

Article

Television Talk Shows in Light of the Theory of Conversational Implicature: A Media Pragmatic Approach

Adnan Taima Jahil Kazem¹

¹ Department of Arabic Language, College of Education for Girls, Shatrah University, Iraq

* Correspondence: Adnan.tumma@shu.edu.iq

Abstract: The objective of this research is to analyze TV talk shows through the lens of conversational implicature theory, with the aim of assessing the extent to which these televised discussions align with the principles developed by "Paul Grice" for ordinary conversation. The study delves into the application of Grice's theory to TV talk shows, specifically focusing on how these discussions deviate from the maxims of quantity, quality, manner, relevance, relation, or appropriateness by utilizing conversational implicature. In addition, the research identifies these deviations by employing the theory in a study of political talk shows, investigating the potential extraction of implied meanings from the dialogue of guests. The findings suggest that these deviations serve implicit purposes at a deeper level of communication, motives not explicitly revealed by guests or program hosts due to various factors such as ethical, social, psychological, or personal considerations.

Keywords: Television dialogue programs, dialogic approach, global discourse, dialogic implicature

Citation: Kazem A. T. J. Television Talk Shows in Light of the Theory of Conversational Implicature: A Media Pragmatic Approach. Horizon: Journal of Humanity and Artificial Intelligence 2024, 3(2), 13-30.

Received: 7th Jan 2024
Revised: 9th Jan 2024
Accepted: 18th Jan 2024
Published: 20th Feb 2024



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

Television talk shows have long been a staple of media discourse, offering a platform for engaging discussions on diverse topics. However, beneath the surface of these seemingly straightforward conversations lies a complex interplay of implicit meanings and unspoken intentions. In this research, we embark on an exploration of TV talk shows through the lens of conversational implicature theory, pioneered by Paul Grice, to unravel the hidden dynamics shaping these televised dialogues.

The objective of this study is to scrutinize the alignment of television talk shows with the principles of ordinary conversation elucidated by Grice's theory. By dissecting the application of Grice's maxims of quantity, quality, manner, relevance, relation, and appropriateness within the context of TV talk shows, we aim to uncover the subtle deviations facilitated by conversational implicature. These deviations

serve as conduits for conveying implied meanings, operating beneath the surface of explicit dialogue exchanges.

Furthermore, our investigation extends to political talk shows, where the stakes are higher, and the discourse is often fraught with strategic maneuvering and implicit agendas. Through meticulous analysis, we endeavor to unveil the concealed motives and implicit messages embedded within the dialogue of guests, shedding light on the intricacies of political communication in the televised realm.

Ultimately, our findings underscore the significance of recognizing and interpreting these deviations from Gricean maxims in television talk shows. They illuminate the nuanced layers of communication operating beyond the surface level, driven by a myriad of ethical, social, psychological, and personal factors. By adopting a pragmatic approach to media analysis, we contribute to a deeper understanding of the complex interplay between explicit dialogue and implicit meaning in the realm of televised discourse.

1.1. Structure and problem of the study

The study is based on a structural framework addressing (issues of the television media and conversational implicature; theoretical propositions and practical applications). It focuses on dialogue in television programs as an interactive structure concentrated on implicit interaction for being important in understanding television discourse and its transition from the implicit to the explicit, with a particular focus on the discursive context according to the maxims of conversational implicature and its pivotal role in guiding meaning, with adopting somewhat modern methodology in media studies, deviating from traditional analytical aspects.

1.2. Problem of Research

The research problem revolves around a central question: What are the violations of television talk shows regarding the maxims of quantity, manner, relevance, relation within the framework of Grice's maxims, cooperative principle and conversational implicature?

1.3. Reasons for Choosing the Topic

Every research endeavor is driven by compelling reasons, and the selection of this topic is motivated by several factors:

- The study delves into one of the media arts based on the principles of conversational implicature, known as "global dialogicity." (*Global dialogicity* refers to an approach or concept that involves the study and analysis of dialogues within a global or international context)
- A personal desire for contributing to scientific research led me to choose this topic.
- The study's interdisciplinary approach, integrating two scientific fields – media television and pragmatic linguistics, facilitates a comprehensive exploration of the specialization I am pursuing, allowing for an in-depth examination of its diverse facets.

- A growing inclination to intensify research in media within the realm of linguistic studies, particularly in pragmatics, highlights its crucial role as a communicative domain. This emphasis centers on language in a broader context and, specifically, spoken language in visual communicative interactions. The objective is to enhance effective communication between these two fundamental fields.
- The scarcity of studies and research in the media domain focusing on spoken television discourses according to these linguistic principles.

