

الزكوة البيضاء

اسم مشتق من الزكوة وهي الجمرة الملتهبة والمراد
بالذكوات الربوات البيض الصغيرة المحيطة بمقام أمير
المؤمنين علي بن أبي طالب {عليه السلام}
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من الدراري المضيئة

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سميت الغري باسمها، وكلمة بيض لبروزها عن الأرض. وفي رواية
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السهلة وموضع خلوته الذكوات البيض

تُعَدّ مجلة الذكوات البيض مجلة علمية رصينة ومعتمدة للترقيات العلمية.



مَجَلَّةٌ عِلْمِيَّةٌ فِكْرِيَّةٌ فَصْلِيَّةٌ مُحْكَمَةٌ تُصَدَّرُ عَنْ
دَائِرَةِ الْبُحُوثِ وَالدرَّاسَاتِ فِي دِيْوَانِ الْوَقْفِ الشَّيْبِيِّ



العدد (١٥) السنة الثالثة ذي الحجة ١٤٤٦ هـ حزيران ٢٠٢٥ م
رقم الإيداع في دار الكتب والوثائق (١١٢٥)
الرقم المعياري الدولي ISSN 2786-1763

الذِّكْرُ الْبَيْضُ



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الترجمة الانكليزية
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العدد (١٥) السنة الثالثة ذي الحجة ١٤٤٦ هـ - حزيران ٢٠٢٥ م

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الذَّكْوَانُ الْبَيْضُ

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العنوان الموقعي

مجلة الذكوات البيض

جمهورية العراق

بغداد / باب المعظم

مقابل وزارة الصحة

دائرة البحوث والدراسات

الاتصالات

مدير التحرير

٠٧٧٣٩١٨٣٧٦١

صندوق البريد / ٣٣٠٠١

الرقم المعياري الدولي

ISSN ١٧٦٣-٢٧٨٦

رقم الإيداع

في دار الكتب والوثائق (١١٢٥)

لسنة ٢٠٢١

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العدد (١٥) السنة الثالثة ذي الحجة ١٤٤٦ هـ - حزيران ٢٠٢٥ م

دليل المؤلف

- ١- أن يتسم البحث بالأصالة والجدة والقيمة العلمية والمعرفية الكبيرة وسلامة اللغة ودقة التوثيق.
- ٢- أن تحتوي الصفحة الأولى من البحث على:
 - أ. عنوان البحث باللغة العربية .
 - ب. اسم الباحث باللغة العربي، ودرجته العلمية وشهادته.
 - ت. بريد الباحث الإلكتروني.
 - ث. ملخصان: أحدهما باللغة العربية والآخر باللغة الإنكليزية.
 - ج. تدرج مفاتيح الكلمات باللغة العربية بعد الملخص العربي.
- ٣- أن يكون مطبوعاً على الحاسوب بنظام (office Word ٢٠٠٧ أو ٢٠١٠) وعلى قرص ليزري مدمج (CD) على شكل ملف واحد فقط (أي لا يُجزأ البحث بأكثر من ملف على القرص) وتُزوّد هيئة التحرير بثلاث نسخ ورقية وتوضع الرسوم أو الأشكال، إن وُجدت، في مكانها من البحث، على أن تكون صالحة من الناحية الفنية للطباعة.
- ٤- أن لا يزيد عدد صفحات البحث على (٢٥) خمس وعشرين صفحة من الحجم (A4) .
٥. يلتزم الباحث في ترتيب وتنسيق المصادر على الصيغة APA
- ٦- أن يلتزم الباحث بدفع أجور النشر المحددة البالغة (٧٥,٠٠٠) خمسة وسبعين ألف دينار عراقي، أو ما يعادلها بالعملة الأجنبية.
- ٧- أن يكون البحث خالياً من الأخطاء اللغوية والنحوية والإملائية.
- ٨- أن يلتزم الباحث بالخطوط وأحجامها على النحو الآتي:
 - أ. اللغة العربية: نوع الخط (Arabic Simplified) وحجم الخط (١٤) للمتن.
 - ب. اللغة الإنكليزية: نوع الخط (Times New Roman) عناوين البحث (١٦). والملخصات (١٢)أما فقرات البحث الأخرى؛ فبحجم (١٤) .
- ٩- أن تكون هوامش البحث بالنظام الألكتروني (تعليقات ختامية) في نهاية البحث. بحجم ١٢.
- ١٠- تكون مسافة الحواشي الجانبية (٢,٥٤) سم، والمسافة بين الأسطر (١) .
- ١١- في حال استعمال برنامج مصحف المدينة للآيات القرآنية يتحمل الباحث ظهور هذه الآيات المباركة بالشكل الصحيح من عدمه، لذا يفضل النسخ من المصحف الإلكتروني المتوافر على شبكة الانترنت.
- ١٢- يبلغ الباحث بقرار صلاحية النشر أو عدمها في مدة لا تتجاوز شهرين من تاريخ وصوله إلى هيئة التحرير.
- ١٣- يلتزم الباحث بإجراء تعديلات المحكمين على بحثه وفق التقارير المرسلة إليه وموافقة المجلة بنسخة معدلة في مدة لا تتجاوز (١٥) خمسة عشر يوماً.
- ١٤- لا يحق للباحث المطالبة بمتطلبات البحث كافة بعد مرور سنة من تاريخ النشر. «دراسة في استراتيجيات الخطاب» خطاب المتمردين والذاكرة المخرومة في القرآن الكريم
- ١٥- لا تعاد البحوث الى أصحابها سواء قبلت أم لم تقبل.
- ١٦- تكون مصادر البحث وهوامشه في نهاية البحث، مع كتابة معلومات المصدر عندما يرد لأول مرة.
- ١٧- يخضع البحث للتقويم السري من ثلاثة خبراء ليبيان صلاحيته للنشر.
- ١٨- يشترط على طلبة الدراسات العليا فضلاً عن الشروط السابقة جلب ما يثبت موافقة الأستاذ المشرف على البحث وفق النموذج المعتمد في المجلة.
- ١٩- يحصل الباحث على مستل واحد لبحثه، ونسخة من المجلة، وإذا رغب في الحصول على نسخة أخرى فعليه شراؤها بسعر (١٥) ألف دينار.
- ٢٠- تعبر الأبحاث المنشورة في المجلة عن آراء أصحابها لا عن رأي المجلة.
- ٢١- ترسل البحوث إلى مقر المجلة - دائرة البحوث والدراسات في ديوان الوقف الشيعي بغداد - باب المعظم)
- أو البريد الإلكتروني: (hus65in@Gmail.com) (off reserch@sed.gov.iq) بعد دفع الأجور في مقر المجلة
- ٢٢- لا تلتزم المجلة بنشر البحوث التي تُخلُ بشروط من هذه الشروط .

