

Bargaining in Baghdadi Dialect with Reference to English (A Socio-Pragmatic Study)

Asst.anst.Ahmed Dhari Gorji

marooshmaroosh93@gmail.com

Ministry of Education / Diyala Education Directorate , Diyala , Iraq

ABSTRACT

Bargaining is a kind of negotiation in which the seller and buyer of a good or service debate the price or nature of a transaction. The bargaining discourse includes many effective pragmatic strategies, which the researcher highlighted in this study of the strategies used by speakers of the Baghdadi dialect, and their effective role in helping individuals achieve the desired goal behind the bargaining process. In order to achieve the desired goal, many bargaining processes were analyzed and evaluated. As for the selected sample, it was chosen randomly, and the data was analyzed according to an industrial model proposed by the researcher himself. As for the results of the analysis, they indicate the existence of nine bargaining strategies that are widely used in the Baghdadi dialect, and that the mentioned strategies can be reused and applied repeatedly. The use of these strategies will be greatly influenced by the Islamic culture and traditions of Baghdad. The study concludes by emphasizing the importance of the surrounding circumstances, which have an important role in the use and application of the mentioned strategies.

Keywords : Bargaining, negotiation, Pragmatics, Baghdadi dialect

المساومة في اللهجة البغدادية مع الإشارة الى اللغة الإنجليزية

(دراسة اجتماعية – تداولية)

م.م . احمد ضاري كرجي

وزارة التربية/ مديرية تربية ديالى

الملخص

المساومة هي نوع من التفاوض يتناقش فيها المشتري والبائع لبضاعة او خدمة معينة حول السعر او طبيعة المعاملة. يتضمن خطاب المساومة العديد من استراتيجيات البراغماتية الفعالة، والتي سلطنا الضوء عليها في دراستنا الاستراتيجية المستعملة من الناطقين باللهجة البغدادية، ودورها الفعال في مساعدة الأفراد على تحقيق الهدف المنشود من وراء القيام بعملية المساومة، ومن اجل تحقيق الغاية المرجوة من الدراسة فقد تم تحليل العديد من عمليات المساومة وتقييمها، أما بالنسبة للعينة المنتقاة فكان اختيارها عشوائيا، وجرى تحليل البيانات طبقاً لأنموذج صناعي وقع اقتراحه من الباحث نفسه، وبالنسبة لنتائج التحليل فإنها تشير إلى وجود تسع استراتيجيات للمساومة مستعملة بكثرة في اللهجة البغدادية، وان الاستراتيجيات المذكورة قابلة لإعادة الاستعمال والتطبيق وبصورة متكررة، فاستعمال هذه الاستراتيجيات سيكون متأثراً وإلى حد بعيد بالثقافة والتقاليد الإسلامية البغدادية، إذ تلخص الدراسة إلى التأكيد على أهمية الظروف المحيطة، والتي لها الدور المهم في استعمال، وتطبيق الاستراتيجيات المذكورة .

الكلمات المفتاحية : المساومة ، التفاوض ، البراغماتية ، اللهجة البغدادية .

1. Introduction

Since Hymes' groundbreaking research in 1971, the idea of communicative competence has been more well-known. This idea includes a speaker's grasp of language rules as well as their knowledge of the sociocultural norms dictating proper language use. As a result, empirical study in this field and its applications in practice have gained popularity, especially when it comes to speech actions. It is important to remember that people with diverse cultural backgrounds may understand pragmatic principles in various ways, which has led to a noticeable trend in cross-cultural pragmatics research, as Farnia et al. (2010) pointed out. These cross-cultural studies of speech acts have improved our understanding of the skills a speaker needs to do a linguistic act appropriately and successfully in communication.

However, it is important to recognise that pragmatic studies are primarily composed of two approaches: pragma-linguistic and socio-pragmatic. Levinson first suggested these words in 1983, and Blum-Kulka later elaborated on them in 1997. Sociopragmatic studies focus

on the communication methods chosen in various contexts, examining the ways in which social and cultural variables impact pragmatic performance. On the other hand, the focus of pragmaticlinguistic studies is mostly on the analysis of linguistic phrases in a particular situation.

