Pragmatic Structure of Implicature and Violation of Grice Maxims in Some English and Arabic Newspapers

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Abstract

This paper is an attempt to study gossip in two Newspapers. It pragmatically tackles gossip in these mass media. Consequently, it attempts to achieve the following aims:1) examining to what extent Grecian pragmatic theory of cooperative principle is of any help for revealing the intended meaning of media gossips in the selected newspapers.2) identifying the pragmatic structure of implicature in which gossip is composed. To Fulfill the aims of this study, it is hypothesized that: 1) Pragmatic principles occur randomly in English and Arabic media gossips.2) The gossip columns (the data of the current work) in the six newspapers under investigation are analyzed according to the models (Violation of Grice Maxims and

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implicature) . 3)Carrying out a contrastive analysis of the ways of expressing gossip in both languages.4) Drawing conclusions from the results of the study and making some recommendations and suggestions for further study.

دراسة تداولية لتركيب التضمينوكسر قواعد كرايسن في بعض الصحف الانكليزية والعربية: دراسة مقارنة

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الـمستخلـص

قدم هدا البحث تحليلا تداوليا للأعمدة الشــائعات في الجرائد التي تحتوي على الشــائعات للمشــاهير والكتاب والمؤلفين ورؤســاء البلاد. تهدف الدراســة الى بيان الطريقة التداولية في طرح الشــائعة حتى تصــــل للقارئ بهدفها المعهود ان كانت في اللغة الانكليزية او اللغة العربية. قد اختير اثنى واربعون عامودا للتحليل وطبق عليها تصــنيف وكســر (قواعد مبدأ الاســهام) للعالم كرايس و (التضــمين) للعالم ليفنســــن. من بين النتائج التي توصــــلت لها البحث شــــائعات الانكليزية والعربية تتكون من التداولية والمعنى المقصــــود وليس المكتوب حيث ان لكل من اللغة الانكليزية لها دور في اســتخدام العناصــر التداولية في طرح الشائعات وأيضا اللغة العربية لها استخدام يختلف بالنسب التي استخرجت من هدة الدراســة في اســتخدام العناصــر التداولية في طرح عامود الشــائعات. كدلك توصــلت الدراســة ان كلا المجتمعين اســتخدموا فعل الكلام الاعلاني لكن بنســب مختلفة على ســبيل المثال ان اللغة الانكليزية استخدمت هدا النوم بنسبة 28.75% واللغة العربية استخدمت هدا النوع بنسبة 38.09%. تبين هده النسبة بأن كاتب الشــائعة هدفه هو اعلان عن الشــائعات بشكل عام لهدا استخدم هدا النوع حيث أن الكاتب الشائعات العربية استخدم هدا النوع بشكل أكبر من الكاتب الانكليزي.

1. Inroduction

Mass media has an important role in influencing our life, especially televisions (TV) and newspapers. Newspapers play an essential role in this regard through media news. In this newspaper, gossips are constructed and manipulated in order to achieve certain purposes. The choice of language is a prerequisite to ensure the intended influence by directing readers' attention to certain issues. However, gossip is positive or negative evaluative information about contextually determined and deviant acts of third party (ies) (most often non-present, but potentially present in the conversation). The gossip sender(s) have

true/deceptive knowledge of the gossip content conveyed to the receiver(s) of gossip, gossip is a broad topic that has been tackled by philosophers, anthropologists, sociologists, and, recently, psychologists. Yet, the linguistic elements of gossip remain largely unexamined and even when they are examined; they examinations are characterized by many weaknesses and gaps (Foster, 2004: 79). More precisely, the pragmatic components forming the structure of this speech genre as well as the pragmatic strategies employed for performing it have not thoroughly been investigated (ibid). This means that the pragmatic aspect of gossip has not been given its due attention. Consequently, a need rises to deal with gossip from this angle which is the objectives of the present paper.