مَجَلَّةٌ عِلْمِيَّةٌ فِكْرِيَّةٌ فَصَلِيَّةٌ مُحْكَمَةٌ تَصْدُرُ عَنْ دَائِرَةِ الْبُحُوثِ وَالدراساتِ فِي ذِيَّانِ الْوَقْتِ الشَّيْبَانِي

محتوى العدد (١٥) المجلد الثاني

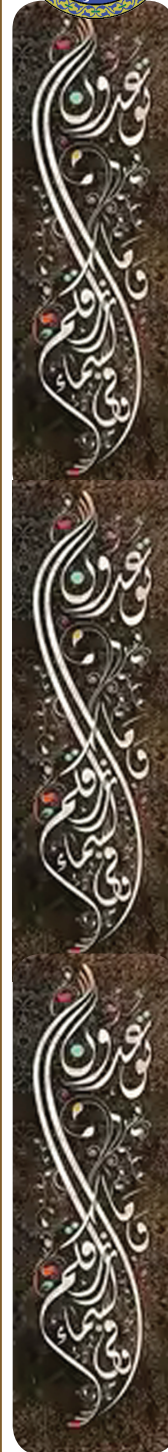
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فصلية مُحَكَّمة تُعنى بالبحوث والدراسات العلمية والإنسانية والفكرية
العدد (١٥) السنة الثالثة ذي الحجة ١٤٤٦ هـ حزيران ٢٠٢٥ م



Manipulating Meaning: Pragmatic Implicature in Print and Digital Advertisements

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Abstract:

The strategic use of pragmatic implicature in advertising across various media types is examined in this research study. The research examines how marketers use implied meaning to influence customers in print and digital media, drawing on Relevance Theory and Gricean pragmatics. The study finds notable parallels and discrepancies in implicature utilization between established print media and new digital channels through a methodical examination of a few chosen ads. The results show that although the pragmatic concepts used by the two media are similar, digital ads use special technical affordances to produce new implicature forms through temporal dimensions, customization, and interaction. These findings shed light on the pragmatic aspects of commercial communication and further the academic knowledge of how meaning is controlled across changing media environments.

Keywords: pragmatic implicature, advertising discourse, print media, digital media, Gricean maxims, Relevance Theory.

المستخلص:

تتناول هذه الورقة البحثية موضوع الاستخدام الاستراتيجي للإيحاءات الضمنية في الإعلانات عبر وسائط متعددة. تركز الدراسة على كيفية استغلال المسوقين للمعاني الضمنية للتأثير على المستهلكين في كل من الوسائط المطبوعة والرقمية، بالاستناد إلى نظرية الصلة ونظرية غرايس للتداولية. من خلال إجراء تحليل منهجي لعدد من الإعلانات المختارة، تكشف الدراسة عن وجود أوجه تشابه واختلاف بارزة في كيفية استخدام الإيحاءات الضمنية بين الوسائط المطبوعة التقليدية والقنوات الرقمية الحالية. تُظهر النتائج أن المبادئ التداولية المستخدمة في كلا النوعين من الوسائط متشابهة، لكن الإعلانات الرقمية تستفيد من الإمكانيات التقنية لإنتاج أشكال جديدة من الإيحاء الضمني من خلال العناصر الزمنية، والتخصيص، والتفاعل. تسهم هذه النتائج في تسليط الضوء على الجوانب التداولية للاتصالات التجارية، وتعزز الفهم الأكاديمي للطرق التي تتشكل بها المعاني في البيئات الإعلامية.

الكلمات المفتاحية: الإيحاءات الضمنية، إعلان تجاري، الوسائط المطبوعة، الوسائط الرقمية، غرايس، نظرية الصلة

1. Introduction

One of the most prevalent and significant types of public conversation in modern culture is advertising. Advertising is a persuasive medium that usually uses indirect communication techniques to involve customers in the process of creating meaning. Advertisers frequently infer meanings that go beyond the actual semantic substance of their advertisements rather than making



assertions openly. Through the purposeful use of implicature—meaning that which is communicated beyond what is explicitly expressed—advertisers may maximize audience engagement, minimise legal risk, and produce persuasive effects. Grice (1975) introduced the idea of pragmatic implicature, which offers a useful theoretical framework for comprehending how advertisers alter meaning in various media environments. With the ongoing transition of advertising from conventional print media to more advanced digital channels, the methods by which In a similar way, implicature operations have changed. The way suggested meanings are created and understood may change as a result of the additional aspects that digital media bring to commercial communication, such as interaction, customization, and multimedia integration.

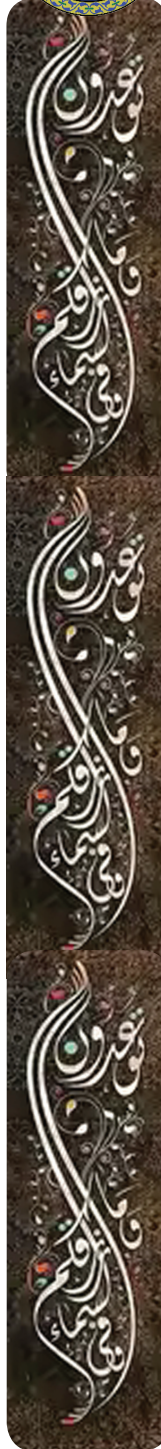
The function of pragmatic implicature in modern print and digital media advertising is examined in this study article. The study intends to advance academic knowledge of how meaning is manipulated in persuasive communication and how technological advancements impact pragmatic aspects of advertising discourse by methodically analyzing a few chosen ads and comparing implicature tactics across media types.

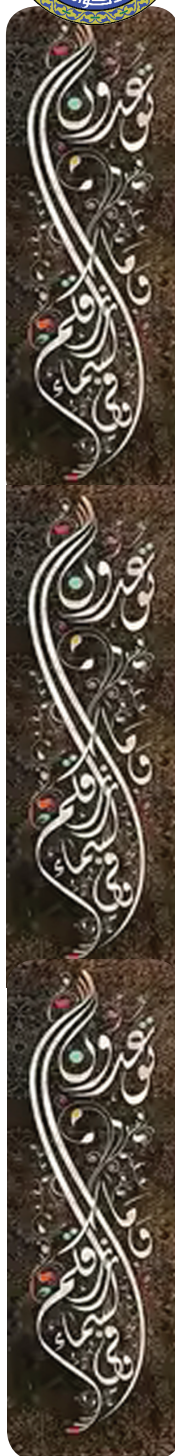
1.1 Research Goals:

Investigating the strategic use of pragmatic implicature in advertising across various media types is the goal of this scholarly research article. Grice (1975) was the first to define pragmatic implicature as meaning that goes beyond an utterance's plain semantic content. In the context of advertising, implicature is a potent persuasive technique that enables marketers to convey ideas subtly while including customers in the process of creating meaning.

The following are the main goals of this study:

1. To investigate and evaluate the strategic use of pragmatic implicature to communicate meaning in modern print and digital ads.
2. To assess how conventional print media and new digital advertising platforms differ in terms of the processes, frequency, and efficacy of implicature utilization.





3. To create a methodical framework for classifying and recognizing the many implicature forms seen in advertising discourse.

