



Analysis of Pakistani Advertisements under Grice's Cooperative Principles

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ABSTRACT

Language when used as a verbal medium carries variety of significant meanings. The cooperative principle is one of the major foundations for a comprehensive and smooth conversation. Language when used as a verbal medium carries variety of significant meanings. The cooperative principle is one of the major foundations for a comprehensive and smooth conversation. The research in hand aims to focus on the advertisements in relation to Grice's Cooperative Principles. The thought-provoking observation is that advertisers target their audience by creating idealistic taglines which usually deviate from the cooperative principles of communication. Electronic media language can either form a conversational bond with the audience or can sway them in opposite. The data for the said purpose was collected through the advertisements being aired on Pakistani news channels and Pakistani drama channels at prime hour. The analysis covers the implications of maxims of the cooperative principles over the tag lines of these advertisements and the influential meanings that hid under their discourse. By using the analytical method and qualitative approach the researcher tried to emphasize the meanings of conversational implicatures with and without following the cooperative principles. These taglines are significant in capturing the mind of the population and so they are made attractive and memorable keeping this as a prime foundation. The implication of maxims resulted in understanding the influential meanings both apparent and hidden as well as led the researchers understand various ways of flouting of maxims that happens while creating the tagline ideas. Though maintaining the integrity to not to manipulate the audience rather convincing for a second thought.

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1. Introduction

A traditional conception for Grice theory for a particular perspective of conversational implicatures is that if a single stance of a verbal expression is not satisfying the demand or base of conversation, then the linguists connect those verbal expressions to further propositions for providing a complete sense to the dialogue. But when it comes to specify the dialect of expression for a particular reason in an uttered conversation the implications of propositions refer to some other stances of propositions. This means that a verbal expression of dialogue can be altered with similar propositions but the suitability of the propositions utterance with a particular stance may not always associate.

This theoretical concept of Grice has been valued and accepted till now but on the same pace has been criticized also. The concept presumed for cooperative principle discussed in this theory is stated by Herbert P Grice (1975) as; when there is a need to critically analyze a conversational implicature, the conversed propositional applied to the stance are critically observed. As for a single conversational implicature there may be multi-dimensional explanations

representing a single expression. All these explained dimensions may be a representative for some other particular aspect of the explained proposition for that one conversational implicature. There is specificity connected to every dialogue uttered. If there were open ended explanations for a particular stance then there will also be inconclusiveness to those conversations due to open ended opinions (Herbert P Grice, 1975).

In reality if conversations were so irregular in terms of explanations and there were open ended meanings considered for a single expression then mutual understanding of implicature would never be achieved. This is just not a case for daily interactive activities the link to this specific explanation of conversational implicatures has been argued by Brown and Levinson (1987) in their presented theory of politeness. The theorists were of a view that for every expression implicated there is a particular dimension of understanding. This is the base point we need to further explore. There is a need to frame a model where different variant expression and propositions refer closely to a particular conversational implicature.

The practice of defining a prepared model with a particular dimension perfectly associated to one implicature should be avoided. The other certain expressions and dialects associated to an implicature needs to be captured that are variant in terms but are closely associated with the expression. Our study is not subjected to the traditional interactive interpretation formulated for previous conversations and interactional defined models. This study is based on the conception introduced by the interaction analyzers (Sacks, 1972). These linguistic analyzers stated that the specified verbal expressions are not the definite list of dimensions that could be subjected or referred. There must be further expressions that may seems to be more variant in nature but may have a more associated and symbolic representation of a conversational implicature.

According to H Paul Grice (1981), the language is a unique process that makes the mechanism of interaction more conceivable, active and effective. The cooperative principle theory presented by Herbert P Grice (1975) has introduced four maxims of conversation; termed as Cooperative Principles. Paul Grice elaborated these 4 maxims of conversation as:

- Quality: be truthful; avoid false information or the one that lacks evidence.
- Quantity: be informative; provide the required and necessary information.
- Manner: be clear, ordered, brief and understandable. Avoid being obscure or ambiguous.
- Relevance: be relevant and linked to the point of discussion.

