A CyberPragmatic Study of Exaggeration on the YouTube Platform

Muthanna Mohammed Hasan
University of Kufa/ Dept. of Postgraduate
Alshawi4@gmail.com

Asst. Prof. Dr. Hasan Hadi Mahdi Al-Kaabi
University of Kufa/ Faculty of Arts/ Dept. of English
hassan.mahdi@uokufa.edu.iq

Abstract:

Cyberpragmatics is the study of pragmatic principles and processes underlying computer-mediated communication (CMC) in relation to the contextual properties and communicative features of digital media. In general, this research presents models for describing exaggeration and illustrates it with an analysis of comments interactions associated with exaggeration. Exaggeration is a common technique on the Internet, where people can express their opinions and feelings in a creative and sometimes funny way.

This cyberpragmatic study attempts to examine the use of exaggeration in YouTube comments and investigate how it contributes to the creation of meaning and social interactions on the platform. This paper also attempts to investigate the linguistic and pragmatic concepts of exaggeration through its definition and identify its scope to achieve the needs of the interactions between the interlocutors on the YouTube platform. However, this present paper aims at producing a cyberpragmatic structure for the exaggeration phenomenon. More precisely, this article attempts to find the answer to the main question, which is: What are cyber-pragmatic strategies utilised to achieve the exaggeration function of social media platform interactions under analysis, especially YouTube? As YouTube is one of the largest online video-sharing platforms, it is important to understand the role of exaggeration in shaping online interactions and communication.

Keywords: Cyberpragmatics, Pragmatics, Comments, YouTube, Exaggeration

دراسة سبرانية تداولية للمبالغة في منصة التواصل الاجتماعي اليوتيوب

أ.م.د. حسن هادي مهدي
جامعة الكوفة/ كلية الآداب

مثنى محمد حسن الشاوي
جامعة الكوفة/ قسم الدراسات العليا

الملخص:

السبرانية التداولية هي دراسة المبادئ والعمليات التداولية الكامنة وراء الاتصال من خلال الكمبيوتر (CMC) فيما يتعلق بالخصائص السياقية والميزات التواصلية للوسائط الرقمية. بشكل عام، يقدم هذا البحث نماذج لوصف المبالغة ويوضحها بتحليل تفاعلات التعليقات المرتبطة بالمبالغة. المبالغة هي تقنية شائعة على الإنترنت، حيث يمكن للناس التعبير عن آرائهم ومشاعرهم بطريقة إبداعية ومضحكة في بعض الأحيان.

تحاول هذه الدراسة السبرانية التداولية فحص استعمال المبالغة في تعليقات YouTube والتحقيق في كيفية مساهمتها في خلق المعنى والتفاعلات الاجتماعية على المنصة. تحاول هذه الورقة أيضًا التحقيق في المفاهيم اللغوية والتداولية للمبالغة من خلال تعريفها وتحديد نطاقها لتحقيق احتياجات التفاعلات بين المتحاورين على منصة اليوتيوب. ومع ذلك، تهدف هذه الورقة إلى إنتاج بنية سبرانية تداولية لظاهرة المبالغة. بتعبير أدق، تحاول هذه المقالة العثور على إجابة للسؤال الرئيسي، وهو: ما هي الإستراتيجيات السبرانية التداولية المستعملة لتحقيق وظيفة المبالغة في تفاعلات منصات التواصل الاجتماعي قيد التحليل، وخاصةYouTube؟ نظرًا لأن YouTube هو أحد أكبر منصات مشاركة الفيديو عبر الإنترنت، فمن المهم فهم دور المبالغة في تشكيل التفاعلات والتواصل عبر الإنترنت.

الكلمات المفتاحية: السبرانية التداولية، التداولية، التعليقات، يوتيوب، المبالغة

1. Introduction

According to Francisco Yus (2001), a prominent scholar in the field of cyberpragmatics, where he used the term "cyberpragmatics," which is "the study of pragmatic principles and processes underlying computer-mediated communication (CMC) in relation to the contextual properties and communicative features of digital media" (Yus, 2011, p. 7).