A socio–pragmatic method will be used to analyse the data for this study, taking into account a range of contextual elements such as situational, social, and cultural characteristics. Of the various speech acts—apologies, compliments, invitations, greetings, promises, etc.—bargaining is one specific kind that is being studied. Since bargaining is a communication act, it is heavily impacted by society norms; hence, various language groups have unique ways of expressing bargaining that are formed by their own cultural systems.

Moreover, comprehension of the ethno–pragmatic concepts guiding these exchanges is necessary for effective engagement in bargaining relationships. As Chakrani (2007) pointed out, this requires not only an awareness of the regional cultural norms that regulate interpersonal interactions but also a grasp of the language phrases that are naturally consistent with these standards. When crafting their speeches, bargainers frequently deliberately include and interpret their local belief systems and cultural conceptions, according to Chakrani. Within the framework of our research, we postulate that Baghdadi speakers utilise certain negotiating techniques shaped by cultural influences from both Iraq and Islam. Furthermore, the researcher proposes that negotiating phrases and expressions follow recursive patterns, indicating a formulaic basis for bargaining techniques and expressions.

2. Aims of the Study

It appears that the majority of earlier research on speech acts focused on various speech acts, including those involving requests, apologies, complaints, compliments, and refusals, with very little focus

on the speech act of bargaining. To yet, the researcher has not found any research on this speech act in Baghdadi Arabic. As a result, the researcher has chosen to concentrate his research in this field in order to determine the tactics employed in Baghdadi Arabic negotiating as well as to characterise the manner in which Baghdadi vendors and purchasers in Baghdad utilise these terms. Additionally, the researcher wants to shed light on the motivations behind Baghdadi buyers' and sellers' employment of these tactics and look at how bargainers take use of and invoke their cultural background to be recognized.

3. The Research Questions

The present study tries to find answers to the following questions

- 1–what are the strategies that are used by Baghdadi sellers and buyers?
- 2– Which linguistic components go into creating the expressions used in bargaining?
- 3–How does culture effect the bargaining expressions ?

4. Data collection

An ethnographic method of data collection is used in this study. This method focuses on how people behave within a specific community by observing them in real-world and continuing sales situations (Dufon, 2002). One benefit of using natural speech data is that it is real and authentic (Ibid.).

Over twenty-five exchanges that were captured on camera with a smartphone during the academic year 2023–2024 make up the data that was evaluated. The information was gathered from various bazaars and markets in Baghdad.

5. Theoretical Framework

The area of pragmatic studies is growing as a result of the increased focus on language in the later half of the 20th century. Speech act theory application is a fundamental pragmatics method. First proposed

by British philosopher John Austin in 1962, this theory holds that language functions as a tool for carrying out communicative activities. Austin popularized the term "performatives," implying that words are deeds. He also pointed out that in order for these utterances to be classified as speech actions, they need to meet a set of contextual requirements known as felicity conditions, which were formally defined by Searle in 1969. According to Austin, a speaker's words carry three levels of meaning, locutionary, illocutionary, and perlocutionary acts, each of which is connected to a distinct kind of act (Pishghadam and Rasouli, 2011(a):12). Expanding on Austin's work, John Searle developed a methodical framework that integrated speech acts—more precisely, illocutionary acts—into linguistic theory. According to Searle (1969: 21), "the speech act is the minimal unit of communication." Searle added the propositional content condition, preparation condition, sincerity condition, and essential condition to Austin's felicity conditions after realizing the significance of context. In order to guarantee the successful performance of a certain speech act, certain conditions must be met by the utterance in question (Pishghadam & Rasouli, 2011 (b): 1–2). According to them, context is a collection of statements that characterize the participants' commitments, knowledge, and beliefs. It also modifies presumptions when statements are said (Levinson, 1983: 276). Context is seen by Goodwin and Duranti (1992: 3, referenced in Chakrani, 2007: 44) as a framing aspect around events that offers sources for interpretation. The three interconnected context dimensions—cultural, situational, and interactional—all have an impact on communication.