These four maxims are essential codes of pragmatics where purpose of interaction is the exchange of information through dialogues (Brown & Levinson, 1987; Davies, 2007). While in practical use, these maxims may overlap. With the exploration of Grice theory of Cooperative Principle, the base of interactions can be easily analyzed, further meanings of conversed dialects could be explored and more clear understanding of conversations can be obtained (Hadi, 2013).

The conversations and interactions we receive through medium of channels are deviating the rules of language and conversations which can be easily understood through Grice theory of Cooperative Principles. In reference to today's media conversations and dialogues, Grice theory states that for understating of a conversation it is very important to know about the basics of conversation, one should understand the purpose and subject of discussion among two intellectuals.

1.1. Problem Statement

The print media face a great challenge to capture the minds of their viewers. The tag line along with the logo or picture of the product is usually utilized as a key feature to grab the attentions of the masses. The advertisers target their audience using creative tag lines, though these tag lines do violate the maxims of conversation narrated by Paul Grice. The present study focuses on some common advertisements and their tag lines which are mostly used by the advertising agencies. It also seeks to explore different meanings those tag lines convey.

1.2. Significance of the Study

The present study is significant in analyzing meanings that may differ linguistically. Paul Grice elaborated maxims of conversation that should be considered for a progressive communication. These conversational maxims have been applied on some common advertisements to expose the creative use of language targeting the minds of the audience. This

research not only confines its focus to exposing the use of language but also highlights the (hidden) meanings generated by flouting the Grice's maxims.

1.3. Research Questions

The study attempts the following questions.

- How the maxims of cooperative principle are usually violated in advertisements?
- What impact do the tag lines have due to flouting of the maxims?

1.4. Objectives

- To explore the validity of the ads presented by the printed media
- To explore the importance of Grice theory for interpretation of the advertisements
- To highlight the impact of taglines used in different advertisements.

2. Literature Review

The message communicated is greatly influenced by advertising language and conversational taglines. Advertisers, in particular, are highly aware of the message they are conveying to their target audience through their words, as well as the impact of the words used in that interaction. The message provided in advertising is based on eye-catching assertions that are far from the underlying content of the message and its relevance to the product offered. This word-manipulation is a violation of communication ethics. Advertising, in particular and in general, leverages Cooperation Principles of Grice Maxims for conversational implicatures (Haq & Isnaeni, 2022). Conversation is a process of exchanging words between individuals that usually involves the exchange of information from a speaker to a listener who reciprocates the ideas, feelings, thoughts, and information to achieve some goal (Rasool, Zahra, & Khawar, 2022).

According to Grice, conversation entails more than just the exchange of words; it also entails a sense of reciprocal effort to understand and interpret the message communicated by the two people in interaction in order to complete an action (Sherqulova & Abduvahobova, 2022). According to Zaidi, Mehdi, Sarwar, and Mehmood (2020), in stance for an exchange of conversation, baggers in Pakistan follow Grice Maxims while also breaching them through the use of manner of quantity. They physically represent their poor living situations, but they exaggerate the situation to persuade others and achieve their purpose. This effort proves that people unite not only because they speak the same language or share similar logical ideas, but also because they have a common goal. When Grice maxims are carefully applied in conversations, open and honest dialogue is promoted. But, disobeying those displays manipulation of a specific context.

According to Grice theory, conversation is a collection of infinite languages and comprehensive components with an unmeasurable degree of uniformity dictated by the context of interaction (P. Grice, 1989). The Grice Maxims Cooperation Principles, which not only specify situational maxims but also govern the path for a continuous effective and reasonable discourse, can be utilized to construct effective communication between two persons by establishing some specific norms of speech for speakers (Westby, 2023).