1.4. *The Importance of Study*

The importance of this study lies in its revelation of a form of communication characterized as implicit and unspoken. The exploration delves into implicit and indirect components within samples or instances of television talk shows, guided by the principle of research intentionality. This approach streamlines the interpretation of speech and conversation on the small screen. Additionally, the study unveils the interrelation among interactive participants by analyzing dialogues between talk show hosts and guests, even when they come from diverse backgrounds. The goal is to comprehend the hidden meaning within these communicative messages, providing a fresh perspective for understanding the communicative signification of TV talk shows.

1.5. *Study Objectives*

The primary objectives of this study include:

- Integration of scientific fields, both media and linguistic, utilizing discourse analysis tools to reveal the rhetorical characteristics of spoken television discourse and the impact of pragmatic concepts on its analysis.
- Exploring the close connection between visual text and linguistic analysis.
- Applying the theories of conversational implicature and pragmatic analysis in the study of spoken television talks.

2. **Materials and Methods**

2.1. *Study Limitations*

The nature of the subject necessitated the adoption of a descriptive-analytical methodology based on description and investigation in presenting ideas and conclusions related to the phenomenon in question. Additionally, a pragmatic approach aligned with media phenomena was applied, allowing the application of the concept of conversational implicature and the description of selected television dialogue discourse, analyzing its various aspects according to the rules and principles of conversational implicature theory.

2.2. *Spatial Limits*

This study was applied to a sample of two television talk shows "Al-Sandoq Al-Aswad" (The Black Box): A talk show hosted by host presenter "Amr Taqi," broadcast on the Al-Qabas Kuwaiti channel via the "App Store" and "Android" applications. "Al-Haqq Yaqul Ma' Adnan Al-Tai" (The Truth is Said with Adnan Al-

Tai): A talk show broadcast on the UTV channel (in English) which is an Iraqi satellite network based in Baghdad.

2.3. *Temporal Limits*

The study was conducted from December 26, 2023, to January 26, 2024.

2.4. *Subject Limits*

The study is limited to theoretical research on the concept of pragmatics and conversational implicature, or what is called "media pragmatics." This new field introduces its approaches in the field of communication and media, aiming to establish the reading of television programs in light of contemporary pragmatic approach, applied to two dialogue television programs.

3. **Results and Discussion**

3.1. *Viewpoint or Understanding of The Concept of Pragmatics*

Despite numerous attempts to define "pragmatics," a comprehensive and singular definition remains elusive, primarily because it is a relatively new field where concepts lack sufficient clarity. Consequently, establishing precise boundaries and frameworks for pragmatics has proven to be challenging. Additionally, the concept is utilized by various branches of knowledge [1], and each branch has a distinct origin it stemmed from [2].

The term "pragmatics" originally came from the Greek word "pragma" which means "deed or action". Later on, this pragma evolved through affixation, to encompass anything related to action or practical realization. In the French language, it carries the meaning of what is tangible and suitable for reality [3]. While in English pragmatics stands for anything related to actions and actual realities [3].

Despite the difficulty in defining a single definition for pragmatics, as mentioned earlier, its intersection with other sciences related to language has made it challenging for researchers to determine a unified definition. Although it is a modern science with richness in its topics, it is still unclear and lacks distinct features [4]. Initially, it was not independent of other sciences, relying on fields such as psychology, sociology, philosophy, anthropology, culture, religion, and others [5].

After various studies and definitions, it seems that pragmatics converges to one reality and meaning: the study of language in its actual use, within the limits of its lexical or syntactic structures. It is the study of words, phrases, and sentences as they are used and understood for their purpose in specific situations, not as found in dictionaries and lexicons [6].

Despite the diverse definitions and varying perspectives among researchers on pragmatics, the idea of usage has been acknowledged and emphasized. In essence, pragmatics is the study of language in use or communication, also known as the "linguistic usage science" [2].

3.2. *The Concept of Conversational Implicature*

The concept of "conversational implicature" is one of the most prominent pragmatic concepts, originating primarily from the works of the linguistic philosopher Paul Grice. He is considered the first theorist of this concept in modern Western pragmatic studies through his work "Logic and Conversation." Grice observed that when interlocutors engage in conversation, they follow certain necessary implicit rules in their communication [7].

In case there is a violation of these rules, communication does not take place, and to affirm his theories, Grice established a general principle called the "Cooperative Principle." This principle dictates that interlocutors cooperate in achieving the goal of their conversation, and its formulation is: "Let your contribution to the conversation be such as is required by the direction taken by the conversation" [8].

The conversational implicature is a type of deixis aimed at determining the actual pragmatic side of the sentence. It is interpreted according to the context and the surrounding circumstances. The interpretation is guided by psychological principles, and it relies on any general knowledge useful for understanding what is said [9].