6. Model of Analysis and Relevant Studies

In an important study on bargaining, conversational habits in intra-cultural face-to-face bargaining scenarios were studied between Americans and Russians (Roemer et al., 1999). Comparable patterns of

bargaining were found in the results, along with notable cultural differences in the impacts on the results of negotiations. Pishghadam & Rasouli's more recent study (2011a, 2011b) examined bargaining tactics in Persian and English, finding parallels and contrasts that provided educational ideas for English language learners. In examining how cultural context affects the illocutionary force of speech utterances in Moroccan bargaining, Chakrani (2007) shed light on the ways in which culture shapes interpersonal dynamics and the speech act itself.

Based on previous research, this study suggests a synthetic model for analysis, using Chakrani's (2007) content analysis scheme as a starting point. Based on previous research, this study suggests a synthetic model for analysis, using Chakrani's (2007) content analysis scheme as a starting point.

7. Bargaining and Related Concepts

The purpose of this section is to make clear the connections between negotiating, persuasion, and bargaining. In order to reach a mutually acceptable compromise or induce one party to make concessions, at least two parties must change their demands or claims through bargaining (Holzinger, 2004: 199). It doesn't always change their normative or factual convictions. Contrarily, negotiating is a conversation that aims to produce a mutually agreeable solution in a variety of settings, including politics and marketing (Holzinger, 2004: 197). In marketing, persuasion is an alternative pricing technique that involves influencing the buyer or seller's beliefs, desires, and actions through persuasive speech (www.3,2012:7).

In conclusion, persuasion entails influencing attitudes and behaviors, but bargaining is more focused and involves buying and selling, while negotiating can take place in a larger variety of situations.

8. Data Analysis and Discussion :In a bargaining exchange, participants attempt to outsmart one other by persuading A Socio–

Pragmatic study to Bargaining in Baghdadi Arabic with Reference to English.

Regarding the affordability of the price—or lack thereof—between each other. The social side of bargaining, when all parties participate in price-making and use their language and social skills to develop and negotiate their identities, connections, and even long-lasting ones, is the most praised component of the process. Before even beginning the bargaining exchange, participants enter into this bartering relationship with the expectation of social solidarity and with shared presuppositions (Chakrani, 2007: 45).

Indeed, the language of bargaining gives us instant access to cultural reference points that enable us to delineate the “essential framework of knowledge and beliefs: Understanding that is logically inferred but not explicitly stated in the proposition, or world knowledge that is employed in terms of expectations to interpret sentences” (Quastoff, 1998 : 159 cited in Chakrani, 2007 : 45). Following an analysis of the data gathered for this study, the following negotiation strategies have been determined:

8.1 Use of Supplication :

The Baghdadi Society's everyday communication appears to have been greatly influenced by Islamic culture. This is evident from the data, which shows that people, particularly the elderly, employ pleading with the merchant and his parents to obtain reduced costs. It has been observed that gaining parental satisfaction via compliance is a fundamental cultural belief that the bargainers frequently invoke.

Example (1)

Setting : Electrical Materials.

Interaction : A young seller and an old man.

Situation : the old man wants to buy a washing machine .

Buyer : الله يخليك مشيني مستعجل اريد اروح

(May Allah grant you accept the price , I want to go)

Seller : بالله العظيم خسارة هذا السعر , اني محملها شي قليل

(I swear I will lose , I charge it with a little price)

Buyer : لخاطر الحجية , مشينا على هذا السعر

(for the sake of hajja , accept my price)

Seller : صار , لخاطر الحجية راح انطيها لك حتى لو اخسر

(Ok , for the sake of hajja , I will give it to you even if I lose)

Example (2)

Setting : Shoes store

Interaction : an old seller with a young buyer.

Situation : the young girl wants to buy shoes.

Buyer : بيش هذا الحذاء تكرم , حجيننا

(How much does this shoes coast?)

Seller: بخمسة وعشرين بنتي

(It costs 25 Iraqi dinar my daughter)

Buyer : هواية حجي , يلا احسبه الي عال ٢٠ فدوة لخاطري اعتبرني بنتك

(It's too expensive , I will pay 20 , give it to me and consider me as your daughter)

Seller : تدللين بنتي , راح اخلي بعلاكة

(you can take it my daughter , I will put it in a plastic bag)

Example (3)

Setting : Clothing shop

Interaction : Two young men want to buy T-shirts from an old seller .