P. Grice (1989) was a pioneer in building the foundation of a conversational framework based on logical perceptions. According to Grice theory, communication is entirely reliant on strong meaningful language and the use of conversational phrases. In discussions, the Grice conversational etiquette serve as a connecting link. So, in order to comprehend the main idea and message delivered in an advertisement, we must first grasp the collaboration of conversational language. These principles of cooperative conversation are based on four maxims: quality, quantity, method, and relevance. Widows distinguishes three sorts of language: simple, literary, and conversational. To build a comprehension of literary language, we must first understand the rules and behavior of talks. Furthermore, he stated that while analyzing a discussion linguistically, we treat the language of the conversation or message as a text. There are two kinds of text: text and context.

Text: A certain chosen chunk of text from a discussion is being analyzed.

Context: it is a part of the chosen text under investigation in a dialogue. It is also classified as a scenario or situation in which the writer wrote that text or discussion.

Even if Grice does not belong to the study of linguistics, the Grice Maxims aid linguist scholars by providing an insight for creating cooperation and conversational links. More significant advertisement effects could be obtained with effective use and implementation of Grice maxims.

Advertisers frequently violate cooperative principle maxims by employing conversational implicatures in their advertisements. This draws more client attention to the message delivered about their products and services (Li, Poor, & Hanzo, 2015). The act of deviating from conversational implicatures is known as flouting, and it occurs when advertisers purposefully fail to apply the maxims, resulting in implicatures. According to Li et al. (2015) research, the usage of implicatures is a method used by advertisers to produce an indirect influence on customers to enhance their purchase of a product while without revealing the actual context of the commercial. The only thing that makes a good first impression is the inventiveness that comes from employing one or more maxims. A comparison of both advertisement conversations with one or more maxims and without any maxims reveals that advertisements with the flouting implicature of Grice maxims have a far more creative impact on customers and purchasers (Chima, 2022). As a result, advertisers are more likely to use more conversational implicatures, which not only develops client attention but also aids in purchasing decisions.

2.1. Grice Cooperative Principles in Advertising Language

Advertising is important in the selling market since the more appealing the advertisement, the higher the expected sales of the goods. The taglines used to promote the products create an emotional bond between the buyer and the product. Taglines convey information while also influencing the emotional purchase decision. As a result, the implications in advertisement taglines work in a successful product sale since tagline language contributes in building a need for the product, which leads to the purchase of the product (Chima, 2022; Westby, 2023). Grice discourse implicature is founded on claims and hypotheses. Advertisements for starting a conversation must logically apply constructive and aggressive language terms and actions that ultimately lead to an understandable and cooperative advertisement declaration for an effective finish (Apresjan & Orlov, 2022). The four fundamental maxims of conversation are the essential criteria and principles for building an efficient cooperative language: quality, quantity, relevance, and manner.

According to theory, these maxims in advertisements illustrate the level of effort required for an effective and efficient action of contradiction and cooperation. The proper and accurate application of Grice maxims assists advertisement producers in creating the path for product selling information to be presented (Haq & Isnaeni, 2022). According to Grice idea, the meaning of a message given in an advertising is dependent on the interpreter's nonverbal language and actions that demonstrate the context of the information being explained. Grice's true representation Maxim believes that a message delivered in an engagement or during a conversation should describe the entire meaning to which it refers in order to be effective and perceptible. The literature provides some arguments in opposition to Grice's message imparting essentials, such as Kasher and Keenan. In his research, Keenan argued that Madagascar violated the Grice quantity maxim since they never offered the appropriate information based on the speaker's compulsion to provide less or more information.

There were various misconceptions and confusions related with Grice Maxim, such as whether these were culturally particular or had universal appeal when delivering a message in an advertisement. In certain cultures, communicating the entire message truthfully is not acceptable because it does not make a favorable impression. As a result, the language employed in commercials or general discussion gradually chooses an indirect method of talking that obviously opposes Grice Maxim's rejection action.