1.1 The Notion of Grice Maxims

Palmer (1981:173) suggests that the speaker and the hearer share a general cooperative principle between them in talking "which controls the way in which a conversation may proceed". Therefore, the speakers always shape their utterances to be understood by the hearers. That is, there should a kind of tactic agreement between the speaker and listener on the basis of which the conversation works smoothly (Kempson, 1977:143; Thomas, 1995:56; Senstrom, 1994:18).Accordingly, Grice(1975:45) formulates what he labels the cooperative principle(henceforth CP) which participants in a conversation are expected to observe. Grice (ibid.) has indicated that the original formulation of the CP is that: **(Make your conversation such as required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged).** From the linguistic points of view, what increases the interest for studying the cooperative principles and its maxims is to explain why the utterances seem to mean more than they say. The CP is also introduced to show that the difference in meaning that pragmatists have noticed in sentences is due to the implied meaning rather than to the literal meaning of the sentence itself (Sperber and Wlson, 1986:297).Hence, Grice(1975:45f) concludes that human communication must be governed by certain norms or principles in order to be cooperative. In this case, "each participant recognizes in them, to some extent, a common purpose, or at least mutually accepted direction". Therefore, the main role of the CP is to specify whether the conversational interaction is suitable or not, as well as to decide the intended meaning of the locators when they exchange talk (Grice, 1989:26)

2. Implicature

In order to know what people mean, it is convenient to interpret what they say, and this is the major domain of implicature . Accordingly, the notion of implicature is originally introduced to account for the meaning of utterances beyond the level of saying. The term "implicature" is considered a genuine innovation of Grices's pragmatic theory. It was introduced into the philosophy of language by Grice in his famous paper "logic and conversation" published in (1975, 1978); which is a theory that accounts for "how people use language" (Levinson, 1983:100).

Implicature is a crucial process in communication because a good deal of the speaker's meaning is implied rather than being explicitly stated. Hence, "implicature" comes to refer to how the hearers manage to gain the complete message when the speakers mean more than they say. For example:

(1) Have you got any cash on you?

Whereas the speaker's intended meaning is that:

-Can you lend me some money?

-I don't have much on me.

So, implicature is part of the speaker-meaning, that is, "the meaning conveyed by a linguistic expression on the particular occasion of use, including all of its contextual richness"(Clark, 1996:126). It is a message not found in the sentence uttered, but the hearer must have the ability to infer what is implicated between the lines to arrive at the indirect illocution of the utterance (Folwer,1986:106; Lyons, 1977:592).

Therefore, implicature is considered one of the major concepts in the theory of pragmatics since it concerns the attempt to explain "how it is possible for the speaker to convey information without the need to say it in words", especially in those cases where what is said goes beyond the literal meaning of what is uttered(Kearns,2000:254). Lakoff (1972:253) believes that implicature is a highly context-depended phenomenon in which the context plays a major role to guess the speaker's intended meaning in any act of communication. So, for implicature to be worked out, however, it should be closely related to the 'principle of co-operation' by which language activity of interaction is governed for normal linguistic production(Yule,1996:35). Accordingly, Leech (1983:31) claims that implicature is "ultimately a matter of guesswork or hypothesis formation" that is completely determined by the speaker's meaning and the hearer's assumptions.

Thus, there is a general agreement among linguists such as Lakoff (1972:253), Lyons (1977:592), and Yule (1996:35) that the term "implicature" is an example of more being communicated than what is actually said or expressed. It forms an extra level of meaning that can account for the gap between overt sense and pragmatic force. But, in fact, it differs from other topics in pragmatics as it does not have an extended history (Levinson, 1983:100). Etymologically, the word "implicature" is derived from the verb "to imply", as is its cognate 'implication'. 'To imply' means 'to fold something into something else' (from the Latin verb **plicare** 'to fold') ;hence, that which is implied , is 'folded in', and has to be 'unfolded' in order to be understood (Mey, 1993:33).While for Brown and Yule (1983:33), implicatures, that must be separated from the literal meaning of the speaker, are "pragmatic aspects of meaning" that have certain identifiable characteristics:

> **They are partially derived from the conversational or literal meaning of an utterance, produced in a specific context which is shared by the speaker and hearer, and on the recognition by the speaker and hearer of the cooperative principles and its maxims.**

Kearns (2000:271), on the other hand, tries to make distinction between "explicature", "which is the literal meaning of the words that the speaker utters" and "implicature", which seems to be "entirely distinct from and logically independent of what the speaker actually says".