4. To investigate how the use of pragmatic implicature tactics is impacted by the technical affordances and limitations of various media.

5. To look into how implicatures in advertising are interpreted in light of cultural, contextual, and medium-specific aspects.

These goals direct a thorough examination of particular advertising samples, advancing knowledge of how meaning is shaped in changing media environments and offering insights into the practical aspects of advertising communication.

2. Review of Literature

2.1 Pragmatic Implicature: Theoretical Underpinnings

H.P. Grice (1975) introduced the idea of pragmatic implicature, which has since grown to be a fundamental term in the study of meaning transmission that goes beyond explicit semantic content. Grice's theory offers a framework for examining how speakers convey more than what their words actually convey by differentiating between «what is said» (explicit meaning) and «what is implicated» (implicit meaning) (Tsojon & Jonah, 2015). This distinction is especially important in the context of advertising, as indirect communication techniques are frequently used in persuasive communications. The Cooperative Principle was first presented by Grice in 1975. It is based on four conversational maxims: quality (being truthful), quantity (being informed), relevance (being relevant), and method (being clear). Grice claims that implicatures, which enable speakers to subtly communicate meaning, occur when these maxims are either intentionally disregarded or observed. According to Jaszczolt (2002), «a speaker must intend to instill a belief in the hearer by using x in order for x to mean anything.» Also, the speaker must want their words to be understood as such (Chinturuadindu & Ogbonnaya, 2020, p. 208).

Relevance Theory, a cognitive pragmatic approach first presented by Sperber and Wilson in the mid-1980s, has advanced



the theoretical understanding of implicature.

According to this hypothesis, human cognition is focused on maximizing relevance, with our inferential mechanisms processing potentially relevant assumptions in the most efficient manner on their own and our perceptual mechanisms automatically activating them (Chinturuadindu & Ogbonnaya, 2020). According to Relevance Theory, hearers are guided to the «extracontextual» impact by indirectness, which validates the additional processing effort required to derive conclusions (Chinturuadindu & Ogbonnaya, 2020).

2.2 Characteristics of Conversational Implicature

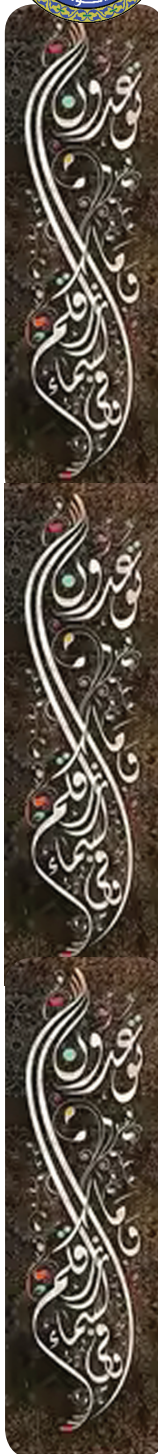
According to Kempson (1984), conversational implicature has four essential features:

1. They rely on the cooperation concept and its tenets being acknowledged.
2. Since their interpretation is predicated on an awareness of the customary meaning, they do not contribute to the meaning of the lexical components in the sentence.
3. Typically, there are several viable interpretations that might restore the cooperative principle; the implication of an utterance is not the only one.
4. Conversational implicatures vary depending on the context; some are generalized (occurring without particular circumstances) and others are particularized (requiring particular contexts).

Mey (as cited in Tsojon & Jonah, 2015) defines pragmatic implicature as «something which is implied in conversation, that is, something which is left implicit in actual language use» (p. 45). This definition emphasizes how implicature operates in the gap between literal expression and intended meaning, requiring active interpretation by the audience.

2.3 Realistic Consequences in Advertising Conversations

Since advertisers commonly use indirect communication techniques to include customers in meaning-making, advertising discourse offers a particularly rich area for researching pragmatic





implicature. The statement «advertisers routinely use words or utterances to mean considerably more than what is semantically conveyed» (p. 2) is noted by Chinturuadindu and Ogbonnaya (2020). Advertisers can make assertions that may be challenging to convey directly or steer clear of any legal problems related to explicit declarations by using language strategically.

In advertising, purposeful disregard for Gricean maxims is a frequent tactic. For instance, when advertising employ metaphors, exaggeration, or other figurative language that is not strictly accurate but nevertheless creates the intended effect, they frequently transgress the quality standard. In a similar vein, advertising that don't give enough information may violate the quantity maxim by forcing viewers to deduce extra meaning (Tsojon & Jonah, 2015).

According to Jaszczolt (2002), comprehending implicature necessitates making sure that pragmatics' definition of meaning aligns with truth-conditional semantics. This is especially important in advertising as there may be a complicated and perhaps deceptive link between explicit statements and inferred meanings. Advertisers have to balance avoiding dishonest tactics with crafting powerful implicit messages.

2.4 Implicature in Different Advertising Media

The way implicature is used in various advertising media differs. While digital media can use interactive components, video, and music to produce more complex inferred meanings, traditional print advertising frequently use text and static graphic elements to create implicatures. Understanding how pragmatic tactics adjust to various technological affordances and limits requires an awareness of this dichotomy.

The interaction of verbal components and visual images frequently results in implicature in print advertising. For instance, the advertising tagline «Life is everything» defies the quality criterion by expressing a strong emotional message that is not entirely accurate (Chinturuadindu & Ogbonnaya, 2020). Similarly, in order to generate interest and memorability, phrases such as «Da Bomb» (GLO Network) or «People, power, possibilities»



(Global Communications) intentionally lack semantic information and disregard the rules of amount and method (Chinturuadindu & Ogbonnaya, 2020).

Because of its interactive features and multimodal nature, digital advertising adds additional aspects to implicature. Because digital media is dynamic, information may be revealed in steps, resulting in implicatures that change as people interact with the material. Furthermore, implicatures customized to particular user profiles may be produced by customization in digital advertising, producing more focused inferred meanings

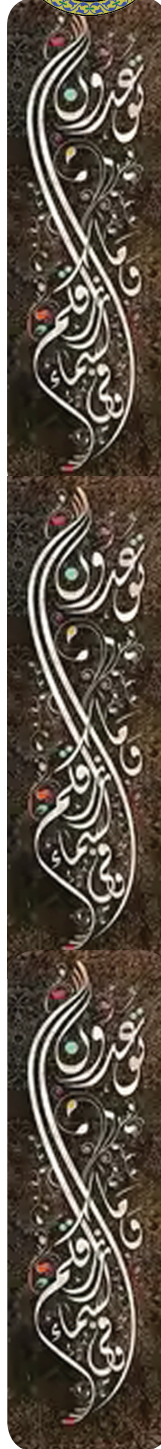
2.5 Methodological Techniques for Examining Advertising Implicature