2.2 Use of Implicatures in Advertisement Language

When the language of advertisement in print media was investigated, it revealed a blend of entailment and implicature. In advertising language, entailment refers to describing a truth in pair sentences where the truth of the second line is reliant on the truth of the first sentence. The use of implicature is obviously different, yet both of these impressions were used to increase the complexity of the message delivered through a manipulative use of language. When the language of advertisement in electronic media was investigated, it revealed a blend of entailment and implicature. In advertising language, entailment refers to describing a truth in pair sentences

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Nowadays, everything we see or hear on television, in the newspaper, or in a magazine symbolizes a product or delivers a promotional message. Currently, we are bombarded with advertisements across all media outlets. This is because advertising have become an important source of knowledge and belief for many people nowadays (Fikroni, 2023). People will undoubtedly buy a product that they have heard or read about in the media. An advertiser's goal is to persuade the customer to buy the items, and to that end, they sell their products or services using various tactics to attract people to their stuff (Chima, 2022). The application of Grice Maxim of discourse prevails as a technique that may or may not be applied in accordance with the Principles but is employed based on the need to profit. Grice cooperation principles (CP) are utilized in advertisements in such a way that the audience and listeners must grasp the underlying message provided in the advertisement (Sherqulova & Abduvahobova, 2022). It is a type of discussion that will continue only when the listeners understand the message communicated.

Grice's Cooperative Principle specifies the level of communication continuity in exchanges between addressor and addressee. Using Grice maxims in advertising is only for catching clients' attention with taglines and inspiring linguistic ways toward the products. Some generic structures for employing Grice Maxims of cooperative principles have been obtained through literature studies. These cooperative principles of Grice Maxims include conversational guidelines. According to this rule, the speaker only does the conversational action when initiating a discussion or when someone is engaged in a conversation with the speaker (Herbert P Grice, 1975).

Maxim of Quantity: The information given in advertisements does not provide complete information since the marketer leaves certain information behind for various reasons. It is done to keep the advertising brief and easy to remember, as well as to make them appealing with messages given through slogans and taglines. The conversational rule of Maxim of Quantity demonstrates the advertiser's aim in sharing information with the audience. This principle encourages the speaker to supply as much information as the audience requires in order for them to be persuaded and trust the most demanded product advertisement. Advertisers do not always provide a detailed or complete message to the customer. Marketers do not always provide a detailed or comprehensive message to the customer. For example, the product may be valuable to the client, but the information about its functions may not cover the entire solution; or the product may fulfil the customer's desire, but information regarding high cost bearing is lacking (ul Eman, 2018).

- **Maxim of Quality:** According to Grice's research, there are numerous commercial strategies that form the advertisements dialectic in which the maxim of Quality effects the feeling of the ad by analyzing the analogies, allusions, exaggeration, and comedy. These aspects are clearly seen in print advertisements.

The Maxim of Quality conversational guideline states that whatever information is told by the speaker or advertiser in an advertisement should be of high quality, since it should be based on real facts and details. The speaker's commercial or message should not contain any false statements or facts passed on to the audience. Marketers, on the other hand, deviate from the norm by giving the audience with a mixed tone of information that may or may not be founded on true facts. A product in an advertisement, for example, may be based on true events or difficulties, but the solution product does not give the required utility or fills gaps in the problems (Khan, Khan, Khan, & Amina, 2019; Westby, 2023).

- **Maxim of Manner:** The method maxim is that the information presented in an advertisement should not be overly detailed or leave ambiguities in the minds of the viewers. In reality, the information given in advertising should be clear and include a concise beneficial message that successfully captures the attention of the viewers. The way maxim is based on the rules "be brief" and "avoid uncertainty." The detailed requirements state that commercials should be clear of all doubts, have a concise and

meaningful message, exclude any kind of needless material, have a structure, and the message given should be in ordered shape with no unnecessary expressions or acts (Herbert P Grice, 1975).