3. Methodology

This section deals with research methodology. It concerns with the detail of models of analysis .They are presented with their techniques and procedures that are followed in data analysis.

3.1 Data Selection

In this study, **two** newspapers are selected to be data of analysis .The data has been collected from exclusively published paper newspapers. The newspapers are (The Sun and AL.Sabah).

4. Data Analysis and Discussions
The Sun
Media Gossip (1)

ASHLEY TISDALE revealed she is expecting a baby girl with new gender reveal party photos showing her and husband Christopher French cutting into a pink cake. "I think this day was by far my favorite day EVER, cried I was so happy ". A cake with the color inside is JUST as rewarding as fireworks but SAFER" Ashely and Christopher tied the knot in 2014in Santa Barbara, California after two years of dating and recently celebrated their sixth wedding anniversary. On September 8, Chris shared a black-and-white photos from their wedding day, penning a sweet note to his wife along with: "we just keep getting closer. I really can't imagine life without you .I love you endlessly, Happy Anniversary. Two weeks later, the couple announced they're expecting their first child to gather. Ashely donned a short-sleeved white dress and left her feet bare while posing in her yard with the father-to-be (The Sun, 16 Oct 2020)

Table (4.1) Analysis of Media Gossip (1)

Grice maxims	Implicature (conventional)
violate of quantity	But
On September 8,Chris shared a black-and-white photos from their wedding day, penning a sweet note to his wife along with :"we just keep getting closer .I really can't imagine life without you .I love you endlessly, Happy Anniversary.	A cake with the color inside is JUST as rewarding as fireworks but SAFER" Ashely and Christopher tied the knot in 2014in Santa Barbara, California after two years of dating and recently celebrated their sixth wedding anniversary.

1. Grice Maxim

In addition, this media gossip Column is maintained through violating the maxim of *quantity*. This is achieved by providing more information than is required as shown in table(4.1). The gossiper states more information about ASHLEY TISDALE marriage sequences while the main topic of gossip is that she is waiting a baby. Thus the maxim of quantity is violated.

2. Implicature

The Conventional implicature is presented in the word (*and*) to combine two ideas of Ashley and Christopher parties as shown in the table (4.1) .The gossiper implicates the sense of contrast between two ideas.

Media Gossip (2)

MOVING GIFT Liam Payne rents £5 million Buckinghamshire mansion to be nearer to son Bear, 3. Laura Armstrong Hannah Hope Benjy Potter. Liam Payne's Christmas gift to Son Bear relocating to live nearer to him. The mansion has a snooker room, swimming pool and private cinema. Liam's three-year-old lad lives nearby with his ex Cheryl Tweedy and he is keen to see his son as much as possible. A source said: "Liam is really enjoying chilling out. He's writing music and painting a lot. He's dedicated to his son and being the best dad he can be. "Opening up about his plans for the festive season." Liam also revealed he likes to cook on the big day. Speaking on Capital Up Close Presents Liam Payne With Barclaycard, he said: "I cook. I'll tell you why — because if you're behind the stove, with all the family drama involved in front of you, you don't have to be part of it. You just watch. "The only thing I'm dealing with is the turkey behind me and the carrots in front. "He sounds like a handy person to have round (The Sun 21 Dec 202)

Table (4.2) Analysis of Media Gossip (2)

Grice maxim	Implicature (conventional)
Violate of quantity	And
(Liam also revealed he likes to look on the big day), (I Cook I'll tell you why _because if you're behind the stove, with all the family drama involved in front of you ,you didn't to be part of it.	The mansion has a snooker room, swimming pool and private cinema. Liam's three-year-old lad lives nearby with his ex Cheryl Tweedy and he is keen to see his son as much as possible

1. Grice Maxim

The gossiper violates the maxim of *quantity* When she /he presents more information of the Singer (Liam also revealed he likes to look on the big day), (I Cook I'll tell you why _because if you're behind the stove, with all the family drama involved in front of you, you don't have to be part of it. You just watch. The only thing I'm dealing with is the turkey behind me and the carrots in front). Thus he maxim of quantity is violated as well in this gossip.