The implied meanings cannot be separated in any form from the context, as determining the meaning of speech requires other criteria and tools. The meaning of speech does not come in any form independent of the context in which it is presented [10].

3.3. *Pragmatics and Its Impact On Media Discourse*

Pragmatics has an impact on the study of media discourse in its written, spoken, and visual forms. It examines journalistic and media discourse through two dimensions.

- The first aspect involves studying the verbalized words in discourse, meaning the study of the internal discourse structure consisting of vocabulary, structures, sentences, and even texts.
- The second dimension involves studying the verbalized words in discourse, examining the structure of the external discourse influenced by the ideological and contextual contexts of this discourse. This impact is direct or indirect on the recipients of this discourse.

Discourse analysis, in its communicative study, investigates media discourse in its external dimensions or those direct and indirect influences directed towards the audience. Generally, media discourse and specifically, conversational program discourse, are considered influential means. Investigating media and journalistic materials and studying them in the light of external influences and the immediate circumstances and context surrounding the discourse makes it more impactful and informative on the recipients [11].

The pragmatic linguistic research also aims to decode media discourse and recognize the assumptions, intellectual biases, or concepts behind it, the analysis

of media discourse is an attempt to recognize the messages the sender wishes to convey.

It argues that the communicative study, or its components built upon, are political discourses, and journalistic discourse is a political discourse at its core. It relies on historical and social contexts, placing them in a constructive framework of influence. It harbors within itself one or more goals, with a linguistic foundation and references from which it draws its linguistic structure. It has sources from which it derives its directions and positions [11].

The journalistic discourse, from a communicative perspective, dissects the mechanisms and internal linguistic components that compose its content and ideas. It also examines the external factors that contributed to its production and its intended purpose. This serves as the fundamental element for communicative analysis, as it studies the intentions of the speakers. This is a crucial feature on which communicative analysis is built, in addition to the external context that primarily shapes journalistic discourse.

Studies of discourse have diversified across various disciplines since the emergence of the term 'discourse analysis,' and its concepts have expanded to encompass broad domains. Each researcher and scholar have been influenced by their specialized field, and this term has become the focal point for the convergence of various studies, such as media linguistics, social linguistics, psychological linguistics, philosophical linguistics, and statistical linguistics [12].

3.4. The Cooperative Principle of in Television Talk Shows

At the level of conversational exchange, Paul Grice formulated a general cooperative principle to be respected by any participant to respect as he expected. This principle is to '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' and is referred to as the 'Cooperative Principle' [13]. This

- 1) Quantity Maxim: Make your contribution to the conversation informative to the extent required [13], and do not make your contribution more informative than necessary. This maxim serves as a semantic limit intended to prevent participants from increasing or decreasing the amount of required benefit. This rule involves two sayings [13].
 - a) Let your contribution to the addressee be in proportion to their need.
 - b) Do not let your contribution exceed the required limit.
- 2) Quality Maxim: This maxim includes two commands: Do not say what you believe is untrue, and do not say what lacks sufficient evidence for its truthfulness. Its difference from other maxims lies not in what is said but in what is intended to be said and the manner in which it should be said. It contains two fundamental rules [13].

- a) Do not say what you believe is false.
- b) Do not say what you have no evidence for.
- 3) Relation or Relevance Maxim: This maxim expresses the idea that statements should be related or relevant to the topic of the conversation. Be relevant. It serves the purpose of preventing the speaker from slipping into other purposes conflicting with those intended by the discourse. It emphasizes considering the relevance of the discourse to the context and states: Let your statement be suitable for your need, aiming to fit the speech to what is required in each stage [14].
- 4) Manner Maxim: This maxim is not directly related to the statement itself but to the manner in which it is said. It is summarized in 'Be clear' and includes 'avoiding the obscurity of expression, avoiding ambiguity, being concise, and being organized.'"

These maxims have an additional significant methodological value, which lies in the fact that the dialogue between the speaker and the recipient has its course and is regulated by principles. Grice focused on 'substitution and inference,' which represents a cornerstone that maintains the presumed cooperation. When the assumption contradicts the surface evidence, substitution arises initially. It's important to note that these rules are not arbitrary customs but rather intellectual tools for cooperative exchange.

3.5. *Conversational Implicature in Television Talk Shows in Application*

Studies and researches that focus on the fields of television programs and conversational implicature are relatively few, especially since conversational implicature as a key concept in pragmatics is considered a new science in presenting its approaches in the domain of communication and media. Therefore, the researcher aims to root the interpretation of television programs in the light of contemporary pragmatic approach. The first pillar in any communicative process is the element of dialogue, which has received considerable attention from scholars, philosophers, and communication and media experts. This led Paul Grice to establish his well-known theory, 'Gricean Maxims, [15] based on principles that regulate the course of dialogue. The backbone of this theory is the cooperative principle, which governs the interpretation process and goes beyond the literal meaning of the expression. Meanwhile, the principle of conversational implicature is realized when a maxim from the set of principles within the cooperation principle [15] is violated.