- Maxim of Relevance: Another conversational guideline is the maxim of relevance, which states that the message given must be relevant. Advertising with pertinent content are more eye-catching and easily noticed than advertisements with extended unrelated storylines. People nowadays are extremely busy, making it harder to captivate an audience. And it is critical for this goal that the advertisement material be relevantly intriguing and not puzzle the audience. To maintain the interest of their audience, advertising should remember the relevancy maxim. Using the relevance maxim, advertisers should remember that the substance of the advertisement should be relevant to the conversation and send an important message to the viewers. This maxim appears to be the simplest and shortest, yet it is also the most perplexing because staying relevant can be difficult at times. The relevance in structuring the content and the message being delivered is determined by how the audience interprets the maxim of relevance in advertisement and the extent to which the audience connects to the message (Herbert P Grice, 1975).
- There are changes and alterations to advertisements in order to create a link between the advertiser and the customer. Fascinating taglines in advertisements generates a long-lasting recall in the brains of readers by becoming more eye-catching (Fikroni, 2023; Sherqulova & Abduvahobova, 2022). Marketers nowadays expect customers to be drawn in by their graphics and taglines alone, therefore changes to messages transmitted are somewhat similar to every culture and for every sort of advertising, independent of culture or society (Chima, 2022). Advertisers utilize enticing language and words that affect viewers; perceptions of the product. Advertisers may include misleading claims or exaggeration in their uses.

2.3 Grice Theory of Maxims in Pakistani Electronic Media Advertisements

Previous literature in Pakistan advertising print media shows that use of cooperative principles has been manipulated intentionally for leaving an impression on viewers' mind. From the analyzed advertisements, it has been observed that writer of ads has used the Grice maxims in advertisements but has exaggerated the message, left some ambiguities and used sarcastic expressions in ads to leave the audience in curiosity with an untold message. The curiosity developed by message delivered will trigger the minds and grab the audience attention eventually (ul Eman, 2018).

The researcher has analyzed that advertisement create ambiguities and deliver half messages in taglines and slogans so that with miss-lead information the audience will approach their products. And so, uses dramatic metaphors that are fully unrealistic to natural phenomenon. Like the use slogan or tagline message that is totally irrelevant to the product but is much attractive and also eye-catching. Making a news or message much more complicated that understanding the main point of information becomes difficult. The sarcastic expressions create more emphasized and dramatically strong impression on viewers that they hide the real selling message and instead they show the dominating importance of product to life. Another strategy is the use of celebrity cast in advertisements that does not provide any information about product or use of product but only add-up the message of trending of some particular product.

In a study conducted on Pakistani advertisement strategy, it was also seen that in Pakistan the cultural and religious factors are also used by brands and advertisers that keep the audiences emotionally attracted. The use of entertainment industry celebrities and religious focal persons is an indication of violation of Grice Maxims, as they do not show any relevancy to the ideology of the selling product but they are the ambassadors, sole supporters and their presence in the advertisement is a sign of trend setting in the market (Khan et al., 2019). Despite of all the strategies used, it is observed that audience of today cannot be tricked easily as they are aware of all the metaphors and get the hidden message of advertisements correctly

3. Methodology

The researcher has focused on the Pakistani Advertisements mainly. The advertisements have been assured as the most common by observing their repetition under the following restrictions:

- The advertisements aired during prime time i.e when the dramas on Pakistani Channels are being shown (08:00 pm – 09:00 pm).
- The advertisements aired during News Hour on Pakistani News Channels i.e 09:00 pm bulletin.

Once the researcher has recognized the most common advertisements, the data regarding the most used taglines was collected through:

- Billboards
- Magazines
- News paper

The taglines of the selected advertisements are then analyzed by evaluating them under the Grice Principles of Communication. First the taglines were studied on the basis to identify what maxim or maxims of Grice's Principles have been followed and which of them have been flouted by the advertisers. After analyzing the flouted and non-flouted maxims, the taglines have been elaborated in terms of different meanings it may convey; making the research descriptive and qualitative by nature.