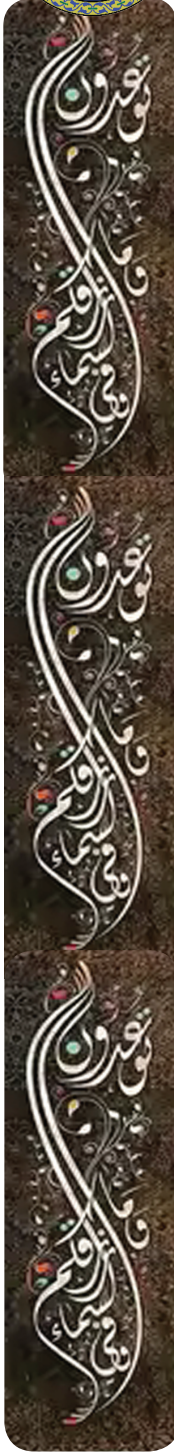
A variety of methodological techniques have been used in studies on pragmatic implicature in advertising. The most common method has been qualitative analysis based on Gricean maxims, in which researchers find examples of maxims being observed or disregarded and examine the implicatures that arise (Tsojon & Jonah, 2015). In order to find hidden meanings, this method frequently entails closely examining the language and visual components of advertisements. Some studies have adopted more quantitative approaches, such as corpus analysis of advertising language or experimental studies measuring consumer responses to different types of implicature. These methods can provide insights into the frequency and effectiveness of various implicature strategies across different advertising contexts.

Chinturuadindu and Ogbonnaya (2020) employed a qualitative research method with descriptive survey, allowing them to infer and generalize findings from a heterogeneous sample of billboards, handbills, newspapers, magazines, and electronic advertisements. Their methodology involved collecting data through interviews and conducting constructive interpretation and analysis.

2.6 Implications of Ethical Issues in Advertising

Important ethical concerns regarding openness and possible deceit are brought up by the usage of implicature in advertising. By insinuating things that would be problematic if expressed di-





rectly, implicature can be used to deceive customers even while it enables advertisers to craft complex, captivating messages that transcend literal words.

Jaszczolt (2002) highlights how crucial it is to make sure pragmatic notions of meaning align with truth-conditional semantics. According to this viewpoint, it is the ethical duty of advertisers to make sure that inferred meanings—even when they are not stated directly—remain compatible with honest communication.

Concerns about consumer protection must be weighed against the deliberate disregard for advertising maxims. The Cooperative Principle is crucial to our comprehension of language use in society because it clarifies why communication might occasionally go wrong and how it can go more smoothly, as Tsojon and Jonah (2015) conclude. According to their findings, since consumers ultimately want information, advertising should give it top priority.

3. Methodology

3.1 Theoretical Framework

Gricean pragmatics and later theoretical advances in the field of pragmatic implicature serve as the foundation for this study's approach. The primary paradigm for recognizing and classifying implicatures in advertising speech is Grice's (1975) Cooperative Principle and its four maxims: quality, quantity, relevance, and manner. Additionally, to comprehend the mental processes by which audiences decipher inferred meanings, ideas from Relevance Theory (Sperber & Wilson, 1986, 1995) are integrated. A thorough examination of implicature's operation across various advertising mediums is made possible by this dual theoretical approach, which takes into account both the communicative goals of marketers and the interpretative processes of consumers. Kempson's (1984) four features of conversational implicature are also used in the research to differentiate between the various kinds of suggested meanings found in the chosen ads.

3.2 Research Design

A qualitative research design with components of comparative



analysis is used in this study. Given the interpretative character of pragmatic analysis and the requirement to investigate the contextual, cultural, and medium-specific elements that impact implicature's functioning in advertising, the qualitative technique is suitable. Systematic analysis of the parallels and discrepancies in implicature utilization across print and digital advertising forms is made possible by the comparative dimension. The following components are included in the study design:

1. A methodical examination of the content of a few chosen print and digital ads.
2. Comparing implicature tactics and processes across media.
3. Using theoretical frameworks to assess suggested meanings contextually.
4. Verification by comparing with previous empirical research.

3.3 Sample Selection

Purposive sampling was used to choose the advertisement samples in order to guarantee that a variety of implicature techniques were represented in both print and digital media.

Among the selection criteria were:

1. Explicit illustrations of practical implicature techniques.
2. Diverse product types are represented.
3. Current applicability and availability.
4. The possibility of comparing print and digital formats.
5. Examples of various infractions of the Gricean maxim.
6. Inclusion of both successful and problematic uses of implicature.

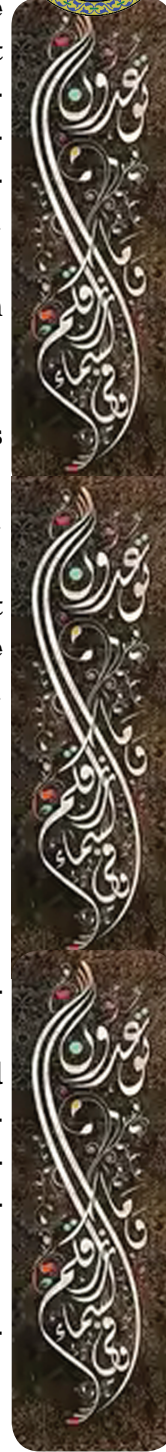
The final sample consists of twelve print advertisements and twelve digital advertisements, with each set representing various product categories and implicature strategies. This balanced sample allows for meaningful comparison while remaining manageable for in-depth qualitative analysis.

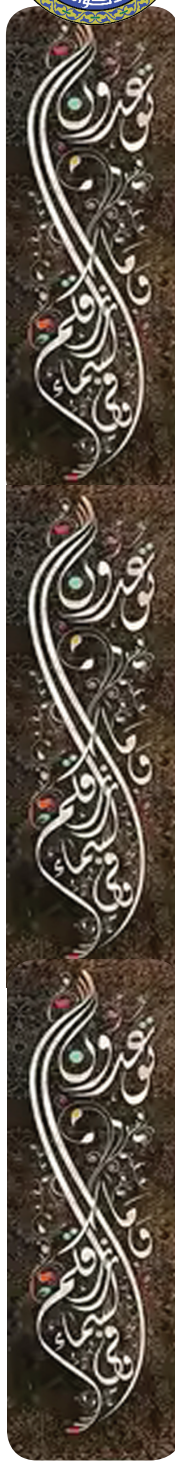
3.4 Analytical Framework

For every advertising, the analytical framework follows a three-step procedure:

3.4.1 Stage 1: Descriptive Analysis

The following criteria are used to describe each advertisement:





- Format and medium (social media ad, billboard, internet banner, print magazine, etc.).
- Visual components (layout, color, typography, and pictures).
- Textual components, such as calls to action, slogans, body text, and headlines.
- Contextual elements (temporal context, publication/platform context, target audience).