Yus (2011) argues that context in social media is shaped by a range of factors, including the platform used, the purpose of the communication, the relationship between the communicators, and the broader cultural and social context in which the communication takes place (p.8). Additionally, Yus (2011), virtual communities are frequently defined by the link that binds people together: their desire to share a specific type of knowledge, belief, or interest (and the subsequent satisfaction obtained). In other words, the awareness of sharing a specific cognitive environment (p.27).

Exaggeration is a common rhetorical device used in many forms of communication, including comments on the internet. In online comments, exaggeration can be used to express strong emotions or opinions, to make a point in a humorous or satirical way, or to grab attention and generate engagement (Patro et al, 2019). When using exaggeration in online comments, it is important to be aware of the context in which it is being used and to consider the potential impact on others. According to Leech, exaggeration is a form of rhetorical emphasis that involves "intensifying a statement beyond what is warranted by the facts" (Leech, 1985, p. 139).

2. The Theoretical Framework of The CyberPragmatic Study

2.1. CyberPragmatics

Cyberpragmatics is a term coined by Francisco Yus to refer to the study of language use in digital communication contexts, such as social media, emails, and online forums. According to Yus, cyberpragmatics "combines the study of computer-mediated communication, pragmatics, and discourse analysis" (Yus, 2011, p. 5).

Yus argues that the characteristics of digital communication, such as the lack of face-to-face interaction, the use of abbreviations and emoticons, and the presence of hyperlinks and multimedia elements, create new challenges and opportunities for language use and interpretation. Cyberpragmatics aims to analyze how these features affect the way people communicate, and how they shape the interpretation of meaning and the construction of social identities.

The aims of Cyberpragmatics, as identified by Francisco Yus, include:

1. To describe and analyze the characteristics of language use in digital communication contexts, such as social media, email, and online forums (p.1).

2. To explore the ways in which digital communication affects the production, interpretation, and negotiation of meaning in communication (p.6).

3. To investigate the relationship between digital communication and social identity, including the construction and negotiation of personal and group identities in digital contexts (pp.65-90).

4. To develop new theoretical frameworks and methodologies for the analysis of language use in digital communication, incorporating insights from linguistics, pragmatics, discourse analysis, and computer-mediated communication studies (pp.131-158).

5. To provide practical guidance for digital communication users, including recommendations for effective communication practices, guidelines for respectful and ethical communication, and strategies for

navigating the challenges and opportunities of digital communication (pp.159-178).

2.2. Exaggeration

Leech (1983) states that exaggeration "is a common feature of everyday language use. It has an important affective component which is that of describing, understanding, and evaluating an experience." (p.146). Exaggeration is commonly used by language users to say or write something that should not be taken literally. As a result, exaggerators frequently appeal to specific pragmatic overstated methods in order to be efficient in conveying what they purpose to achieve.

The Oxford English Dictionary defines exaggeration as "the action of exaggerating or overstating something". The Merriam-Webster dictionary, exaggeration is defined as "an overstatement of what is true or reasonable". Because of the accessibility of sharing and commenting on content, exaggeration in social media comments has become a typical occurrence. Exaggeration in social media comments is frequently followed by the use of exaggeration to stand out or make a point.

Exaggeration in social media platforms can be used to attract generate interest, produce humour, or communicate emotion. On the other side, when used to distribute inaccurate or misleading information, it can lead to disinformation, misunderstanding, and conflict.

Exaggeration is employed for a variety of purposes, which vary depending on the speaker. A certain function should be intended when the speaker employs certain tactics to construct an exaggerated utterance. It's strange to utilize an exaggerated expression without it serving a purpose in a conversation. Consequently, the following points draw the major functions behind using exaggeration as far as comments are concerned.

1. Emphasis

Researchers have identified it as the most significant function of exaggeration. This is because it lends force to utterances (Cano Mora, 2006, p. 203). Superlatives and universal quantifiers are used for this purpose.

(1) Never, never do that again.

2. Humour

Exaggeration is sometimes employed for comic effect. Exaggeration is one of the faces of humour. According to Dynel (2009, p.1288). Humour is one of the functions of exaggeration which is considered by itself as a universal comic device by some theoreticians of the comic (Draitser,1994:135).

It can be found in various varieties of verbal comedy, especially in irony (McCarthy & Carter, 2004, p. 157). In public presentations, the speaker can employ exaggeration to lighten the mood and draw the audience in.