3.1 Analysis

The cooperative principle of Grice maxims has been applied on different commercials analyzing the tag lines. The application of Grice maxims over the advertisements helped in uncovering the rules of communication. The communication can be done differently. It can be understood considering language use in words of Pavlick. According to Pavlidou (1991), the language could be used in two ways one is simple, clear and explicit but on the other hand language could be used as unclear manners or with the hidden meanings as well. He comments that we could easily understand the implicit meanings of the written communication.

Sometimes, media uses some contents beyond the truth. But, there are some reasons and logic behind all these as well. H Paul Grice (1981) also states that there is an insight way, which is used to operate the language as a legal setting in the conversation. This is how the study shows the use of language strongly in legislative of the text and the contract, testaments, last will, agreements, affidavits and other deeds.

The analysis under focus is an attempt to apply Grice theory of Cooperative Principles on the Pakistani advertisements in terms of creating unrealistic facts. Pan (2012) also highlighted the Cooperative Principle in his paper claiming that the Grice theory presents the way of analyzing the conversation. The theory presents the legal ways to use the language which makes that language valid according to the laws of the language. Then he also presented the rule of verbal humor which is also a part of linguistics. Furthermore, the present study also throws light over the content tag lines that actually give life to the general products hence attracting the viewers to believe in the authenticity of the product. These taglines play the fictional role in the minds of the creator and also the viewer. The main essence lies in these tag lines that actually make the audience to trust the products in a true way.

To gain this confidence and trust, these advertisements must have these qualities and elements of effectiveness. The advertisements must be well planned to target the purposes to be achieved mainly for creating interest to attract the attention of the audience. The main purpose of the advertisements is to publicize of the new and even old products making them common among the people. Some advertisements come up with the great creative ideas that indulge the audience as soon as they first view it. From content to message, from visuals to music, the entire presentation of the product goes deep in the memory. These well managed advertisements are remembered in a long run. The audience also gets attracted by the communication of the participant which actually bounds the audience to look it.

Advertisement 1: Shan Masala



- Agr saaf khaen ge to skon se khaen ge
- Shan namak- zarra zarra khalis
- Khushiaan chakh lo

Manner: "saaf khana" intend two meanings.

- Pure food
- Hallal food

Apparent and intended meanings of the mentioned tagline lack clarity. The audience perceptions may vary.

"khushyaan chakh lo" is again violating the maxim of manner. Khushian (happiness) is portrayed as a tangible noun whereas it is an abstract noun; it is a feeling that cannot be eaten.

Quality: By stating "saaf khana" the quality of information is violated as salt only gives taste to the food not the purity. Purity is something beyond the level of achievement.

Relevance: The advertisement gives two dimensional thoughts rather than being relevant only to salt. Firstly it elaborates the essence of taste and secondly main ingredient of life. The happiness is always celebrated with a sweet whereas SHANs' tagline is linked to all of its products. Most of the products of Shan are the spices. Here the violation of truth and relevance can be observed prominently.

Quantity: "zarra zarra khalis" although the claim of being perfectly pure is exaggerated but the maxim of quantity has been fully observed. The information is brief, clear and easily understandable.

Advertisement 2: Coca Cola



- Replacing tea (Pakistani Culture)
- Mza har lamhe ka
- Things go better with Coke

Quality: "Mza har lamhe ka" seems like the claim of the coke company to be the Trade mark of happiness and enjoyment. The public priorities (truth) may vary.

Relevance: The advertisement also shows replacement of Pakistani culture as there is tradition of *tea-parties*, *tea-trolley* and also tea as a daily intake by maximum people. To remain cozy and fresh, all over the world people prefer tea/coffee rather than coke.

Quantity: "Things go better with coke". The information is not correct. Coke cannot be considered a step towards betterment. In fact, on medical basis it is hazardous for health.