Buyers : مرحبا عمو , بيش هذا التيشيرت الوردي , رايدين اثنين , اليه ولأختي

(Hi uncle , How much does the pinky T-shirt cost? We want to pieces)

Seller : اذا اثنين احسب الكم الواحد ب ١٥

Buyer : لا... فدوة عمو هواية , لخاطر جيتنا احسبنا اثنين ب ٢٥

(no , please uncle , That is too much , for our sake , we will pay 25 for two pieces)

Seller : ولو ربحي كلش قليل , بس ميخالف اخذوهن بالعافية

(even I didn't get enough benefit , but you can take them)

8.2 Hospitality

As we have examined the data, we have observed that certain players in the negotiation process build their statements around the concept of hospitality. Due to the great importance placed on this idea, Baghdadi households have always welcomed guests into their homes, even if they are strangers. These are a few of the formulaic expressions:

- You are welcome حياكم الله
- The house is yours البيت بيتكم , شرفتنا

In the west, welcoming a guest is seen as doing a favor because the guest is viewed as the weak and the disadvantaged.

These many perspectives on the guest–host interaction affect how we understand the statement:

Is it your intention to drive me away, تريد تطردني من البيت

While in the west it is a meaningless term and cannot be employed as a linguistic tactic in negotiating speech, in Baghdadi Arabic (BA) it would be regarded as a violation of the sanctity of this notion (Chakrani, 2007: 48):

Example (4)

Setting: sweet store

Interactants : a young seller with two male buyers .

Situations : the buyers want a bar of chocolate for their kids

Buyer : ليش متقبل تنزل من السعر , تريد تطردنا من المحل ؟

(why don't you decrease the price ,do you want to chase us from the store?)

Seller: تدلون , المحل محلكم

(As you like, the store is yours)

Example (5)

Setting: phone maintenance center

Interactants : A female Costumer and an old man programmer.

Situations: The costumer is trying to repair his phone.

Costumer : اريد اصلح موبايلي شاشته مكسورة

(I would like to repair my phone screen , it is broken)

Programmer: من عيني حاضر , احمد , اخذه من لبنية وشوفه

(as you like , Ahmed , check it) .

8.3 Honorifics

Participants in BA negotiation, such as buyers and sellers, frequently utilize honorifics according on the addressee's gender, age, or occupation. While BA offers a wide variety of address forms, the following are the most widely used ones:

Example (6)

Setting: butcher shop.

Interactants : A mid-aged seller and the buyer is an old lady.

Situation : The buyer wants two kilos of meat for her son's barbeque.

Buyer : ابني بلا زحمة بيش كيلو اللحم؟

(my son , how much does a kilo of meat cost?

Seller: بخمسطعش الكيلو حجية

(it costs fifteen hajja)

Buyer : شدةوة هالكد غالي , مو جان ب ١٢؟

(why it is too expensive? A kilo was costing twelve)

Seller : والله امي صعد علينا السعر مناك

(the price is high from the source ,mum)

Buyer: يلا شنسوي ابني خليلي كيلوين

(ok my son , give me two kilos please)

Example (7)

Setting : A second hand shop.

Interactants : A young seller and the mid-aged male buyer.

Situation : The buyer want second hand cars.

Buyer: بيش هاي السيارة بلا زحمة

(Excuseme , how much does this car cost?)

Seller: والله استاذي هاي بخمسين ورقة

(it costs five thousands dollar , sir)

Buyer : مو هواية سعرها اخوية؟

(my brother ,Don't you think that it's too expensive ?)

Seller : ل خاطر ك نهايتها بخمسة واربعين ورقة

(I will give it to you with forty five thousands dollar)

8.4 Suggestion and Advice :

In negotiation, advise and suggestions are related. As a "action of putting an idea into someone's mind through linking it to other words," a suggestion is defined as "an opinion given about what to do." These words may be taken from the context of advise. Hornby and colleagues (1974:573) Thus, the negotiation process is facilitated by both suggestions and guidance.

Example(8)

Setting : bags' store.

Interactants : A young seller and an old lady with her daughter.

Saituation : The old lady wants to buy a bag.

Seller : حجية , لو اني بمكانج اخذهن اثنيهن بخمسة الاف لان عدنا تخفيضات بس هالاسبوع.

(If I were you , hajja , I would buy them both paying five thousands since we have discount this week only).