(2) He is the Superman in the history of idiots.

2. Manipulation

Van Dijk (2006), suggests the use of manipulators' words to exert a type of dishonest influence. That is, manipulators persuade others to believe or do things that are contrary to the will or best interests of the manipulated individuals. (pp. 360-62)

(3) He is going to put an end to your passion.

3. The Model of Analysis

The following Strategies are used to create the eclectic model of the analysis:

3.1. Conversational Implicature

Humans need to follow a specific mode of engagement in order to successfully communicate. For this reason, Herbert Paul Grice, a linguist, proposed the Cooperative Principle (CP) and its maxims, which are based on the philosophy of everyday language, as a way of interaction for effective communication. "Make your conversational contribution such

as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Grice, 1975)". However, it does not explain why people willfully disregard conversational rules in order to subtly and covertly express themselves. Although it cannot be argued that everyone who disregards the rules of speech to express themselves implicitly does so out of care for politeness, this is often the case (Grice, 1975). The maxims are as follows: Maxim of Quantity (Speakers should provide enough information, but not too much or too little), Maxim of Quality (Speakers should be truthful and provide accurate information), Maxim of Relevance (Speakers should be relevant to the topic at hand), and Maxim of Manner (Speakers should be clear, concise, and avoid ambiguity).

3.2. Presupposition

Presupposition is a term used in linguistics to refer to an assumption that a speaker makes about what the listener already knows or believes to be true. According to Yule in his book "Pragmatics" (2000), presupposition is "an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse" (p. 44).

Yule (2000) identifies six main types of presupposition (pp. 46-49):

1. Existential presupposition: This type of presupposition assumes the existence of something, and it is conveyed through certain linguistic expressions. For example, "John has a car" presupposes the existence of a car that belongs to John.

2. Factive presupposition: This type of presupposition assumes the truth of a proposition, and it is conveyed through certain linguistic expressions. For example, the sentence "Mary regrets eating the cake" presupposes that Mary did, in fact, eat the cake.

3. Lexical presupposition: This type of presupposition is associated with the meaning of individual words, and it is conveyed through certain lexical items. For example, the sentence "John stopped smoking" presupposes that John used to smoke.

4. Structural presupposition: This type of presupposition is associated with the structure of a sentence or utterance, and it is conveyed through certain grammatical constructions. For example, the sentence "It was John who ate the cake" presupposes that someone ate the cake, and that it was not someone else who ate it.

5. Non-factive presupposition: It is assumed not to be true. Verbs like dream, imagine, and pretend are used with the presupposition to denote that what follows is not true. As in: "She dreamed that she was rich presupposes that she is not rich.

6. Counterfactual presupposition: This type of presupposition assumes that a certain condition is not true, and it is conveyed through certain linguistic expressions, for example, the sentence "Even if John were here, he wouldn't be able to help us" presupposes that John is not currently present.

3.3. Relevance theory

Relevance theory is a framework for understanding communication and comprehension developed by cognitive scientists Dan Sperber and Deirdre Wilson in 1986 and is utilized within pragmatics and cognitive linguistics. According to Sperber and Wilson, communication is a process of creating relevance, where speakers intend to convey information that is relevant to the hearer's cognitive context and the hearer's aim is to derive the most relevant interpretation of the speaker's message. An elaborated version was published in "Relevance: Communication and Cognition" (Sperber & Wilson 1986) and revised in Sperber & Wilson 1995, 1998a, 2002, and Wilson & Sperber 2002. The principles of relevance theory are as follows:

Cognitive Principle of Relevance: "Human cognition tends to be geared to the maximization of relevance". It is versus this cognitive context that inferential communication takes happen.

Communicative Principle of Relevance "Every ostensive stimulus conveys a presumption of its own optimal relevance" (Horn & Ward, 2006, p.612).

3.4. Context

According to relevance theory, context is a subset of one's world assumptions that is used to interpret stimuli. This implies a dynamic and conceptual perspective of context, as opposed to the traditional and static view of context as "given beforehand" or "taken for granted" seen in some pragmatic studies (Yus, 2011: 8).