Advertisement 3: Dalda



- Jahan mamta wahan Dalda

Quality: Violation of the maxim can be clearly observed. The mother love cannot be measured through anything. There is no parameter to calculate love. It is over exaggeration. Feelings cannot be objectified.

Quantity: The information provided in a simple tag line "Jahan Mamta Wahan Dalda" links the cooking oil with a presence of mother. The social and cultural domains expect a mother handling her kitchen herself. To cook good food for her family, she cannot compromise in any aspect and the strong basis is provided by the (good) cooking oil; hence fulfilling the maxim of quantity.

Manner and Relevance: The link is maintained in the tag line as it also incorporates the product name for clarity. The link of the product with the mother also makes it understandable in a way that usually mothers are the ones catering kitchen related agendas. So the presence of mother is parallel to the presence of Dalda (cooking oil).

Advertisement 4: Mobilink



- Har dil. Har din
- Dunya ko bta do

Quantity: The maxim of quantity is violated as the tag line "Har dil.har din" does not convey what the advertisement is about without going through the details. One has to look for the advertisement to be clear about the tagline.

Quality: "dunya ko bta do" is not true as all over the world (dunya) mobilink is not functional. It is not even covering the overall Pakistan. So the maxim of quality is flouted here. Manner and Relevance: The taglines simply should be understandable by the audience. One should be easy to grab what the taglines are referring to. Here the true sense of advertisement is not clear through the tag lines.

4. Discussion

Herbert P Grice (1975) argues that conversations are required input according to the situation. According to the cooperative principle, the speaker must select the worlds carefully and relate them with the context in which the speaker has to communicate. The cooperative principles makes the arguments strong. For example, according to the Herbert P Grice (1975) maxims, the maxim of quantity determines the limits of the information such as, how much information has to be conveyed through the advertisement. It would not be wrong to say that the maxim of quantity also decides the limits of the data also. For instance, the exaggeration can be clearly observed in the advertisement of Shan Namak claiming *zarra zarra khalis*. But in other advertisements the clear violation of the maxim of quantity is also vivid like in Mobilink. The Mobilink tag lines do not even clearly conveys what the product is all about.

Another maxim, the maxim of quality determines the quality of the information provided is correct or not, is righteously acceptable or not. Almost all the advertisements under analysis lack the maxim of quality in one way or the other. The most usual and important maxim seems the maxim of relevance which examines the relativity of the conversation; linking the content to its subject matter. For this not only the tag lines but also the entire advertisement is important. Every bit of information provided during the advertisement is of utmost importance. Not only the wordy expressions but also the objects shown in the advertisements are of importance in terms of relevance. The advertisement of Shan Namak can be considered more influential in terms of relevance as it clearly elaborates the basic theme behind the advertisement. Whereas the tag line of Mobilink does not clear what product is it referring to? The fourth maxim is the one covering almost all the apparent aspects of the conversation; it describes the manner in which the language is used. The overall way of conveying the message; having the correct language use, the lined up utterances and the objects going along the subject theme portrays the actual essence of the maxim of manner.

5. Conclusion

The content of the advertisements is always planned in a very creative way that it gives an immense thought to its viewers. Through the advertisements, the manufacturers of the products actually try to target and manipulate the minds of the audience. The message conveyed through advertisements is not only for the informative purpose only but it also intends to gain more popularity among the masses. The advertisements creatively go for the taglines that is most suitable in terms of remembrance, the slogans that can be thought provoking and also the taglines that can be sometimes hymned. All these features combine to create a single tagline that can go perfectly with the advertisements. Here the researcher has targeted the most common and famous taglines from the TV commercials.

Upon analyzing them under the Grice Principle of Communication, it is clearly observed that not all the advertisements come under Grice Cooperative Principle in many ways. Some lack with respect to relevance, whereas some lack in quality or manner. Some taglines even do not go with understanding of the product. Words may apparently mean one thing but connotatively they can be different. Even sometimes the review of complete commercial becomes eminent to know what actually these taglines want to convey and to what background they belong to.

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