The communicative process as per Paul Grice's theory is governed by the cooperative principle which branches into four maxims: quantity, quality, relevance, and manner. Any deviation from these principles inevitably leads to

dialogical failure, and there is no doubt that this deviation is intentional and deliberate [16].

In the following talks, we will illustrate to the reader the extent to which both the presenter and the guests adhere to the cooperative principle in general and the four maxims in particular, or to violate this principle.

Example 1:

"The Black Box": A talk show hosted by the journalist 'Ammar Taqi,' available on both the 'App Store and Android.' It is aired on the Kuwaiti channel Al-Qabas and it hosts various personalities who have witnessed prominent political, economic, and sports events, as well as other well-known figures. In the episode that took place on April 21, 2021, this talk show hosted the former parliament member 'Faiq Al-Sheikh Ali' in the program's first-ever interview with an Iraqi personality in The Black Box:

This episode revealed an interactive and conversational dimension, highlighting the importance of conversational implicature between the host and the guest. Such programs serve as vital visual means of communication and persuasion, aiming to reach the audience and influence societal thinking through evidence and arguments presented by the participants. They are characterized by intentionality in facing viewers such talk shows.

In terms of cooperative conversational exchange, the host warmly welcomes his guest, Faiq Al-Sheikh Ali, saying, 'Good evening, dear viewers. I welcome you to this series of 'The Black Box.' I am pleased to welcome my guest in this series, the Iraqi ex-parliamentarian Faiq Al-Sheikh Ali.' He then turns his face and says:

- Good evening, Mr. Faiq.

The guest responds:

- Good evening, hi Mr. Imad.

The conversation begins with greetings, which are considered a speech act employed by the presenter in the initial stages of the first series. In various contexts, greetings can convey meanings beyond their usual salutations. However, in this particular context, the host strategically utilizes greetings as a customary function to initiate the series, following the typical practice observed in the opening of talk shows.

In this response, specifically (Good evening, hi Mr. Imad) the adherence to Grice's general cooperative principle is evident. The guest cooperates with the host and reciprocates the welcome. In this assumption, his response follows the four maxims of the cooperative principle, adhering to the 'quantity' maxim by

providing the needed information, and to the 'quality' maxim by being sincere and believing in what he says, adhering to the 'relevance' maxim by staying on the topic of greetings, and following the 'manner' maxim with clarity and conciseness. The intended meaning here is the direct, straightforward meaning."

The conversational implicature in this interview is as follows:

1. Violation of the Quantity Principle:

Following this greeting, the host added another kind of greeting: "Welcome, in this series, being the first series of the program 'The Black Box' where I host an Iraqi personality, we will certainly delve into many episodes, Mr. Faiq. We will discuss your biography, experiences, significant episodes you've been through. I'll also take advantage of your presence as a researcher, writer, and historian, and we will address various issues related to Iraq, its history, to better understand what has happened and what is currently happening in Iraq. The most important thing before we begin is that you are ready to open 'The Black Box.'

The guest, Faiq Al-Sheikh Ali, responded, "Thank you, Mr. Ammar. This is indeed a wonderful initiative. This is the first time it happens with me, even though there was only one offer from one Iraqi figure to record specific historical episodes. However, 'The Black Box' format, opening it, and discussing a long journey, perhaps spanning nearly sixty years of Iraq's history and biography – this is the first time it has happened. Therefore, it matters a lot to me to advise the current and future generations and say to them that what I will say is important. Some might not have heard it before or come across it. I will talk about many secrets that have been asked about during the episodes, and I don't know how many episodes there will be. I am keen to convey the historical truth to the Arab world and the world in general. We are ultimately approaching an inevitable death, and I don't know when I will die. However, this series of talks will remain a true history, witnessing the era of what happened of scourges and destruction, and also the other side of happiness at times in Iraq and the countries of the region."

Here, the host adheres to the Quantity maxim in his question directed to his guest. However, the latter did not adhere to it in his response, providing an excess of information beyond the necessity in a clear yet intriguing manner to capture the viewers' attention and evoke emotions. The direct meaning here is an inquiry and its response that appeared to be violating the maxim of quantity.

In addressing the question concerning his opinion on "King Ghazi of Iraq" and the events surrounding him, the guest failed to offer a precise response with no redundancy to the host's inquiry. Instead, he leaned in his answer on what Queen Wadia told him about King Gazi. Notably, his use of repetitive language,

particularly in reference to Princess "Badia," created an air of conversational implicature, as if he were circling around one point. The guest's response appeared calculated rather than spontaneous, strategically staying within the bounds of conversational implicature.