Context can be separated into a number of informational sources from which the individual can receive information while inferring the intended interpretation of the speaker (or Internet user). For example, the hearer can receive information from prior utterances in identical conversations" which are still vivid in the hearer's short-term memory store", the physical setting, encyclopedic knowledge, and so on.

Therefore, for every hearer there is a first context of perception, made up of a prior utterance in the conversation, but this context can (and frequently must) be altered and widened in the hearer's seeking for the relevance of the utterance. This process may be beneficial or harmful to that seeking relevance: "Since variations in context may increase or decrease the relevance of the proposition that is being processed, the goal of reaching an optimal level of relevance may constrain the choice of context" (W&S 1986: 593).

3.5. Interactivity

The multiplicity of human interaction methods, and the acquaintance and mutual interaction between individuals after the communications revolution and the emergence of the Internet, especially when social media were developed, so text, audio, and image have an important role in the development of cognitive interaction between different societies.

Social-interactive engagement refers to interactive elements available on social media at the level of the content community (Ksiazek, Peer, & Lessard, 2016). According to Mersey, Malthouse, and Calder (2010), social-interactive engagement has two components: participation and socializing (Qiao,2019).

Kufa Journal of Arts
March 2025. No. 63, P 368 - 387
Faculty of Arts, University of Kufa.

مجلة آداب الكوفة
العدد ٦٣/ اذار ٢٠٢٥م، ص ٣٦٨-٣٨٧
كلية الآداب، جامعة الكوفة

Participation can be measured using quantitative metrics on social media applications, such as online comments (Mersey et al., 2010). Online commenting represents the public's engagement and socializing, and its presence on sites indicates that the public is willing or has the behavioral desire to participate in interactive communication and contribute to their own online community. In other words, the more online comments participants generate, the more involved they are (Wang, Qiao, & Peng, 2015).

Studies of cyberpragmatics focus on the definition of pragmatics or intent in online communities (Locher, 2013). In cyberpragmatics, the social and speech communities appeared to have vanished, to be replaced by a new community known as the virtual community. There is interaction and communication among users of social networks on the internet within the virtual community (Guthrie & McCracken, 2010).

4. The Analysis
4.1. CyberPragmatic Strategies
Exaggeration on YouTube comments is a communicative conversational method which composes of cyberpragmatic strategies that are: conversational maxims, and relevance theory.
4.2. The Collected Data
The data for this study has been collected from the YouTube platform. Three comments are extracted from the YouTube platform. These three conversational situations, which represent the exaggeration on this YouTube platform, have been analysed, with each comment chosen as a model to demonstrate the analysis of the other instances.
4.3. Methods of Analysis
The eclectic model was developed for analyzing exaggeration in the comments on the YouTube platform. The statistical means that is used for calculating the results of the analysis is the percentage equation. This equation is represented by the formula below:

$$\text{Percentage} = \frac{occurrence\ of\ each\ strategy}{total\ number\ of\ situations} \times 100$$

4.3.1. Qualitative Data Analysis
YouTube

Contextual Factors: On Jan. 6, 2021, President Joe Biden marked the second anniversary of the Capitol riot by granting one of the nation's highest civilian honors, the "purple heart," to 14 people who demonstrated courage and selflessness during the events surrounding the deadly insurgency by a mob of former President Donald Trump's supporters. The ceremony was held at the White House. Joe Biden said: "If I can halt for a second, and just say to you, the impact of what happened on July the 6th had international repercussions beyond what any of you I think can fully understand,"

Joe Biden, born November 20, 1942, is the 46th and current President of the United States of America. Donald Trump, born June 14, 1946, is a businessman, politician, and media personality who is the former president from 2017 to 2021, and served as the 45th president of the United States. The duration of the video is 23 minutes. The number of comments until the preparation of this sample is "715 Comments". The number of views was "21,228 views".

https://www.youtube.com/watch?v=avEs8SYlF0E&t=551s

Comment 1

Commentator "Common Sense" said: "Jan 6th or July 6th? Which is it Joe? Did you give a purple heart that day too?"

Analysis

YouTube has a complicated cyberpragmatic strategy that is satirically oriented by means of a group of pragmatic devices that are found as follows.