3.4.2 Stage 2: Pragmatic Analysis

The following criteria are used by the pragmatic analysis to identify and classify implicatures:

1. Maxim relation: In what way is one of Grice's maxims—quality, quantity, relevance, and manner—being upheld or violated?
2. Type of implication: Using the categories proposed by Horn (1984) and Levinson (1983):
 - Particularized conversational implicature (needing certain situations).
 - Generalized conversational implicature (occurring without unique contexts).
 - Conventional implicature (affixed to certain words or phrases).
 - Scalar implicature (based on semantic scales).
3. Mechanism of implication: How is the implicature produced?
 - Figurative language or metaphor
 - Ambiguity or vagueness
 - Presupposition
 - Rhetorical inquiries
 - Understatement or overstatement
 - Visual-verbal communication;
 - Features unique to a medium
4. The role of implication: The communication goal was accomplished:
 - Brand positioning;
 - Legal protection;
 - Product distinction;
 - Claim strengthening;
 - Audience engagement;
 - Memorability enhancement



3.4.3 Stage 3: Comparative Analysis

The following characteristics are examined in the comparative study to identify trends and distinctions between print and digital advertisements:

1. The frequency and distribution of various methods and implicature kinds.
2. Techniques unique to a given medium for producing implicature.
3. Creating inferred meanings through the multimodal combination of verbal and visual aspects
4. Interactive aspects of digital media implicature.
5. How implicature is influenced by technological affordances and restrictions.

3.5 Analytical Procedure

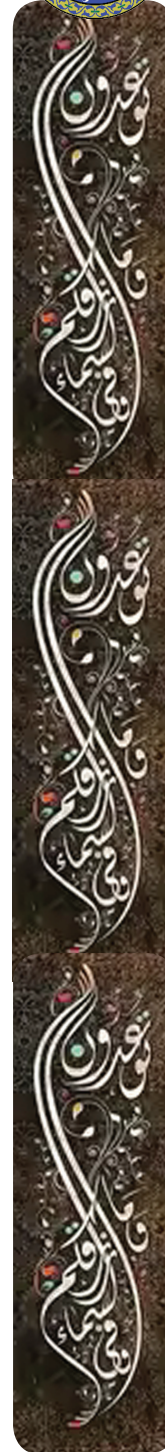
The procedures in the analyzing process for every advertising are as follows:

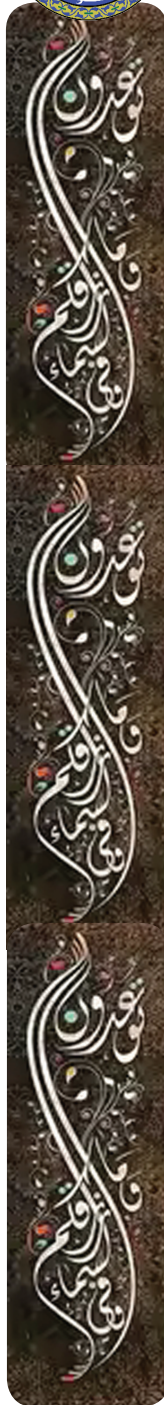
1. Initial coding: Recognizing the advertisements stated and implied assertions.
2. Maxim analysis: Identifying the maxims that are upheld or violated.
3. Implicature extraction: Expressing the inferred meanings that are produced.
4. Identifying the mechanism: Examining the implicature's creation.
5. Function analysis: Determining the implicature's communication goal.
6. Medium-specific analysis: Analyzing the implicature's relationship to the medium.
7. Cross-reference: Examining results against comparable ads in the sample.

3.6 Validation Strategies

The following validation techniques are used to improve the analysis's validity and reliability:

1. Theoretical triangulation: interpreting results by using many theoretical stances (such as Relevance Theory and Gricean pragmatics).





2. Validating literature by comparing analytical interpretations with previously conducted empirical research
3. Methodical documentation: Keeping thorough analytical records for every ad
4. Reflectivity: Recognizing possible researcher biases and the interpretative character of pragmatic analysis

3.7 Limitations

The following drawbacks are acknowledged by the methodology:

1. Subjectivity is introduced by pragmatic analysis's interpretative character.
2. The sample size restricts generalizability even though it is enough for qualitative analysis.
3. Contextual and cultural elements may affect how implicatures are interpreted.
4. It is difficult to create reliable analytical categories due to the quick growth of digital advertising forms.

Notwithstanding these drawbacks, the technique offers a strong framework for examining the ways in which pragmatic implicature works in print and digital advertising media, advancing academic knowledge of this crucial aspect of advertising communication.

3.8 Ethical consideration

The study approach complies with ethical guidelines by:

1. Analyzing publically accessible adverts.
2. Recognizing each advertisement's owner and source.
3. Preserving impartiality while examining advertising tactics.
4. Taking into account the moral ramifications of deceptive advertising.
4. Analysis of Pragmatic Implicature in Print and Digital Advertisements

4.1 Print Advertisement Analysis

- 4.1.1 Unfinished Claims: «More people sleep on Sealy Posturepedic»

By purposefully breaking Grice's rule of number, this advertising is a prime example of the strategic use of implicature. By



saying «More people sleep on Sealy Posturpedic» without doing the comparison, the advertisement induces customers to assume that Sealy Posturpedic is better than other mattress manufacturers. The implicature mechanism depends on the comparative statements incompleteness, which leads to several possible interpretations: more people might sleep on Sealy than on any one rival brand, all other brands combined, or the same brand during earlier time periods. In addition to offering legal protection, the implicature in the advertising serves mainly as a tool for bolstering claims.

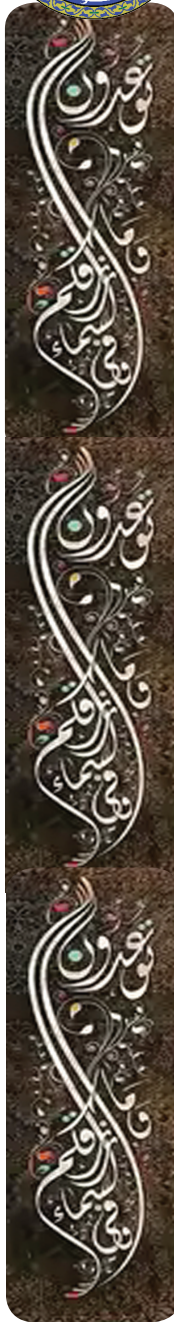
By not completing the comparison, the advertiser suggests market leadership without providing a credible assertion that rivals or authorities may challenge. This tactic is a prime example of what Levinson (1983) refers to as «hedged performatives» in commercial language, wherein implicit assertions minimize legal susceptibility while producing more compelling effects than explicit declarations.

Because consumers must exert extra cognitive effort to deduce the suggested meaning, the cognitive processing necessary to resolve this implicature is consistent with Relevance Theory (Sperber & Wilson, 1995). However, by enhancing consumer involvement with the commercial, this extra processing can actually improve the impact of the message. Tanaka (1994) contends that when the inferred meaning is in line with customer desires—in this example, the desire to buy a well-liked, widely-trusted mattress—the effort put out to resolve implicatures might provide more persuasive consequences.

