds by opening his book and starts reading, he has opted out. In the same way, when in court, according to the fifth amendment which gives the defendant a way of opting out, that is the defendant says nothing and does not take part in the court discussion.

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2.6. The Language of YouTube Influencers

YouTube is a social website that allows people to publish and watch videos of various genres and also comment on, like and share their videos. Different marketing companies typically get specific YouTube influencers or YouTubers, to serve a brand. YouTube influencers use YouTube to connect to their subscribers, they post videos where they tell their stories to evoke particular emotions in those who are already and those who are not, but could become subscribers after watching the video. Therefore, these YouTubers will gain more views from the audience, then create, and make money making their further interesting for the companies (Sroikudrua, Punkasirikul and Tawichai, 2021).

YouTubers are means of public speaking, who have attracted a wide range of acceptance and popularity. The main goal of those influencers is to present people's ideas in the form of talk that lasts around 18-minutes. What motivated the YouTube influencers to sponsor such activity is their belief in the effects of expressing ideas that induce a change in lives and attitudes (Sroikudrua, Punkasirikul and Tawichai, 2021). They belong to different backgrounds; businesspersons, scholars, scientists, designers among experts of different fields.

3. Methodology

In this study, a qualitative research analysis is employed. A qualitative design is a research method that is used to analyse descriptive data In the qualitative technique, the descriptive data are human beings' written or spoken words and their observable behaviours (Verstraete, 2005). This study examines the notion of the violation of conversational maxims in selected talks by YouTube influencers. According to Bull (1972), qualitative research is a type of study that produces a descriptive text about a specific phenomenon. In addition to qualitative methodology, Grice's (1975) theory of cooperative principle is adopted for the analysis of the selected data. By following this theory, the process of violation is identified and the types of implicatures that result from this violation are investigated.

Throughout this study, two talks by YouTube influencers are selected, which are then read several times, the violation of the conversational maxims in these selected talks is determined, and (16) extracts are selected as samples of the present study. The extracts have been selected

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from some TED Talks speeches. The extracts are selected according to the violation of the maxims and the influence of these maxims on the meaning of the selected texts, which is regarded as an important component because of its relevance to the major topic of the study and meets the research aims. The selected data have been analysed according to Grice's (1975) theory of cooperative principle.

4. Data analysis

Extract (1)

"I'm in a concrete maze the size of 72 football fields. I'm being led from checkpoint to checkpoint, and before each door opens, the door behind me slams shut. The lock echoes while I'm searched and interviewed again. It's a maximum security jail, the largest in the country: the Cook County Jail, in Chicago, Illinois."

The extract is found to include a conversational type of implicature, which is obvious in the expression *"I'm in a concrete maze the size of 72 football fields."* This form of implicature results from the violation of the maxims of quality and quantity. The maxim of quality is violated where the speaker describes the size of the jail and says that it is the size of 72 football fields, and there is a sort of exaggeration where the jail cannot be that size. He has to be more concise and give the right size of the jail if he wants to make his speech true and clear. The maxim of quantity, on the other hand, has also been violated in that the speaker does not say as much as is required and does not make his speech as informative as the situation needs, but instead he is more informative and gives information that makes his speech more than is required.

Extract (2)

"I believe they might be one conversation away from accomplishing that thing, but they're not having the conversation they need to have, or they've tried, and it hasn't gone well. I've led some pretty tough conversations in some pretty tough environments: Northern Ireland, the Middle East, and corporate boardrooms. I actually have a PhD in leading difficult conversations, and here's what I've learnt: we're not having the conversations we need to have."