The conversational maxims: This comment appears to violate the maxims of relevance and quality. The comment in the statement "Jan 6th or July 6th? seems to be asking for information, but the information requested is not relevant to the current topic of discussion. Additionally, the quality maxim is violated as the comment implies that Joe was not truthful about the date when Joe said "July 6th"

Humor: The comment could be seen as humorous because of its sarcastic tone and the absurdity of the suggestion "Jan 6th or July 6th? Which is it Joe" that Joe gave someone a purple heart on the wrong date.

Exaggeration: The comment "Did you give a purple heart that day too" might be seen as an exaggeration, as it suggests that Joe gave someone a purple heart, which is a military decoration given for being wounded in combat.

According to Yule (2000), there are several presuppositions

Existential presupposition: This presupposition assumes the existence of a particular entity or event. In this case, in the phrase "Which is it Joe?" presupposed that there is Joe. In the statement "Did you give a purple heart that day too?" presupposed that there is a purple heart that day too. In other words, the existence of a purple heart award ceremony that took place on Jan. 6, 2021, for people who demonstrated courage and selflessness during the events surrounding the Capitol riot.

Factive presupposition: This presupposition assumes the truth of a proposition. The comment In the phrase "Did you give a purple heart that day too?" assumes that Joe Biden did give a purple heart award that day and also assumes that the event actually took place.

Structural presupposition: This presupposition is based on the structure or form of an utterance. The comment in the phrase "Jan 6th or July 6th? Which is it Joe?" presupposes that Joe said July 6th whereas the events surrounding the Capitol riot on January 6th. In other words, the comment is structured in a way that suggests that the speaker believes there is some confusion or contradiction regarding the date of the events surrounding the Capitol riot.

Additionally, the comment also involves lexical presupposition. The phrase "you give a purple heart" presupposes that he gives a purple heart before. The use of the term "purple heart" presupposes that the audience is familiar with the meaning of the award.

According to the relevance strategy, the comment assumes that the audience shares the same knowledge and beliefs about the events of January 6th and the actions of President Biden. The comment may be

intended to draw attention to potential inconsistencies or inaccuracies in Biden's statements, but it does not provide any evidence or explanation to support its claims. As such, the comment does not meet the criterion of cognitive relevance, which requires that a communication contribute new information or insights that help the audience achieve their goals. Instead, the comment relies on presuppositions to suggest wrongdoing on Biden's part without providing a clear or persuasive argument.

Several YouTube users reposted a video of Biden's misstep, such as political commentator and comedian Tim Young, who commented beside the video, "Never forget July 6th." The phrase was also trending on YouTube (web source13).

Comment 2

The commenter "MrHoneyStinger" said: "Never forget this is the same guy who stood with his arms locked and fists clinched for nearly 20 seconds during a townhall on CNN. 🤣🤣🤣 "

Analysis

The text under investigation is composed of a variety of cyberpragmatic components that are satirically oriented by employing pragmatic devices such as conversational maxims, presupposition, and relevance strategy. These devices are represented as follows:

This commenter utilized the ironic expression actualized by the conversational implicature that is generated by violating the maxim of relevance in "....the same guy who stood with his arms locked and fists clinched for nearly 20 seconds during a townhall on CNN." because it does not directly address the topic of the video, which is Biden's address to the nation two years after the Capitol attack. Instead, the comment brings up a past incident involving Biden standing with his arms locked and fists clinched during a town hall on CNN. Social media users drew comparisons between Joe Biden's behavior and that of the cartoon character "Beavis" from "Beavis and Butt-head" (web source14). While the comment may be intended to highlight a perceived lack of composure or professionalism on Biden's part.

Yus (2016:10) describes humour as a contradiction of the utterance's explicit meaning; the meaning of humour is not relevant literally, and the intended meaning is a joke; the use of emoji in this comment to guide the reader towards interpretation of the intended meaning.

The use of emojis in online communication serves as a way to convey emotions, attitudes, and intentions. In the given comment, the use of three laughing emoji (🤣) suggests that the speaker finds the situation amusing or humorous. The comment can also be interpreted as violating the maxim of relevance, as it is not directly related to the content of the video or the speech given by Joe Biden. Instead, it focuses on a previous incident where Joe Biden appeared to be physically tense during a townhall. This process proves that the commenter of YouTube is simply joking, and the commenter uses this emoji for humorous action. Instead of saying that "I am joking".