2. Implicature

The conventional implicature in this media gossip is presented with the use of word(and).The gossiper combines two ideas .He/she implicates the sense "and" or "and then" as a sequence .He/she tries to show to the reader (audience) how Liam loves his son and did want to live near him as shown in the table (4.2).

Media Gossip (3)

Cruise reportedly builds COVID-19-secure studio at ex-secret base. Tom Cruise is on a mission to make sure his new flick is not hit with any more coronavirus disruptions — by building a secure studio on a former top-secret military base, according to a report. He received permission to resume shooting in the UK in July after he made a personal plea to Culture Secretary Oliver Dowden, The Sun reported(Despite the string of setbacks, Cruise has reportedly grown close to British co-star Hayley Atwell, 38, whom he started dating on the set of "Mission: Impossible 7" ,according to the outlet. "Tom and Hayley hit it off from day one," a production source told The Sun. "Lockdown, and all the difficulties that came with it, brought them closer together," the source added. "They've been meeting after hours and she's been to his London pad". "They get on brilliantly. Both seem very happy.(The Sun 2Des 2020)

Table (4.3) Analysis of Media Gossip (3)

Grice Maxims	Implicature (conventional)
violate of quantity	And
the source added. "They've been meeting after hours and she's been to his London pad". "They get on brilliantly. Both seem very happy.	"They've been meeting after hours and she's been to his London pad".

1. Grice Maxim

Grice (1975:24) states that "Make your contribution such as is required "→No more no than the necessary information .While the gossiper states that (Cruise has reportedly grown close to British co-star Hayley Atwell, 38, whom he started dating on the set of "Mission: Impossible 7"), he/she   violates the maxim of *quantity* by adding more information out of the main topic of the gossip (the source added. ''They've been meeting after hours and she's been to his London pad". They get on brilliantly. Both seem very happy) as shown in the table (4:3).

2.Implicature

The conventional implicature includes here by using the word (*and*) .The gossiper implicates the sense of "in addition" or "plus", two pieces of information presenting in one sentence. He/she implicates that (Tom and Hayley are closed more and they will be married).

Media Gossip (4)

هند كامل في اورقة أذاعة جمهورية العراق .بعــد غيــاب طويــل عــن اروقــة الاذاعــة، تشــارك الفنانة هنــد كامل في العمل الدرامــي التي عبرت كامل عن سرورها بالعودة الى نفس بوابة اذاعة جمهورية الى العراق التي شـهدت انطلاقه الاول في عالم الدراما المسموعة ،حيث تخوض تجربة جديدة في هدا العمل بمشاركة نخبة من النجوم العراقين ومن انتاج مديرية الانتاج الدرامي في شبكة الاعلام العراقي واخراج الفنان غانم حميد .وسيتقدم الصباح تقريرا كاملا عن المسلسل ونجومه الكبار في وقت لاحق (علي بن ابــي طالب)حيث يتتاول السـيرة العطـرة للامام علي (عليه السلام).(15 تشرين الاول 2020)

Table (4.4) Analysis of Media Gossip (4)

Grice Maxim	Implicature (conventional)
Violate of quantity	And
After a long absence from the corridors of the radio, the artist Hind Kamel participates in the drama, which Kamel expressed her pleasure to return to the same portal of Radio Republic to Iraq, which witnessed its first launch in the world of audio drama.	Al-Sabah will present a full report on the series and its big stars at a later time (Ali bin Abi Talib), where he deals with the fragrant biography of Imam Ali (peace be upon him.

1. Grice maxim

This gossip violates the maxim of *quaintly* as well. It lacks sufficient information and is too brief to clarify meaning. The gossiper states that (after a long absence from the radio, the artist Hend Kamel participates in the bloody work). The reader (audience) quickly asks (How long is the absence and what are the reasons?), as shown in the table (4:4). Therefore, the maxim of quantity has been violated.

2. Implicature

The conventional implicature is associated with the word *(and)*. The gossiper implicates the sense of "in addition" or "plus". The information of first sentence is plus the information of second sentence.