The extract is believed to include a conversational type of implicature, which is employed in the expression "*I actually have a PhD in leading difficult conversations"*. This form of implicature results from the

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violation of the maxims of quality, quantity, relevance and manner. The speaker has violated the maxim of quality in that he says he has a PhD in leading difficult conversations, and this is not true since having conversations does not need having a PhD degree, and when he talks about his ability in leading difficult conversations, he does not have a real PhD. Furthermore, he violates the maxim of quantity in that he does not say as much as is required and does not say clearly and directly that he has a distinctive ability in leading difficult conversations, but he appeals to such a kind of implicature to convey this kind of implied meaning. Additionally, the speaker violates the maxim of relevance when he says that he has led difficult conversations and he has a PhD in leading difficult conversations. Here, having a PhD has nothing to do with leading conversations as these conversations cannot be considered as a field of study in which someone can get a PhD. The maxim of manner, in the same vein, has also been violated where the speaker has used some ambiguous expression and has not used clear and brief language.

Extract (3)

"But getting released and not winding up back inside is also difficult. Inmates are released into gang territory, often with no way to get home – if they have a home. And the barriers to finding housing, employment and education are such that it's no wonder so many returned to the jail again and again, back through the system."

The extract has been assured to encompass a conversational form of implicature, which appears in the expression, *"But getting released and not winding up back inside is also difficult. Inmates are released into gang territory."* This form of implicature results from the violation of the maxims of quantity and manner. The speaker has violated the maxim of quantity in that he does not say as much as is required and does not make his utterance as informative as is required. He should have said clearly that the system must find solutions to the problems that bring those people to the jail, instead of keeping them in the jail for reasons beyond their will. The speaker, additionally, violates the maxim of manner in that he uses such an ambiguous expression and does not make his speech concise and clear.

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Extract (4)

"Now, these are men who have taken lives, who have devastated many families, in some cases their own, and now they start finishing each other's sentences about tolerance, inclusion and respect, and this builds and builds in the room until finally, I can't resist the irony, and so I announce, Well, mission accomplished."

It has been found that the extract includes a conversational form of implicature, which appears in the expression "*I announce, "Well, mission accomplished."* This form of implicature results from the violation of the maxims of quantity and manner. The maxim of quantity has been violated where the speaker has said less than is required and has not explained his mission with those prisoners in the jail. He, however, has not said that he intends to make them think of tolerance and respect, and all that he has talked about was to make them start a tough conversation, and he is to be the leader of that conversation. The maxim of manner has been violated because the speaker has used an ambiguous expression by saying *"mission accomplished*". He has not said clearly and briefly that he has a mission to change those criminals and make them forget all the evil deeds they have done and start a new life based on tolerance, respect and inclusion. This, however, means that the speaker has succeeded in his mission in which he has intended to do his best to make those prisoners think in a positive way and hope to have a better life without any crime, killing or devastation.

Extract (5)

"But soon I found myself working alongside the powerful people in charge of the commercial harvest. The extent of the clear-cutting was alarming, and I soon found myself conflicted by my part in it. Not only that, the spraying and hacking of the aspens and birches to make way for the more commercially valuable planted pines and firs was astounding."

The extract is noted to contain conventional and conversational forms of implicatures. Conventional implicature is seen in the expression "*The extent of the clear-cutting was alarming, and I soon found myself conflicted by my part in it*", which appears in the words *'and'*. This expression shows some kind of contradiction where the speaker has been found to warn his audience of cutting the trees, yet he has considered himself part of it. This expression also includes a conversational form of

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implicature, which appears in the word *'alarming'*. Such a type of implicature results from the violation of the maxims of quantity and manner. The maxim of quantity has been violated when the speaker has not said as much as is required and has not explained the reason that cutting trees was alarming. The maxim of manner, in the same vein, has been violated where the speaker has not made his speech clear and brief; he has used an ambiguous expression. This extract, however, conversationally implies that the speaker has intended to warn his audience, as well as other people, from the process of cutting trees and destroying the environment. He has thought of warning and persuading his audience of the importance of protecting the environment and preventing cutting the forests.

Extract (6)

"Instead of weakening our forests, how can we reinforce them and help them deal with climate change? Well, you know, the great thing about forests as complex systems is they have enormous capacity to self-heal. In our recent experiments, we found with patch-cutting and retention of hub trees and regeneration to a diversity of species and genes and genotypes that these mycorrhizal networks recover really rapidly."