Buyer : شنو رأيج بنتي ناخذهم ؟

(What is your opinion my daughter , shall we take them?)

Example(9)

Setting : A Kid games store

Interactants : A young man with a woman with her kid

Saituation : The woman wants to buy a game for her kid.

Buyer : شكك سعر هذا القطار ؟

(How much does that train cost?)

Seller : اكو الاصلي بعشرين والصيني بعشرة , انصح اخذي الاصلي لان الصيني مو عملي كلش

(The original costs twenty thousands and its copy costs ten thousands , I advise you to take the original since it is better than the copy)

Buyer : تمام , انطيني الاصلي
(Ok , give me the original one)

8.5 Warning and request

Three salespeople in our data apply the two tactics, namely request and warning. Whenever they are employed, they often come near the conclusion of the speech.

Example (10)

Setting : A shoe store

Interactants : A young seller and an old lady with her husband

Saituation : buyer wants to buy shoes

Buyer: شكك سعر هذا الحذاء؟
(How much does this shoes cost?)

Seller : هذا بي تنزيلات هسه , عدنا كل اثنين بخمسة وعشرين, المحلات الكدام كلها تباع القطعة بعشرين

(We have discounts on this shoes , two pieces cost twenty five Iraqi dinar , all other stores sell each single piece with twenty Iraqi dinar)

Buyer : تمام , خلي ناخذ فره ونرجعك
(Ok , we will be back soon)

Seller : لتلوموني اذا رجعتو ولكيتوهن خلصانات ترى هذني اخر قطعتين
(Don't blame me if I sold them all , these are the last two pieces)

Example (11)

Setting : Electric devices Store

Interactants : An old seller with a young boy buyer .

Saituation : The boy wants to by a laundry machine .

Buyer : هاي الغسالة شلون سعرها حجي ؟
(How much does this laundry machine cost , hajj?)

Seller : هاي بميتين الف الاصلية

(it costs two hundred Iraqi dinar , it is original)

Buyer : حجي احسبليها بمية وثمانين اخذا لان هواية ميتين

(I will pay one hundred eighty hajj , two gundred is too much)

Seller : تدلل , ابني صعدلهياه

(OK , Give it to him my son)

8.6 Promise and Guarantee:

A key component of buyer–seller conformant winning is the bargainer's frequent employment of speech acts of promise and guarantee.

Example (12)

Setting : An Electronic store

Interactants : an old seller and mid–aged woman.

Saituation : The buyer wants to buy air conditioner.

Buyer : يمعود غالي , شذعوه بثمانمية !

(it's too much , it costs eighty hundred Iraqi dinar!)

Seller : اسمعيني عيني , روجي افترى السوك كله اذا لكيتي بثمانمية اني انطي الج بلاش ,

اضافة الى انه بي ضمان عشر سنوات

(Listen to me , madam . go and check prices , if you find less than my price , I will give it freely to you, in addition , it has a warranty for ten years)

Example (13)

Setting : A jewelry shop

Interactants : a young seller with an old lady buyer.

Saituation : The lady wants to buy a ring to her daughter.

Buyer : ليش هذا بميتين وهذا بمية ؟

(Why does this cost two hundred and that costs a hundred?)

Seller : حجية, هذا انطيح بي ضمان خمس سنوات اذا جرد يرجع

(Hajja , this piece has a warranty for five years , if it shape changed , you can get it back)

8.7 Swearing :

Our data also includes instances of swearing in speech, often from the seller when they are trying to persuade the buyer during the negotiating process.

Example (14)

Setting : Toys store

Interactants : A young seller with an old lady buyer.

Situation : The lady wants to buy a toy for her son.

Buyer : هاي السيارة تقليد لو اصلية ؟

(is this car original or fake)

Seller : والحسين هذني باله اصليات , افتري السوق اذا لكيتي مثلهن اخذهن ببلاش:

(I swear by Hussein it is original , check all the market , if you find like it I will give it to you freely)

Example (15)

Setting : Cloth Store

Interactants : A young seller with a young lady with her husband.

Situation : The lady wants to buy a sweater.