The repetition of the term "Princess," seemingly a mere choice of wording, carried implicit implications. While on the surface it might seem like linguistic repetition, it covertly served a moral purpose—directing attention toward the guest himself and unveiling his underlying intentions. This strategic use of language, beyond its apparent wordage, subtly conveyed a deeper layer of meaning.

Throughout 46 episodes of talk shows, specifically in episode number 44 of the "Black Box" program, Faiq Sheikh Ali made a concerted effort to highlight his significant involvement in the Iraqi opposition movement against the former regime. He emphasized his extensive connections with key figures within the opposition. However, the conversation took an interrogative turn when the program's host inquired: Do you think you perceived any injustice from the current Iraqi ruling leadership as not mentioning your name as a prominent figure in the Iraqi opposition who played a leading and pivotal role in the period preceding Saddam Hussein's downfall.

The answer was affirmative: "Yes, they did because they fear my name."

The host, then, probed further, asking: during the preparation of the program, I noticed that Ahmed Al-Jalabi, the most prominent opponent to the Baath regime and the closest to America, had not referenced to your name at any point in the history of the opposition or in any televised interviews, both before and after the fall of Saddam Hussein's regime despite the fact that he mentioned many influential figures, including some from Lebanon. Additionally, Ayad Alawi, a well-known opponent to the regime, did not refer to your name in his book titled "In the Field of Mines." Even Paul Bremer, the ruler of the provisional coalition government following the American invasion of Iraq, did not include your name in his memorials. Furthermore, your name was notably absent from the 800-page Iraqi Political Encyclopedia by Hassan Al-Zubeydi, even though he covered 1500 Iraqi personalities. In this context, the presenter, Amad Taqi, questioned how these most prominent figures ignored and overlooked your name in their documentation of the stage that preceded the downfall of the regime.

The guest replied with the following points:

- Firstly, because I am not an agent aligned with any state whereas they are agents and aligned with various countries.

- Secondly, I am independent and have no affiliations with any foreign country.
- Thirdly, I am not associated with any political party or authority.
- I am the patriarch of the Iraqi opposition, the foremost adversary of Saddam's regime, and a steadfast leader. I intend to leave a will for those handling my burial to ensure my head remains lifted high.
- I am deeply honored that my name was not included in their publications.

In response to a thought-provoking query, the guest provided a substantial amount of justifying information. From a logical standpoint, his response ought to have been posed as a question: "For whose interest did Paul Bremer work?" For instance, did Paul Bremer harbor any reservations about mentioning Faiq Sheikh Ali in his memorials? Furthermore, what relevance does your non-partisan and independent stance have to do with not mentioning your name in his memorials or TV talk shows? We are perplexed by your inclination to ensure that your head is raised high even in the final repose of your grave. This apparent desire for an elevated resting position seems to be driven by an exaggerated need for self-assertion and a wish to present a comprehensive and egoistic image. The intentional exaggeration, which breaches the maxim of quantity and goes against Gricean principles, indicates a psychological inclination towards asserting one's superiority. This inclination is underscored within the framework of the historical stages of the Iraqi opposition movement abroad. Although not explicitly stated by the guest, the conversational implicature points to an additional meaning, becoming evident through Gricean interpretation and understanding.

2. Violating the maxim of quality:

In response to a question about homosexuality accusations against King Ghazi, the second king of Iraq, former Iraqi MP Faiq Sheikh Ali claimed to possess unique information about King Ghazi. He asserted that Princess Badia, "Bint Ali, Bint Al-Sharifa, Bint Al-Hussein," shared secrets with him in London, revealing alleged moral shortcomings of King Ghazi. These included claims that he was foolish, an excessive drinker, careless, reckless, uninformed about state administration, unaware of his own household affairs, and involved in homosexual relationships with boys. Princess Badia reportedly requested the guest to refrain from disclosing this information as long as she was alive.

The program host intervened and asked Sheikh Ali:

- The king was involved in relations with men?

Faiq Sheikh Ali responded:

- Yeah, he was involved in relations with men.

This violation of the maxim of quality is evident as the guest's statements lack any supporting historical documentation, audio, visual, or written evidence regarding Princess Badia's claims. The guest's sole reliance on Princess Badia's testimony, even if she were alive, raises doubts about its validity, especially considering her old age and the potential impact of diseases such as dementia and forgetfulness. Faiq Sheikh Ali neglected Grice's maxims of conversation, particularly the "principle of politeness," which encompasses rules like "the rule of abstinence" and "the rule of choice."