The extract is utilized to comprise conventional and conversational implicatures. Conventional implicature has been represented in the expression "*How can we reinforce them and help them deal with climate change?"* In this expression, the speaker is talking about the way people can reinforce the forests and help them deal with climate change. Conversational implicature, on the other hand, has been represented in the expression *"Instead of weakening our forests, how can we reinforce them and help them deal with climate change?"* This form of implicature results from the violation of the maxims of quantity and manner. The maxim of quantity has been violated where the speaker has not said as much as is required and has not explained the way people can reinforce the forests and help them to heal. The maxim of manner has also been violated where the speaker has not stated his intention clearly and precisely. That is to say, the expression conversationally implies that the forests have an essential role in climate change and cutting them represents the main reason for global warming. Thus, the speaker is asking about the ways via which people can stop and prevent cutting the

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trees and destroying the forests, which represents a direct destruction to the environment and its natural sources.

Extract (7)

"You see, you can take out one or two hub trees, but there comes a tipping point because hub trees are not unlike rivets in an aeroplane. You can take out one or two, and the plane still flies, but you take out one too many, or maybe that one holding on the wings, and the whole system collapses."

The extract is noted to include conventional and conversational implicatures. Conventional implicature is employed in the expression "*You can take out one or two, and the plane still flies*". This form of implicature results from the use of the word *'and'*. The expression conventionally means that the speaker cutting a few trees would not affect the environment, but cutting many of them would cause a huge destruction to the system of nature and would lead to its collapse. Conversational implicature, in the same vein, appears in the expression "*You take out one too many, or maybe that one holding on the wings, and the whole system collapses."* This form of implicature results from the violation of the maxims of quantity and manner. The speaker has violated the maxim of quantity in that he has not said as much as is required and has not explained how it is possible to consider the trees like the rivets of the plane, which makes the expression open to different interpretations. He has also violated the maxim of manner in that he has not described the relationship between the trees and rivets. That is to say, the speaker has not presented the statement clearly and briefly. The statement is seen to conversationally imply that the trees are as important to the system of nature as the rivets to the wings of the plane. The speaker, however, has tried to persuade his audience of the essential role of the forests in the environment and their importance in reducing global warming and preventing climate change.

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Extract (8)

"When we do cut, we need to save the legacies, the mother trees and networks, and the wood, the genes, so they can pass their wisdom onto the next generation of trees so they can withstand the future stresses coming down the road. We need to be conservationists."

The extract is noted to contain a conversational kind of implicature, which exists in the expression "*so they can pass their wisdom onto the next generation of trees so they can withstand the future stresses coming down the road. We need to be conservationists."* Such an implicature results from the violation of the maxims of quantity and relevance. The maxim of quantity has been violated where the speaker has not said as much as is required for the situation of interaction and has not explained how a tree could have knowledge and wisdom and how a tree could have a legacy to transmit to the next generation. The maxim of relevance, in the same vein, has also been violated where the speaker has mentioned some issues that are irrelevant and have nothing to do with trees as plants. Thus, this expression conversationally implies that the speaker has tried his best to describe and present trees in different ways in order to influence his audience and persuade them of the importance of being conservationists. He has done his best to make his audience believe him and act according to his point of view concerning the protection of the forests.

Extract (9)

"I think there are a lot of reasons, but I first want to address the one that you're probably most likely to have heard of, because actually it's more dangerous than you might think. And that is the idea that a language channels your thoughts, that the vocabulary and the grammar of different languages give everybody a different kind of acid trip, so to speak. That is a marvellously enticing idea, but it's kind of fraught."