Buyer : هاي كلش غالية عيني , اذا بأربعين اخدها

(It is too expensive , I will pay forty thousand Iraqi dinar)

Seller : وروح امي عليه بثمانية وثلاثين , يابه انطيني خمسة واربعين واخذها

(I swear by the soul of my mother it costs me thirty eight thousand Iraqi dinar, give me forty five and take it)

8.8 Making Comparison

The seller attempts to compare the bargained-for goods with those in other markets or at home in this category.

Example (16)

Setting : Phones Store

Interactants : An old man seller with a young man buyer .

Situation : The young man wants to buy a smart phone.

Buyer : اريد جهاز زين تتصحي بي

(I want you to choose me a phone depending on your experience)

Seller : انصحك بهذا الايفون , كلش راقى , اشتريت لاخوية واحد مثله , احسن من الجديد

(I advise you to choose this Iphone , it is excellent , I bought one to my brother, it is better than the new phones)

Example (17)

Setting : Butcher shop

Interactants : A young seller with an old man buyer.

Situation : The old man wants to buy meat.

Buyer : ليش ؟ مو الكيلو بتعش عند ابو محمد الكصاب

(why it is expensive? It costs twelve thousand Iraqi dinar at Abu-Mohammed's shop)

Seller : هذاك اللحم استرالي , اللي عندي عراقي طازج

(That meat is Australian meat. My meat is fresh Iraqi meat)

8.9 Humor

When humor is "positive," it aims to "put the hearer 'at ease'" and is frequently predicated on shared values and prior knowledge (www.5,2012:101). But "negative" humor is also evident in the data and is employed when the seller is tired with the buyer.

Example (18)

Setting : A Cosmetic Shop

Interactants : A young boy seller with an old lady with her sister.

Situation : The young lady wants to buy some make up to her sister.

Buyer : اريد اخذ مكياج لأختي

(I want to buy some make up to my sister)

Seller : والله حسبالي بنتج , ماشاء الله ولا مبين عليه اختج

(I swear Allah , I thought that she is your daughter , she doesn't look like your sister)

Example (19)

Setting : A clothing store

Interactants : A young seller with an old man buyer with his daughters.

Situation : The old man wants to buy clothes to his daughters.

Buyer : البنات معجبهن الملابس , ناخذ فره بالسوك ونرجعك

(my daughters don't like what you have , we will come back later)

Seller : خالي , نزلتك المحل كله وما اخذت , ماظن ترجع بعد ههههه

(Dear uncle , you checked all the clothes in my store and nothing got your attention , I don't think you will be back, hahahaha)

Conclusion

The goal of this study was to characterize, define, and pinpoint the practical tactics employed by Baghdadi Arabic bargainers. Nine pragmatic bargaining tactics can be identified based on naturally occurring speech data; some of these methods are contingent on the Baghdadi people's shared cultural values. As a result, it has been shown that language and culture are intertwined and affect one another, or as Kue & Lai (2007: 3) put it, "Language and culture go hand in hand." Because of the strong influence of Islam on Baghdadi society, Baghdadi speakers so retain some of their cultural traits when they bargain, such as the usage of supplication. The situational meaning of these expressions is actually understood by interactants based on their cultural knowledge; therefore, bargainers need to be aware of the particular cultural implications attached to a particular expression as well as its meaning in a bargaining exchange. Additionally, honorifics and hospitality are culturally restricted; they demonstrate how essential politeness is in Baghdadi society. Future comparative research may be made possible by the fact that the remaining strategies—such as warning and request, swearing, comparison and humor, advise and suggestion, promise and guarantee, and warning and swearing—can also be found in other communities.

Furthermore, the repeated usage of the 12 negotiating techniques and expressions by Baghdadi bargainers has been observed, supporting our theory that this speech act is formulaic. Formulacity is not exclusive

to the discourse surrounding negotiating. Fillmore's conclusions in this regard are supported by the fact that a significant portion of natural language is formulaic, automatic, and practiced as opposed to propositional, creative, or spontaneously created. Because these formulas represent acceptable methods of verbally responding to a range of situations, they should be understood as conventional expressions and socially recognized formulas. The significance of context in interpreting the statements is further supported by the findings. As a result, if many of the cases were taken out of their chronological context, their perception would change.

Finally, given that the discourse surrounding bargaining is socially and culturally produced, bargaining language analysts should focus especially on the cultural dynamics influencing the interpersonal exchanges.