Media Gossip (5)

عروض سينمائية للأطفال في السعدية بأدوات بسيطة ومحدودة. صنع منتدى شباب ناحية السعدية شرق محافظة ديالى قاعة عرض سينمائية بسيطة مخصصة للأطفال في تجربة اجتماعية جديدة ونادرة ، كونها تقام في مدينة تفتقر إلى المراكز الثقافية والفنية ويفتقد اطفالها المراكز الترفيه والتنمية . انطلقت هذه العروض السينمائية منذ اكثر من عام قبل أن تتوقف بسبب الظروف الصحية وتسعى ادارة المنتدى الى اعادة العمل بسبب رغبة الأهالي بذلك مع الالتزام بالضوابط الصحية اللازمة .. . وبحسب السيد احمد طاهر المشرف الثقافي على عمل المنتدى ، فأن المنتدى يسعى للابتعاد عن العمل النمطي والجامد ، ويقدم بدلا من ذلك محاولات للابتكار وتقديم مشاريع مفيدة وغير مسبوقة ، وأضاف في حديثه ل الصباح قائلا : " العروض السينمائية الأسبوعية للأطفال جاءت ضمن مجموعة من الفعاليات الدورية ، التي بدأ المنتدى في اقامتها صيف عام 2019 واستخدمنا فيها اجهزة بسيطة ، مثل الكومبيوتر المحمول واداة العرض " داتا شو " واتخذنا من قاعة المنتدى بعد اغلاق نوافذها باحكام صالة تتوفر فيها الحد الأدنى من مستلزمات العرض السينمائي " . ولاقت التجربة تفاعلا كبيرا ، اذ تجاوز الحضور ما يزيد عن 60 طفلا كل اسبوع وبتشجيع من الأهالي الذين وجدوا فيها متنفسا جديدا لأطفالهم ، يبعدهم عن الألعاب الالكترونية وجعلهم يحثون ادارة المنتدى على اعادة العمل بها مع تطبيق التعليمات الصحية.(14 تشرين الاول 2020جريدة الصباح)

Table (4.5) Analysis of Media Gossip (5)

Grice Maxim	Implicature(conventional)
Violate of quantity	And
According to Mr. Ahmed Taher, the cultural supervisor of the forum's work, the forum seeks to move away from stereotypical and rigid work, and instead presents attempts to innovate and present useful and unprecedented projects.	According to Mr. Ahmed Taher, the cultural supervisor of the forum's work, the forum seeks to move away from stereotypical and rigid work, and instead presents attempts to innovate and present useful and unprecedented projects.

1. Grice maxim

The gossiper violates the maxim of *quantity*. He/she doesn't elaborate whether the forum is local or governmental. As a result, the maxim of quantity is violated.

2. Implicature

The conventional implicature is associated here with the word *(and)* as the sense of in addition or plus as shown in the table (4.5). The gossiper implicates that (According to Al.saed Ahmed Tahiy , the cultural supervisor of the forum work , the forum seeks to move away from the stereotypical and rigid work , plus instead presents attempts to innovate and present useful and unprecedented projects).

Media Gossip (6)

مارثون شبابي في بغداد. شارك اربعمئة شاب وشابة في ماراثون رياضي نظمه منتسبو مشروع « ألف قائد » المنبثق عن حركة وعي الشبابية ، وانطلق الماراثون من جسر الجمهورية عبر شارع ابي نواس الى نصب شهرزاد

وشــهريار ، مســاء أمس الأول الخميس ، واداره عشــرة حكام دوليين . وقال رئيس حركة وعي د . صــلاح العرباوي ، خلال توزيع الجوائز بين الفائزين العشرة الأوائل ، آن « قطع الطريق من أجل السـلام لعدة دقائق ، يختلف تماما عن قطعه من أجل السـلاح » ، عد الماراثون رسـالة للسـلام والتعايش ووسيلة اطمئنان للمجتمع العراقي ، توحي بأن الحياة لا تزال بخير . وشدد العرباوي على مضي الشباب بمقاومة الظالمين ، مضيفا : « يأتي هذا الماراثون ضمن فعاليات ملف التدريب والتطوير في حركة وعي الوطنية وبرامجه التطويرية الداعمة للشــباب » وشــهد الماراثون اناشـيد وطنية وفعاليات رياضية بمشـاركة اعضـاء مشـروع الف قائد ومجلس المرأة القيادية وبرلمان وعي ، ورياضـيين محترفين من أجيال متباينة وذوي الهمم . (5حزيران 2021 جريدة الصباح)