According to pragmatic presupposition the comment in the phrase "Never forget this is the same guy who stood with his arms locked and fists clinched for nearly 20 seconds" this presupposition is based on the reference to a past incident in which the individual in question is described as having stood with their arms locked and fists clenched, which implies a certain level of physical tension and emotional intensity. The use of the phrase "Never forget" also suggests that the incident is significant and perhaps even emblematic of the individual's character.

The comment according to Yule's (2000) involves the following presuppositions:

Existential presupposition: The comment in the statement "Never forget this is the same guy" presupposes that there is a "guy" being referred to, and this guy according to the topic of this video is President Joe Biden

Factive presupposition: The comment in the phrase "his arms locked and fists clinched for nearly 20 seconds during a townhall on CNN" is assuming that the audience is aware of the event in question (Biden's behavior during a CNN townhall) and that the event did in fact occur as described. In other words, the comment presupposes that the "guy"

Kufa Journal of Arts
March 2025. No. 63, P 368 - 387
Faculty of Arts, University of Kufa.

مجلة آداب الكوفة
العدد ٦٣/ آذار ٢٠٢٥م، ص ٣٦٨-٣٨٧
كلية الآداب، جامعة الكوفة

actually stood with his arms locked and fists clenched during a townhall on CNN.

Additionally, the comment may contain a lexical presupposition in the statement "the same guy who stood with his arms locked and fists clinched for nearly 20 seconds" presupposes that the same guy who stood before with his arms locked and fists clinched for nearly 20 seconds.

The term "this" refers to something previously mentioned in the conversation or video that the speaker assumes the audience is familiar with.

In the relevance strategy, the comment is interpreted as an attempt to draw attention to a particular aspect of Joe Biden's behavior during the CNN townhall. The comment activates the hearer's memory about the event and is relevant because it contains information that is newsworthy.

The comment is relevant because it responds to or challenges the idea of President Joe Biden's grant of the Purple Heart to 14 people who demonstrated courage and selflessness during the events surrounding the Capitol riot.

The comment also seen as an attempt to persuade or influence others who may share similar views about President Biden's perceived weaknesses or flaws. in other words, The commenter is implying that Biden's behavior during the townhall suggests something negative about his character or abilities, and that this behavior should not be overlooked or forgotten, particularly in light of his recent actions in awarding the Purple Heart to individuals involved in the Capitol riot.

Comment 3

The commenter "jaq uemo" said: "The circus continues lol hopefully people are preparing accordingly."

Analysis

YT employs a complicated cyberpragmatic strategy that utilizes satire through a set of pragmatic tools, which can be identified as follows.

In conversational maxims, the comment violates the maxim of relevance, as it uses the statement "hopefully people are preparing accordingly" in a way to describe a situation or event not related to the main topic of the conversation.

The comment also violates the maxim of manner, as it uses the term "circus" in a potentially ambiguous way. The term "circus" which interpreted as a disrespectful and dismissive way to refer to the ceremony.

The comment seen as an example of humor. The use of the word "circus" to refer to a chaotic or absurd situation can be interpreted as a metaphor. The use of "lol" is an acronym for "laugh out loud." further indicates a lighthearted tone, suggesting that the speaker does not take the situation too seriously. The comment also be interpreted as a form of irony in "hopefully people are preparing accordingly", as the speaker is implying that the situation is ridiculous or absurd.

"Lol" is considered an emoticon, which is a sequence of keyboard characters that represents a facial expression or gesture used to convey an emotion or tone in written communication. "Lol" stands for "laugh out loud" and is commonly used to indicate that something is funny or amusing.

According to the relevance strategy, the interpretation of a message involves a process of inferencing, where the audience actively searches for the most relevant interpretation of the message bas ed on their context and knowledge.

In the comment "The circus continues lol hopefully people are preparing accordingly," the principle of relevance suggests that the speaker is conveying their opinion that the situation is chaotic and potentially dangerous, and that people should be taking precautions to protect themselves. The use of "lol" may suggest a tone of humor or casualness, but in this context, it is likely used as a way to weaken the statement and acknowledge the absurdity of the situation.