4.1.2 Comparative Advertising: «Better» vs. «Best»

The print ads that use the terms «better» and «best» show a clever use of scalar implicature manipulation. Typically, when a product is advertised as being «best,» it implies parity with top rivals rather than dominance. The word «better» on the other hand produces a greater comparative implicature of superiority in comparison to certain alternatives. The semantic power of these phrases, where «best» semantically denotes supremacy over all alternatives, is contradicted by this paradoxical prag-





matic consequence. Advertisers take advantage of the discrepancy between pragmatic implicature and semantic meaning, as seen by this example. Technically, the quality criteria is upheld (the statements may be truthful), but the manners maxim is disregarded by purposeful ambiguity.

Customers who are unfamiliar with advertising language may misinterpret these comparative words and assume that «best» makes a stronger claim than «better» based on ordinary semantic understanding. The implicature is primarily used as a technique for product differentiation and brand positioning. By using «better» rather than «best,» ads may make more potent implicit claims of superiority while maintaining the plausibility of the comparison. This strategy exemplifies what Tanaka (1994) calls «covert communication» in advertising, when advertisers deliberately use the difference between encoded meaning and recovered interpretation to their advantage.

4.1.3 Weasel Words: «Helps,» «Like,» «Virtually»

The skilled use of traditional implicature related to certain lexical objects is shown by the usage of weasel words in print ads. While maintaining the favorable connotations that the accompanying claims elicit, terms like «helps,» «like,» «virtually,» and «can be» provide conventional implicatures that erode the advertisers' commitment to those promises. This tactic mainly violates the rule of manners by purposefully making statements that would otherwise be clear-cut ambiguous. For instance, the term «helps reduce wrinkles» often suggests that the product helps reduce wrinkles, but it doesn't promise total removal or indicate the extent of the assistance. Likewise, the term «virtually spotless» typically connotes near-perfect but not total cleanliness. These phrases serve as practical hedges that reduce the advertiser's liability while maintaining the favorable perception of the related claims.

The implicature mechanism is based on what Grice (1975) called «conventional implicature,» which is the idea that some words have meanings that are suggested in addition to their actual semantic content because of the way they are typically used. These



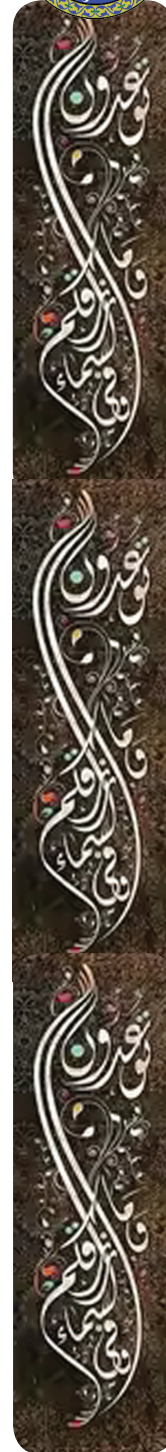
implicit meanings, in contrast to conversational implicatures, are affixed to the lexical objects themselves rather than being determined by maxim violation. Legal protection is the main purpose of these implicatures, which enables marketers to make favorable impressions without making possibly inaccurate or deceptive explicit claims. This strategy is an excellent illustration of what Hastak and Mazis (2011) call «qualified claims» in advertising, which occur when modifiers continuously undermine the dedication to underlying presumptions. The effectiveness of these implicatures depends on consumers' inclination to process advertising messages heuristically rather than logically, usually discarding qualifying terms in favor of the core promise.

4.1.4 Parity Products: Gasoline, Soaps, Pain Relievers

Particularly inventive uses of implicature to create perceived distinctiveness may be seen in advertisements for parity items, which have little objective differences between rival brands. By highlighting qualities that have little functional impact, these ads usually violate the rule of relevance while adhering to the maxim of quality (avoid making statements that may be shown to be untrue). For instance, despite the basic chemical similarities between competing brands, gasoline ads that highlight special additives or cleaning qualities create particularized conversational implicatures that these traits offer significant performance benefits. The implicature mechanism depends on strategically emphasizing small distinctions and taking advantage of gaps in customer awareness about product categories.

In marketplaces with little real distinctions, these implicatures are mostly used to differentiate products. Advertisers can generate perceived distinction without making direct comparative claims that need to be supported by evidence by subtly suggesting uniqueness or superiority. Economists refer to this tactic as «spurious differentiation» (Chamberlin, 1933), in which marketing produces apparent distinctions between essentially identical goods.

The «cognitive environment» of consumers—their preexisting





presumptions and knowledge structures—determines how successful these implicatures are, according to Sperber and Wilson (1995). When implicatures highlight minor or irrelevant product qualities, consumers with insufficient technical understanding about product categories are more likely to draw conclusions about important differences.

4.2 Digital Advertisement Analysis

4.2.1 Interactive Implicature: Progressive Disclosure

Progressive disclosure methods used in digital ads show how interactive features may provide dynamic implicatures that change as a result of user interaction. With interactive features (buttons, sliders, and expanding sections) that disclose more material when the user interacts with them, these ads initially display a little amount of information. Particularized conversational implicatures are produced by this framework, and user participation will provide more benefits.

A banner ad with just a product image and the words «Discover how» and a clickable button, for instance, suggests that there is more important information out there. By purposefully omitting information that might be given right away, this tactic essentially violates the quantity maxim by generating an information gap that encourages user involvement.

The implicature method is based on what may be called «sequential revelation,» in which meaning is not entirely contained in the original message but is instead created through a sequence of user-initiated disclosures. There is no direct analog for this technique in static print advertising; it is exclusive to interactive digital media. By transforming passive viewers into active participants in the advertising experience, these implicatures serve the main purpose of audience engagement. According to Sundar and Kim (2005), this strategy best demonstrates the «interactivity effects» in digital advertising, where user control over the information flow enhances engagement and persuasive efficacy. To achieve a balance between creating curiosity and offering sufficient initial value to promote engagement, published and withheld information must be carefully calibrated.

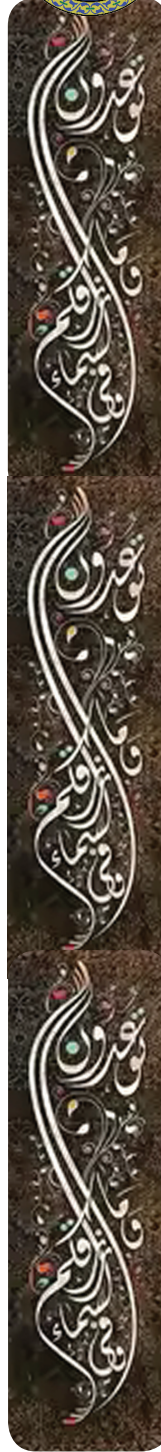


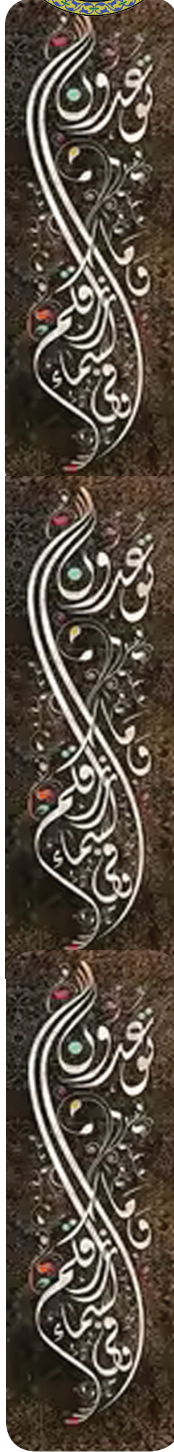
4.2.2 Personalized Implicature: User Data Leveraging