Table (4.6) Analysis of Media Gossip (6)

Grice Maxim	Implicature
Violate of quality	And
Al.Arabawi stressed that he went a head with the resistance of the oppressors .	The Marthous counts a message of peace and coexistence for the Iraqi society , suggesting that life is still fine .

1. Grice maxim

   The gossiper violates the maxim of *quality* in this media gossip when he adds that (Al.Arabawi stressed that he went ahead with the resistance of the oppressors). The general topic is about youth awareness movement in Baghdad and there is no youth resistance against the oppressors (Al- Arbawi stressed that the youth should continue to resist the oppressors) as show in the table (4:6). The reader may ask (who are the wrongdoers?). Therefore, this statement is considered false and the maxim of quality has been violated.

2. Implicature

  The conventional implicature is involved with the word *(and)* in this gossip. The gossiper implicates the sense of "in addition" or "plus", (The Marthous counts a message of peace plus coexistence for the Iraqi society, suggesting that life is still fine) as shown in the table (4:6)

4.1 Findings

  This section presents the statistical analysis of English and Arabic media gossip. The results of data analysis are presented in two parts and in form of tables.

Tables (4.45) the Distribution of Violation of Media Gossip In English Newspaper

Grice Maxims	Frequency	Percentage
Quantity	11	52.38%
Quality	7	33.33%
Manner	2	9.52%
Relation	1	4.76%
Total	10	99.99%

Table (4.46) the Distribution of Conventional Implicature of Media Gossip in English

Implicature	Frequency	Percentage
(And)	13	59.09%
(But)	7	31.81%
(Even)	2	9.09%
(Yet)	0	0%
Total	22	99.99%

4.2 Contrastive Analysis
4.2.1 Violation of Grice Maxims Violation of Grice Maxims

  The gossipers either adhere to the maxims or violate them. They, generally, show a high tendency to maxims violation so as to express their messages implicitly and to avoid being judged for what they report. Thus, they may conceal information by violating the maxim of quantity; issue lies or falsehoods by violating the maxim of quality; divert from the real topic by violating the maxim of relevance; or prevaricate and obfuscate by violating the maxim of manner. Yet, this violation may not be apparent to the targets on the basis that news reporters are adhering to the maxims. Accordingly, the gossipers, apparently, have a high threshold of tolerance for maxims violation which is considered as an act of dishonesty. This is proved by the differences in the percentages of English and Arabic media gossip choices reached at from the recognition of the study subjects. The percentage of the violation of quantity in English media gossips is 52.38.The percentage of the violation of quality is 33.33. In addition, there is a close rate between manner and relation (9.52-4.76)

     The Arabic Media gossip is the exact opposite of English media gossip. The gossipers violate the maxim of quality than other maxim which is (55%) which is the higher than the violation of quantity maxim which is (35%).The percentage of manner and relation is (10%-0%). Totally, the percentage of violation of English gossip is (99.99%) but the percentage of violation of Arabic gossip is (100%). However, The violation of English gossips is the reverse of the violation of Arabic gossip according to the percentages because English gossipers present all the information of the gossipee without any limitation and this is violated the maxim of quantity. So, violation of quantity maxim takes the higher rate than other violation of maxims.