The relevance of this comment may vary depending on the context, but it is related to a political event that the speaker views as chaotic or out of

Kufa Journal of Arts
March 2025. No. 63, P 368 - 387
Faculty of Arts, University of Kufa.

مجلة آداب الكوفة
العدد ٦٣/ اذار ٢٠٢٥م، ص ٣٦٨-٣٨٧
كلية الآداب، جامعة الكوفة

control. By using the phrase "The circus continues," the speaker may be suggesting that the situation is like a circus or spectacle, with various parties vying for attention and influence. The use of "hopefully people are preparing accordingly" may suggest that the speaker believes that the situation could become dangerous or unpredictable, and that people should be taking steps to protect themselves. generally, the comment is an example of how speakers use language to convey their opinions and perspectives, and how the interpretation of language involves an active process of inferencing based on context and knowledge.

4.3.2. Quantitative Data Analysis

This study demonstrates the statistical findings of cyberpragmatic strategies of exaggeration using some pragmatic strategies including conversational implicatures (Quantity, Quality, Relevance, and Manner), presupposition (Existential Presupposition, Factive Presupposition, Non-Factive Presupposition, Lexical Presupposition, Structural Presupposition, and Counterfactual Presupposition), and relevance strategy.

YouTube

The total frequencies and percentages of the exaggeration that are used in the YouTube are demonstrated in Table (1) below. It is found that the satirical expressions have reaped (10) frequencies.
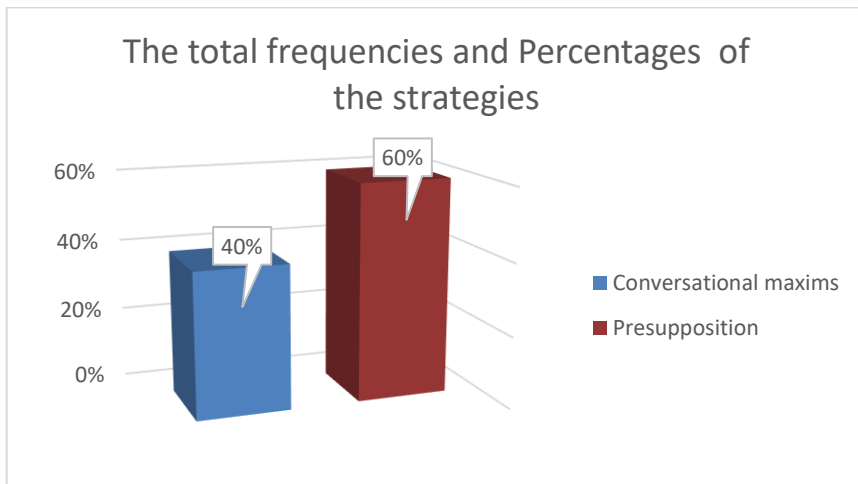
Table (1) The total Frequencies and Percentages of Occurrences of all the cyberpragmatic strategies employed in the YouTube comments.

YT	Conversational maxims	Presupposition	Total
Frequency	4	6	10
Percentage	40%	60%	100%

The explanation of these percentages is shown in Figure (1) below to indicate the entire percentage rates of utilizing cyberpragmatic techniques. It is distributed as follows:

Conversational maxims (relevance, quantity, quality, and manner) show 4 times, which agrees with 40%. Presupposition utilize 6 times, which matches 60%. It is obvious that the greatest rate is assumed by the greatest rate is for " Presupposition", which appear in 60% of the total instances of comments on YT. The lowest rate is for " Conversational Maxims", which shows in only 40% of the total instances of comments on YT.

Figure (1) The total Percentages of Occurrences of the cyberpragmatic strategies employed in the YouTube comments.

Kufa Journal of Arts
March 2025. No. 63, P 368 - 387
Faculty of Arts, University of Kufa.

مجلة آداب الكوفة
العدد ٦٣/ آذار ٢٠٢٥م، ص ٣٦٨-٣٨٧
كلية الآداب، جامعة الكوفة

4. Conclusions

The research has closely examined and configured exaggeration using a cyber-pragmatic approach, and has drawn several conclusions which are outlined below:

1. The relevance strategy is the most dominant, as it is considered the umbrella used in the cyber-practical strategy, which achieves communication and interaction between users in YouTube platform under the study.