Faiq Sheikh Ali displayed unwavering certainty about King Ghazi's alleged engagement in relations with men, using facial expressions to emphasize the validity of his accusations. His head movements in the television talk show served both cognitive and interactive functions, expressing one of two meanings: negation or affirmation. By the movement of his head, he insisted on the correctness of his accusations to King Gazi with elaboration implying multiple meaning to convey messages to the audience without adequately taking the ethical and politeness aspects into consideration.

In this way, he violated the maxim of quality and this violation inevitably led to conversational implicature (Sheikh Ali lacked any document supporting the validity of his accusation against King Ghazi, and he failed to provide evidence for his claims).

The deviating from the maxim of quality is further evident in Sheikh Ali's use of folk stories, such as the notion that "King Ghazi was involved in relations with men." His aim was to elaborate on the accusation and influence public perception, straying from the required standards of quality in dialogue.

The essential lesson from this TV Talk Show is that the conversational implicature is one of the important foundations of the pragmatic theory. The communicative process in this episode of the "Black Box" program revealed the nature of the interlocutor and his violation of the quality principle. Additionally, the guest had diverse intensions, including personalization and the arousal of sensitivities through the messages conveyed to the public.

3. Violation of the maxim of relationship or appropriateness:

In this television interview, the guest excessively praised the program presenter and staff, violating the principle of maintaining an appropriate relationship. His narration included excessive virtues and praises for the program, deviating from the relevant topic and the cooperative principle of staying connected or appropriate to the conversation.

Second Example:

The program, "The Truth Be Told with Adnan Al-Taie," is a talk show broadcast on the UTV channel, an Iraqi satellite network based in Baghdad. The episode titled "Tahoe storms the Nawab Cafeteria... and Saddam breaks the quorum" aired on December 16, 2024.

The program host's introduction unfolds as follows: "Tahoe storms the Cafeteria of Representatives, and Saddam breaks the quorum." Ultimately, the parliamentary session was indefinitely postponed. Black smoke ascended from the parliament's chimney, and no white smoke will billow unless a compromise is reached. This is the current situation following a tumultuous election night. Let's delve into the events of that raucous night.

Three Sunni candidates entered the race: Mahmoud Al-Mashhadani, Salam Matar Al-Issawi, and Shaalan Al-Karim. Muhammad Al-Halbousi's candidate, Shaalan Al-Karim, wins with 152 votes out of 314, followed by Salem Al-Issawi with 72 votes, and Mahmoud Al-Mashhadani with 44 votes, putting him on the verge of exclusion.

The narrative addresses an attack against Shaalan Al-Karim for his expressions of sympathy for Saddam Hussein's execution and admiration for the former regime. Despite being active in politics for years, old allegations surface, leading to a lawsuit under Law No. 10 of 2004 by State of Law and Asaib representatives. Other factions, including Badr, Al-Hikma, Design, and Al-Fasa'il, reportedly elected him through a secret ballot, emphasizing the political nature of their position.

This attack weakened Shaalan Al-Karim's standing, even among Shiite supporters. Allegations of vote-buying emerge, with reports of behind-the-scenes auctions where MPs' prices range from \$100,000 to \$350,000. While lacking concrete evidence, these statements gain traction, prompting tweets calling for verification of charges or a halt to the elections to address this alarming phenomenon.

If we shift our focus from the accusations to managing the session, we encounter a secondary issue related to the accusation against the two deputies of the President, and Speaker of Parliament Mohsen Al-Mandalawi, and Shakhwan Abdullah. They were accused of causing the session's failure despite achieving a quorum and having the ability to determine it. The failure mechanism involved raising a dispute to disrupt the session, violating the Council's law and internal regulations.

The problem stemmed from Mandalawi adding a paragraph to the agenda for voting, renaming the board of presidency to reworking a name based on

letters and circulars issued by Parliament, rather than following the existing formula of the president and his two deputies. This led to a verbal altercation and objections, with the suspicion that raising this specific issue was a deliberate attempt to fail and postpone the session, which indeed occurred.

Regarding the candidates' chances, behind the scenes, there is speculation that Salem Al-Issawi's prospects have increased somewhat at the expense of Sheikh Shaalan, but even this shift could collapse if there is political consensus on a specific personality.

In conclusion, regardless of the outcomes for Shaalan or Salem, and regardless of factual disputes, the political process in Iraq relies on consensus. Compatibility remains the key solution. The choice of the president will only happen if everyone agrees, requiring patience until decisions are made. Now, let's see what unfolds. May God bless you.