   According to Arabic gossips, the violation of quality maxims takes the higher rate than the other violation of maxim because the gossipers present structures and expressions that superficially is incompatible with normal life to get the desired idea to the reader (audience),
(ونتمنى ان تعود العافية الــى شـــارع المتنبي، لأنــه يمثل للعراقيين قيمة تاريخية وثقافية لاتدانيه)
See the following figure:
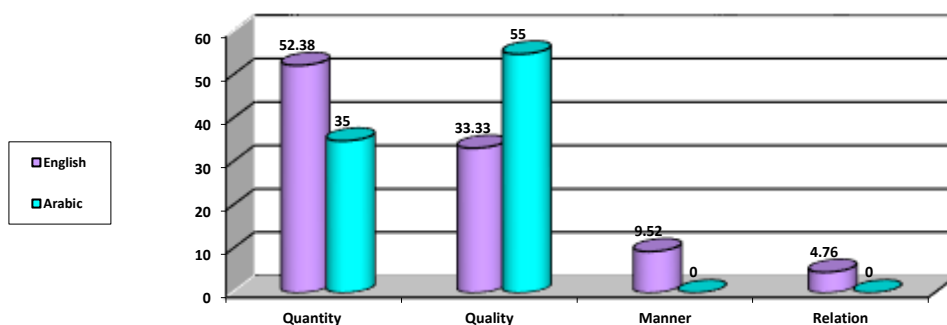**Figure (3) The Violation of Grice Maxims in English and Arabic Newspapers**

Figure 5.3 Violation of Grice maxims in English and Arabic newspapers
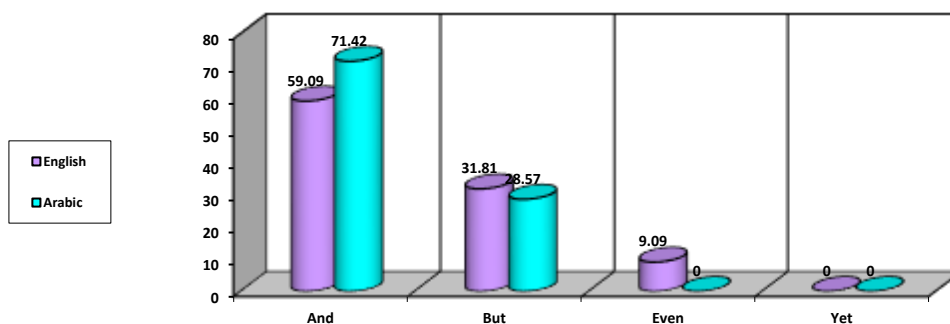

4.2.2 Implicature in English and Arabic Newspapers

     According to Grice (1975:44), conventional implicature is determined by "the conventional meaning of the words used". To illustrate his concept of conventional implicature, Grice (ibid.) provides three examples of conventional implicature, these are :

"therefore" , "but" and "and". The first concept "therefore" adds nothing to the truth-conditions of the sentence in which it occurs. It simply provides some sort of causal connection between the statements it connects. Otherwise, "and" and "but" indicate a specific relation between the two items they connect; for instance, in the case of "and" it refers to the fact that one is a consequence of the other ; while " but" indicates that there is a contrast between the two items,

As the percentages of English gossips, the use of the word (And) is the higher rate of the implicature which is (59.09%) because the English gossiper tells the gossip in full detail so that he/she needed to something links the story. The percentage of the word (But) is (31.81%) which is the middle rate between the use of the word (And) and (even) which is (9.09%).The last word is (Yet) which takes (0%) in the gossiper's using because the gossip in general is like the story, the word (Yet) is used in a conversation and events in it.

In Arabic gossip, the percentage of using of the word (And) is (71.42 %) is higher than the percentage of English gossip because Arabic gossipers prefer to use this word to make the gossip more readable and gets sequence of events. In addition, the percentage of the use of the word (But) is (28.57%) is lower than percentage that is used in English gossip because there is no contradictory events mentioned by the gossiper and that the Arabs always prefer simplicity in expressions. The use of the word (Even and Yet) is 0% percentage as these two words are used specially in events that happen especially in conversations as the following fiqure:

5. Conclusions

Another hypothesis has been verified. English gossiper violated the maxim of quantity than Arabic gossiper. In Arabic media gossip columns, the violation of quality is used than in English media gossip. Implicature is common to all languages and cultures. Although, the use of implicature is universal in media gossip columns in Englih. and Arabic, the choice of implicature is cultural specific. For example, Arabic gossipers have preferred to use the conventional implicature word (And) to link the events of gossip properly. On the other hand, English gossipers have preferred to use the conventional implicature word (But).

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