2. Exaggeration occurs in YouTube comments through employing many strategies. Pragmatic strategies are conversational maxims, presupposition, and relevance theory. According to the results, maxim of relevance and maxim of quality are the most common type found in YouTube comments.

3. The relevance maxim is the most violated maxim. In addition, the quality maxim is the second violated maxim. In this way, hyperbole is described to be deeply associated with context.

4. The result indicates that exaggeration is one of the rhetorical devices that is built on the violation of the relevance maxim as mentioned by Grice (1975). Quantity is violated less than quality. Instead, manner maxim is violated more than quantity maxim. The violation of Grice's maxims is helpful for understanding the implied meaning behind using hyperbole.

5. The result indicates that exaggeration is one of the rhetorical devices that is built on the presupposition of existential, and factive triggers sequentially are the most employed pragmatic means in the data under study.

References

1. Cano Mora, J. (2006). Interlingual subtitle reception: Linguistic and extra-linguistic factors. European Journal of English Studies, 10(2), 237-251.
2. Draitser, E.(1994). Techniques of Satire. Berlin: Mouton de Gruyter
3. Dynel, M. (2008). " There Is Method in the Humorous Speaker's Madness: Humour and Grice's Mode". Lodz papers in pragmatics,4, pp. 159-185.
4. Grice, P. (1975). "Logic and conversation". In Cole, P.; Morgan, J. Syntax and semantics. 3: Speech acts. New York: Academic Press.
5. Guthrie, S. E., & McCracken, J. E. (2010). Reflections on the academic study of religion and popular culture: Something for everyone, a challenge for some. Journal of the American Academy of Religion, 78(3), 663-688.
6. in everyday conversation. University of Nottingham. (36).
7. Ksiazek, T. B., Peer, L., & Lessard, K. (2016). Social media as a catalyst for online deliberation? Exploring the affordances of Facebook and YouTube for political expression. Journal of Computer-Mediated Communication, 21(4), 259-277.
8. Leech, G. (1985). Semantics: The Study of Meaning. 2nd ed. Penguin.
9. Leech, G. N. (1983). Principles of Pragmatics. London: Longman.
10. Locher, M. A. (2013). Relational work, politeness and identity construction. In C. Béal & I. N. Locher (Eds.), Relations and relationships in public relations: Exploring the role of relational communication (pp. 39-53). Peter Lang.
11. McCarthy, M. (2004). ''There's millions of them'': hyperbole
12. Mersey, R. D., Malthouse, E. C., & Calder, B. J. (2010). Development of a scale to measure humor appeal in advertising. Journal of Advertising, 39(1), 19-33.

13. Mersey, R. D., Reynolds, K. E., & McMahon, S. D. (2016). The effects of humor on cohesion and mental health in individuals with and without autism spectrum disorder. Journal of Autism and Developmental Disorders, 46(7), 2330-2340.

14. Omar, Z. K., and Khalaf, A.S. (2009). A Sociolinguisti

15. Sperber, D. & Wilson, D. (1986) Relevance: Communication and Cognition. Oxford: Blackwell. (Second edition 1995.)

16. Sperber, D., & Wilson, D. (1998). Irony and relevance. In R. Carston, & S. Uchida (Eds.), Relevance Theory: Applications and Implications (pp. 283-293). Amsterdam: John Benjamins.

17. Patro, J., Baruah, S., Gupta, V., Choudhury, M., Goyal, P., & Mukherjee, A. (2019, September). Characterizing the spread of exaggerated health news content over social media. In Proceedings of the 30th ACM Conference on Hypertext and Social Media (pp. 279-280).

18. Van Dijk, T. A. (2006). Discourse and manipulation. Discourse and Society, 17(3), 359-383.

19. Wang, Y., Qiao, Z., & Peng, L. (2015). Face and social media use in crisis communication: A survey of public information officers and communication managers. Public Relations Review, 41(1), 72-80.

20. Yule, G. (2000). Pragmatics. Oxford: Oxford University Press.

21. Yus, F. (2011). Cyberpragmatics: study of Internet-mediated communication in context. Library of Congress Cataloging-in-Publication Data. John Benjamins B.V.