References

- Austin, J.L. (1962). *How To Do Things with Words*. Cambridge : Cambridge University Press.
- Blum-Kulka, S. (1997). "Discourse Pragmatics" . In T.A. Van Dijk (ed.) *Discourse as Social Interaction*. London : Sage Publications. 38–63.
- Charkrani, B. (2007). 'Cultural context and speech act theory : A socio-pragmatic analysis of bargaining exchanges in Morocco". *Texas Linguistic Forum*, 51: pp.43–53.
- Coulmas, F. (2001). *Formulaic Language* . In R. Mesthrie (ed.). *Concise Encyclopedia of Sociolinguistics*. Elsevier. (pp. 233–234).
- Dufon, M.A. (2002). "Video recording in ethnographic SLA research: Some issues on validity in data collection". *Language Learning & Technology* , 6 (1) : 40–59.
- Farnia, M., Buchheit, L., & Salim, Sh.B. (2010). "I need to talk to you"—A contransitive pragmatic study of speech act of complaint in American English and Malaysian". *The Traditional Journal of Language Society*

and Culture, 30, 11–24 Retrieved from <http://www.edu.utas.edu.au/users/tle/JOURNAL/issues/2010/30-2pdf>.

Goodwin C.& Duranti, A. (1992). “ Rethinking context: an introduction”. A . Duranti &C. Goodwin (Eds.). Rethinking Context: Language as an Interactive Phenomenon, (pp. 1– 43). Cambridge: Cambridge University Press.

Holzinger, K. (2004). “Bargaining Through Arguing : An Empirical Analysis Based on Speech act Theory”. Political communication, vol. 21. Pp 195–222. Available online at : <http://nbn-resolving.de/urn:nbn:de:bsz/> .

Hornby, A.S., Cowie, A.P and Gimson, A.C (1974). Oxford Advanced Learner’s Dictionary of Current English. Oxford University Press.

Hymes, D. (1971). “Sociolinguistics and the ethnography of speaking”. In E. Ardener (Ed.) Social Anthropology and language, London,Tavistock. (pp.47–93).

Kecskos, I. (2000). “A cognitive– pragmatic approach to situationbound utterances”. Journal of Pragmatics, 32, 605–625.

Kue M. & Lai, C. (2007). “Linguistics across Cultures ; The Impact of Culture on Second Language Learning’. FLI Journal, 2,1– 10.

Levinson, S.C. (1983). Pragmatics. N.Y. Cambridge University Press.

Pishghdam, R. and Rasouli, P. (2011, a). “A cross–Linguistic Study of Persuasive Strategies used in Persian and English Languages. “Research Journal of International Studies, vol. 22, pp.7–17. Available online at : <http://www.cscanada.org/> .

Pishghdam, R. and Rasouli, P. (2011,b). “Persuasive Strategies among Iranian EFL Learners”. Studies in Literature and Language, vol.3, No.2, pp.1–9. Available online at : <http://www.eurojournals.com/international-studies.htm/>

Quastoff, U.M.(1988). “Context”. In J.L. Mey (ed.). Concise Encyclopedia of Pragmatics (pp.218–225). Elsevier.

Roemer, C., Garb, P., Neu, J. & Graham, J. (1999). "A Comparison of American and Russian patterns of Behavior in Buyer-Seller Negotiations Using Observational Measures". *International Negotiations* 4:37–61.

Searle, J. (1969). *Speech Acts*. Cambridge : Cambridge University Press.

Net Resources :

www1.(2012).Bargain,4 <http://file:///E:/BargainingDefinition> of bargaining by Free Online Dictionary, Thesaurus/

www 2.(2012). Bargaining, Negotiating, influencing Skills. ,1 <http://mhtml:file:///E:/Bargaining.Negotiating,influencing skills/> University of Kent/The UK's European University.mht/.

www3. (2012). Bargaining, Negotiating, influencing Skills.< www> <http://mhtml:file:///E:/Bargaining.Negotiating,influencing skills.mht/>.

www4.(2012). Bargain. 98< www> : <http://mhtml:file:///E:/BargainDefinition> and more from the free Marriam – Webster Dictionary.

www5.(2012). Bargain.101<http://mhtml:file:///E:/BargainingWikipedia>