Violation of the maxim of quantity: The program presenter, in the introductory segment, seems to have exceeded the necessary amount of quoted information. The use of slang oral language and redundancy goes beyond the linguistic quality standards, violating the quantity maxim of conversation. The introduction contained multiple intensions through unnecessary redundancy, suggesting that the presenter aimed to attract an unknown audience by intentionally presenting information in a non-brief manner to fill the atmosphere.

Violation of the maxim of quality: The study focuses on the maxim of quality, which advises being honest in contributing to the topic. This maxim is divided into two parts: first, avoid saying something you believe is a lie, and second, refrain from stating anything lacking sufficient evidence.

This is evident through his use of metaphorical vocabulary and phrases, such as (the Tahoe, which is a modern American car), and its storming of the Iraqi Parliament), (Saddam breaks the quorum), and (Black smoke rising from Parliament's chimney (i.e. the program presenter's work on the principle of sarcasm, using methods that involve purposes And certain goals and violated the maxim of quality through untruthful information in external reality.

Another example of this program's violation of the maxim of quality is the program presenter's choice of his guests. The two sides of the social structure, and they represent the two poles of struggle for the sake of conflict, and the victor in it is the one who excelled.

Detracting and degrading the value of his fellow interlocutor, meaning that conversations are the subject of slander, accusing, and defamation. It is not the place to present and establish the language of reality and its study.

Among the methods of violating the “maxim of quality” is also what the presenter of the “Truth be told” program does, is by deliberately reformulating the speech of the two guest parties with the content of a controversial question and directing it to the other despite the lack of evidence for it, so that is nothing but the deepest wedge of disagreement between them with premeditated intentions and an attempt to distance the convergence between them.

Violation of the maxim of appropriateness or relevance: To achieve communication with the public, the presenter should be trustworthy in what he talks about. He starts by relying on hypotheses, assumptions and interpretations, using Minbar language, just to move the audience feelings and attracts them to his program through his usage of different tones, once rising, once falling, pausing and speaking. In the end of his opening speech, he used a proverbial phrase: (We must be patient for a while until we eat the grapes) is an employment of the folk proverb: (Be patient ...the sour grapes will soon ripen) in reference to the fact that we must be patient and too forward until things are cooked well. The use of this proverbial phrase by the host presenter implies a media aspect to elicit recipients' attention to his political talk show, yet it is considered a breach to the "principle of occasion", as the episode talks about political parties and parliamentary conflicting blocs about the election of the Speaker of the parliament, so, what is the intention behind using the word "grapes" as symbolic reference by Adnan Al-Taie, the host presenter if its semantic signification is excluded because this linguistic use and displacement is related to purposes which the presenter hides. Thus, he violated the maxim of the Gricean occasion.

In another example of violating the occasion in the episode titled (The American Cowboy defies Al-Sharukiyya...no withdrawal or evacuation)

The program guests

Ali Fadlallah: a researcher in political affairs from Baghdad

Imad Baghalen: a political activist from Erbil

Dr. Ayyad Al-Toufan: a military expert from Erbil

Episode date: January 10, 2024

Adnan Al-Taie, the presenter, asks his guest Imad Baghalen: If Al-Sudani's government decides that there is no need for the American troops - this is within the jurisdiction and powers of the government, must Erbil and Ramadi, Mosul and Basra respond?

Imad Bajalan asserts that, whether one likes it or not, the current situation brings to mind the ISIS scenario. The group- he points out to Itar bloc- has a new refrain that Masoud Barzani had two military divisions during the ISIS invasion

of Mosul. Bajalan adds that, according to Al-Maliki's order, these military divisions were allegedly handed over to ISIS in Mosul, Tikrit, and Ramadi. He characterizes this as a breach of the maxim of appropriateness, contending that the guest's response veered off the program's intended focus and did not align with the context of the conversation, thereby violating Grice's maxims: "saying useful things" and "interacting with things relevant to the conversation."

Abruptly, the host presenter veered away from the designated program focus, centered around the question of whether the presence of American military bases in Iraq amounts to occupation and a breach of sovereignty. Instead, the host shifted attention to the controversial figure "Noor Zuhir," implicated in the "Theft of the Century." The connection between this individual's alleged corruption and the American bases in Iraq remained unclear. This departure from the original program objective is considered a violation of the maxim of relation, as the presenter failed to adhere to the intended context and ventured into irrelevant topics.

4. Violation of the Manner Maxim

The program presenter put forth a series of accusations without explicitly specifying their sources. Following this, he asserted that there was no supporting evidence. However, as events unfolded, it became clear that these accusations had transformed into actual cases. This lack of clarity in communication has the potential to cause misunderstandings among participants, including both the hosts and the audience of the television program. Such a discrepancy goes against the fundamental principle of ensuring clear and straightforward communication.