Digital ads that utilize user data to build customized messages produce distinct implicatures by inferring information about the preferences and actions of the user. Particularized conversational implicatures indicating the advertiser has pertinent knowledge about the user and that the promoted product fits with the user's unique requirements or interests are created by phrases like «Based on your recent searches...» or location-specific recommendations. By offering supposedly customized material, these ads mostly adhere to the maxim of relevance; nevertheless, if the personalization is not as accurate as it seems, they may violate the maxim of quality. The implicature process is predicated on what may be called «presumed familiarity,» in which the advertising suggests a connection to or understanding of the user that may be beyond the capabilities of real data. These implicatures' main purpose is to establish a personal connection and perceived message relevancy. Advertisers can overcome advertising avoidance habits and improve perceived message relevancy by suggesting that the advertisement is customized for each unique user. The «personalization effects» in digital advertising—where perceived customization increases persuasive impact—are reflected in this tactic, according to Schumann, von Wangenheim, and Groene (2014). Finding the right balance between privacy concerns and perceived relevance is essential to the efficacy of these implicatures. Awad and Krishnan (2006) refer to this as the «personalization-privacy paradox,» in which the persuasive advantages of personalization are undermined by implications that imply an excessive amount of user information.

4.2.3 Multimedia Implicature: Video and Animation

As visual, textual, and occasionally audio elements interact over time, digital ads with video and animation components produce intricate multimodal implicatures. Through story frameworks, causal links, and sequential disclosure, these ads produce particularized conversational implicatures that are not achievable in static media. A video commercial that depicts a person's face





changing after using a product, for instance, suggests a causal link between utilizing the product and having a better emotional state without making this claim directly. By using an oblique visual story instead of straightforward spoken assertions, this tactic mostly violates the rule of manners. The implicature process depends on what is sometimes referred to as «temporal juxtaposition,» in which parts are presented sequentially rather than simultaneously to produce meaning. This technique creates suggested causal links and changes by taking use of time-based media's narrative capabilities. These implicatures' main purpose is to illustrate the advantages of a product by using narratives that are suggested rather than overt.

This tactic is an example of what Messaris (1997) refers to as «visual argumentation» in advertising, which is the use of visual sequences to make compelling claims without the use of words. The capacity of viewers to decipher visual narratives and draw the intended connections between items that are presented sequentially determines how successful these implicatures are.

4.2.4 Implications of Social Proof: User Reviews and Ratings

Digital ads that leverage social media integration, user reviews, and ratings provide indications of broad product validation and acceptance. Generalized conversational implicatures indicating the product has undergone rigorous testing and been authorized by a relevant consumer community are created by phrases like «Join thousands of satisfied customers» or displays of five-star ratings.

By selectively highlighting happy experiences while leaving out unpleasant ones, these ads mostly violate the quantity maxim. The implicature method depends on what may be called «social validation,» in which the inferred agreement of an unidentified group is used as proof of the caliber of a product. These implicatures' main purpose is to use social influence as a means of persuasion. This strategy demonstrates what Cialdini (2001) refers to as the «social proof» concept in persuasion, according to which individuals judge what constitutes suitable behavior by looking at the actions of others. Selective presentation and visu-



al design aspects can be used to control the perceived relevance and legitimacy of the inferred social group, which determines how successful these implicatures are.

4.2.5 Temporal Implications: Scarcity and Urgency

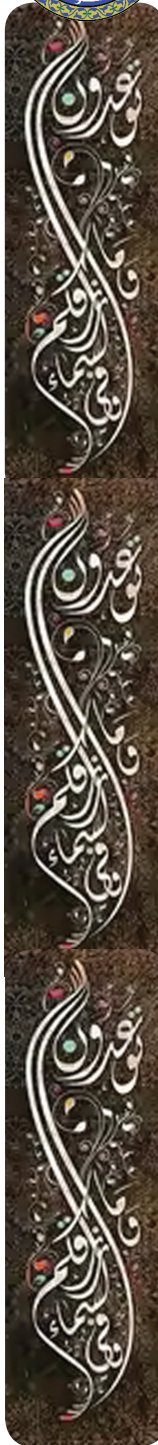
Digital ads that use inventory updates, countdown timers, and limited-time promotions create feelings of urgency and scarcity. Statements such as «Only 2 hours left» or «5 items remaining» establish specific conversational implicatures that prompt action is required to prevent a missed opportunity. By focusing on time limitations that might not be closely related to product value, this approach mostly violates the relevance principle. The implicature process depends on what may be called «artificial scarcity,» in which the commercial highlights or manufactures restrictions that may not actually exist. These implicatures' main purpose is to hasten purchasing decisions by suggesting unfavorable outcomes for postponement. Cialdini (2001) refers to this tactic as the «scarcity principle» of persuasion, which states that opportunities seem more valuable when they are seen as scarce.

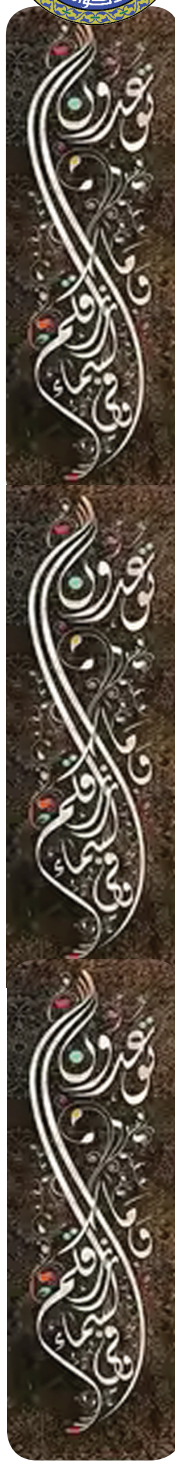
The apparent genuineness of these implicatures determines how successful they are. Real-time updates made possible by digital media might strengthen the veracity of scarcity claims, but customers may grow wary of constantly changing «limited-time» deals that show up repeatedly throughout several visits. One of the main obstacles to using temporal implicatures successfully is the conflict between persuasive impact and believability.

4.3 Synopsis of Analytical Results

Several significant trends in the way pragmatic implicature works in print and digital ads are revealed by the analysis:

1. Maxim Exploitation: Grice's maxims are strategically used in both print and internet ads, with number and manner infractions being especially prevalent in both. However, because of their interactive and temporal aspects, digital ads exhibit more intricate patterns of optimum exploitation.
2. Types of Implicatures: Particularized conversational implicatures predominate in both media, but because of their multi-





modality and technical affordances, digital ads exhibit a wider variety of implicature kinds.