The extract is seen to encompass a conversational form of implicature, which is utilized in the expressions *"I think there are a lot of reasons", "the idea that a language channels your thoughts"* and *"the vocabulary and the grammar of different languages give everybody a different kind of acid trip, so to speak."* In the first expression, the speaker has violated the maxims of quality when he has used the phrase "*I think"*, which conversationally implies that he is not sure of the reasons he has talked

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about. If he were certain of these reasons, then he would have said that clearly and precisely. In the second expression, however, the speaker has violated the maxim of quantity and manner. The maxim of quantity has been violated because the speaker has said less than is required and has not explained the way grammar and vocabulary of language can have such an effect on formulating and influencing people's thoughts and ideas. The maxim of manner, in the same vein, has been violated in that the speaker has not presented his messages clearly and briefly. He has not stated that he wants his audience to learn English; instead, he has used this form of implicature to indirectly persuade them by telling them that it is dangerous to learn a new language and that people in the future are going to speak only one language, which is English. In the third expression, however, the speaker has violated the maxim of relevance when he has used the phrase *"acid trip"*. The speaker conversationally implies that, when a language becomes a part of someone's culture and identity, then it will influence their way of thinking. He says that they will start defending that language to the extent that it will make them accept everything said in that language and will make them use it wherever and whenever they speak, regardless of the situation in which they interact.

Extract (10)

"To go into a culture and to only ever process people through that kind of skrim curtain is to never truly get the culture. And so to the extent that hundreds of languages will be left, one reason to learn them is because they are tickets to being able to participate in the culture of the people who speak them, just by virtue of the fact that it is their code. So that's one reason."

The extract has been utilized to encompass a conversational kind of implicature, which has been utilized in the expression "*one reason to learn them is because they are tickets to being able to participate in the culture of the people who speak them*". This form of implicature is seen to result from the violation of maxims of quantity and manner. The speaker has violated the maxim of quantity in that he has said less than is required and has not explained the reason that makes him believe that languages are just like the tickets that allow people to participate in the culture of a certain society. The speaker has also violated the maxim of manner in that he has kept describing the relationship between language and culture and

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has not stated clearly and precisely the reasons that make him speak of the importance of learning a new language, other than to be able to know about the culture. Thus, this expression conversationally implies that the speaker believes that learning a language has a vital role in exploring the cultural norms of the people who speak that language. He has kept insisting on this reason to persuade his audience to learn a new language.

5. Conclusion

After analysing the selected data, it has been found that YouTube influencers employ conventional and conversational forms of implicatures. These forms of implicatures result from the violation of the quality, quantity, relevance and manner maxims of the cooperative principle. They, moreover, employ these strategies in their attempt to persuade their audience. They intend to convince their listeners to believe certain allegations and accept some justifications.

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الترجمة: **الاستراتيجيات البلاغية في محاضرات TEDx التايلاندية.**

دراسة تداولية لانتهاك مبادئ التخاطب في لغة المؤثرين في منصة اليوتيوب

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مستخلص البحث:
تسعى هذه الدراسة إلى تطبيق تحليل تداولي (براغماتي) لدراسة ظاهرة انتهاك قواعد المحادثة في لغة المؤثرين على منصة يوتيوب. يمثل هؤلاء المؤثرون متحدثين من مختلف أنحاء العالم، وتتضمن خطاباتهم رسائل متنوعة ومقاصد دلالية متعددة؛ إذ يُعد الإقناع أحد العناصر الجوهرية في لغتهم، حيث يهدفون إلى إقناع جمهورهم بتبني ادعاءات ومبررات محددة. تهدف الدراسة إلى الكشف عن الأساليب التي ينتهك بها هؤلاء المؤثرون قواعد المحادثة، وتحديد أشكال التضمين الناجمة عن هذه الانتهاكات. كما تسعى الدراسة إلى استقصاء مدى انتهاكهم لهذه القواعد وأثر ذلك على لغتهم، واستكشاف أنواع الاستلزامات الناتجة عن هذا الانتهاك من خلال تحليل (10) مقتطفاً. وتعتمد الدراسة منهجاً تحليلياً نوعياً يستند إلى نظرية التعاون والتضمين التي لغرايس (1975). وقد أظهر تحليل البيانات المختارة أن المؤثرين على يوتيوب يستخدمون أشكالاً من الاستالتضمين التقليدي والتقليدي والحواري، وتنشأ هذه الأشكال نتيجة لانتهاك قواعد: الكم، والكيف، والملاءمة، والطريقة.
الكلمات المفتاحية: التداولية، الانتهاك، المبادئ التخاطبية، مؤثرو اليوتيوب.