4. Conclusion

- The examination of conversational implicature in TV talk shows through a pragmatic lens underscores the significance of research in this field. Integrating the realms of media and pragmatics becomes crucial as it delves into the subtle meanings perceived by recipients. This synthesis aims at effectively influencing and convincing individuals, thereby shaping their perspectives and potentially altering their convictions regarding the issues presented to them.
- The essential integration of linguistic and visual media elements is vital for constructing critical discourse that unveils aspects beyond what explicit language alone can convey.
- T. V political talks are viewed as a communicative art with pragmatic dimensions, linking various fields of knowledge. For instance, media and linguistics.

- Media and communication sciences are recognized as interdisciplinary, extending beyond a singular discipline. This involves the integration with various linguistic sciences and other human-specific dimensions.
- Conversational implicature plays a crucial role in pragmatic theory, facilitating the exploration of both explicit and implicit intentions within TV talk shows.
- The theory of conversational implicature aids in understanding the reasons behind deviations from Grice's cooperative principle and the maxims of quantity, quality, manner, and relevance. Furthermore, it determines to what extent this theory can be applied within the context of TV talk shows.
- The emergence of program classifications of this nature represents a communicative genre intertwined with human life. These classifications subtly conceal cultural and ideological values, aiming to strengthen their presence within the targeted audience and intentionally seep into the subconscious mind.
- The phenomenon of conversational implicature is noted as more prevalent in television talk shows and interviews than in printed journalistic articles.
- The pragmatic approach significantly enhances talk shows by liberating them from the dominance of language and its structures. Instead, it introduces effective strategies capable of unveiling hidden meanings, with one notable example being the application of conversational implicature theory in the pragmatic analysis of TV talk discourse.

Recommendations

1. Iraqi academics focusing on media studies should show a keen interest in exploring linguistic pragmatic aspects in the analysis of media arts. Despite their importance, these studies have been overlooked, especially within the journalistic Radio and TV departments in Iraq.
2. Additionally, there is a pressing need to underscore the importance of dialogue on television stations for enhancing the competencies of program presenters. Emphasizing studies related to linguistic usage in media discourses is crucial, given the global significance of these aspects.

References

- [1] K. B. Jadi, *In Pragmatic Linguistics with an Authentic Attempt in the Ancient Arabic Lesson*. Al-Eulma, Algeria: House of Wisdom for Publishing and Distribution, 2009.
- [2] M. Sahrawi, *Pragmatics According to Arab Scholars*, 1st ed. Beirut: Dar Al-Tali'ah, 2005.
- [3] M. Y. Ali, *Introduction to Linguistics*. Beirut, Lebanon: New United Book House, 2004.
- [4] A. Françoise, *The Deliberative Approach*, 1st ed. Rabat: Center for Strong Development, 1986.
- [5] S. A. F. Saleh, *Pragmatic Theory and Its Impact on Contemporary Grammatical Studies*, 1st ed. Irbid, Jordan: The Modern World of Books, 2015.
- [6] B. E.-D. Muhammad, *Simplifying Pragmatics from Language Acts to the Language of Political Discourse*. Cairo: Dar Shams Publishing and Distribution, 2010.
- [7] P. Balansheh, *Pragmatics from Austin to Goffman*, 1st ed. Latakia, Syria: Dar Al-Hiwar for Publishing and Distribution, 2002.
- [8] T. A. Rahman, *On the Origins of Dialogue and the Renewal of the Science of Theology*, 2nd ed. Casablanca, Morocco: Arab Cultural Center, 2000.
- [9] A. Mustafa, *Understanding of the Understanding - An Introduction to Hermeneutics*. Cairo: Vision for Publishing and Distribution, 2007.
- [10] M. Al-Saran, *Linguistics: An Introduction to the Arab Reader*. Cairo: Dar Al-Fikr Al-Arabi, 1997.
- [11] O. Mahmoud, *The Language of Political Discourse*. Cairo, Egypt: Universities Publishing House, 2005.
- [12] B. A. C. B. Yule and J. B, *Discourse Analysis*. Dar Al-Kitab, 1997.
- [13] P. Grice, *Studies in the Way of Words*. 2009.
- [14] A.-A. Al-Ayashi, *Dialogical Asymptomatics in Linguistic Circulation*, 1st ed. Algeria: Al-Khilaf Publications, 2011.
- [15] S. symposium, *Pragmatics and Algerian Television Journalistic Discourse*. Algeria: Laboratory Publications, Linguistic Practices, Mouloud Mammeri University of Tizi-Ouzou, Faculty of Arts and Languages, Department of Arabic Language and Literature, 2018.
- [16] M. A. Nahla, *New Horizons in Contemporary Linguistic Research*. Egypt: New Knowledge House, 2002.