3. Mechanism Variation: While digital ads use special mechanisms made possible by interactivity, customization, and temporal sequencing, print ads mostly rely on language mechanisms (ambiguity, understatement, rhetorical inquiries) and static visual-verbal interactions.

4. Functional Patterns: Because print and digital media have different regulatory and interaction settings, legal protection functions are more prevalent in print advertising implicatures whereas engagement functions predominate in digital advertising implicatures.

5. Comparative Analysis: Pragmatic Implicature in Print and Digital Advertising

The pragmatic implicature usage in print and digital advertising media is systematically compared in this part, which also looks at important parallels and divergences in the creation and operation of implied meanings in these two very different communication settings.

5.1 Similarities in Implicature Usage

5.1.1 Strategic Maxim Exploitation

The intentional use of Grice's conversational maxims as a key tactic for creating implicature is evident in both print and internet ads. Advertisers frequently violate the rules of quantity (by giving insufficient information), quality (by using metaphor and exaggeration), relevance (by emphasizing unimportant details), and method (by purposefully leaving things unclear) in both mediums. This recurring trend implies that Grice's fundamental pragmatic procedures are relevant across all technology platforms. For instance, by omitting precise numerical data, the print ad asserting «More people sleep on Sealy Posturpedic» and the web ad saying «Join thousands of satisfied customers» both violate the principle of quantity. In a similar vein, both media use hedging language and weak phrases that strategically violate the rule of manners. This mutual dependence on maxim exploitation suggests that basic pragmatic ideas cut across all



mediums.

5.1.2 Persuasive Functions

Implicatures in both print and digital advertising perform comparable basic persuasive roles, notably in terms of product distinctiveness, claim strengthening, and brand positioning. In both mediums, implicature enables advertisers to position brands within competitive landscapes through suggested comparisons, improve persuasive power through audience interaction in meaning creation, and establish perceived benefits without making overtly verified claims.

Both the internet ad showcasing a sequential transition through video and the print ad use «better» rather than «best» language serve to distinguish items from rivals by implying rather than explicitly stating superiority. This functional commonality implies that, in spite of technical variations, media advertising all serve the same basic persuasive goals, which implicature aids in achieving.

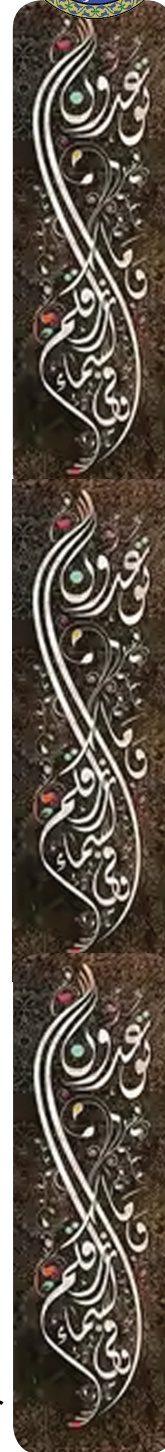
5.1.3 Violation of the Law

In order to get around legal limitations on advertising claims, implicature is a tactic used in both print and digital ads. Advertisers in both mediums can minimize legal risk while producing the intended impressions by communicating by inference rather than outright assertion. One benefit of indirect communication in advertising that is independent of the media is the strategic use of implicature to get over regulatory restrictions. Digital ads that suggest causality through visual sequences without explicitly saying it vocally and print ads for parity items that suggest uniqueness without making explicit comparative claims are two examples of how implicature functions as a legal shield. This common function demonstrates how practical approaches assist advertisers in striking a balance between regulatory compliance and persuasive impact in various media contexts.

5.2 Variations in the Use of Implicature

5.2.1 The Benefits and Drawbacks of Technology

Due to the unique technological affordances and limitations of each media, implicature utilization in print and digital ads differs





most significantly. While digital ads can include interactive features, temporal dimensions, customization, and multimedia aspects, print ads are restricted to static visual and textual elements. The way implicature is created and handled is essentially shaped by these technical variations. Digital ads are the only ones that use what is known as «interactive implicature,» in which meanings are indicated through user interaction as opposed to passive receipt. Progressive disclosure ads, for instance, create implicatures that more value is waiting for the user to interact with them—a strategy that is not feasible in static print media. Comparably, implicatures based on implicit knowledge of user preferences are produced by tailored digital ads, which lack a direct counterpart in widely disseminated print media. Conversely, print ads are forced to provide all implicatures in a single static presentation, which increases their reliance on presumption, visual-verbal interaction, and language ambiguity. Compared to the potentially sequential and changing implicatures of digital media, the technological limitations of print media need more instantaneous and cost-effective implicature solutions.

5.2.2 Temporal Aspects

Digital ads are able to generate implicature in ways that print ads cannot by taking advantage of temporal dimensions. Digital ads may generate inferred meanings by sequential disclosure, implied causation, and apparent urgency through animation, video, and real-time updates. The way inferred meanings are created in advertising has fundamentally changed as a result of these temporal implicatures. For instance, film ads use before-and-after scenes to establish causal implicatures, while digital ads using countdown timers produce urgent implicatures through real-time temporal limitations. These dynamic temporal implicatures cannot be produced by print ads, which are restricted to implying timing through static visual signals. This distinction demonstrates how new practical approaches to advertising communication are made possible by technical advancement.



5.2.3 Mechanisms for Engaging Audienc

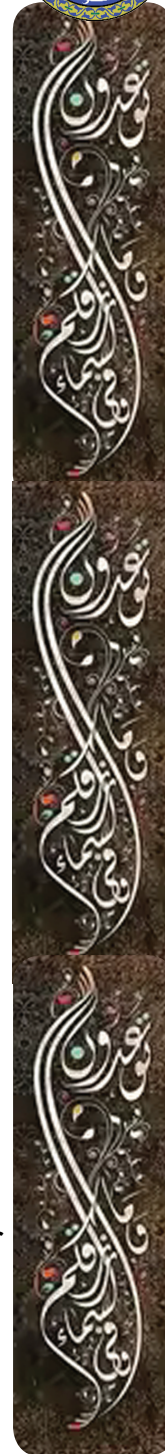
The way that print and digital ads involve audiences in implicature resolution varies greatly. Digital ads frequently encourage active involvement in implicature development through interactivity, customization, and changing information, whereas print ads usually give full implicatures that viewers resolve passively. A common technique used in digital ads is «participatory implicature,» in which viewers actively help create the suggested meaning by clicking, scrolling, or interacting in other ways. Unlike print media, where implicature resolution is mostly cognitive rather than behavioral, this participation factor allows for a more dynamic and pragmatic engagement between the marketer and the viewer.

5.2.4 Integration of Multiple Modes

Digital ads show a more sophisticated integration of several modes in creating implicature, even if both print and digital ads include multimodal features (combining text and visuals). Digital ads may provide layered implicatures that result from the interplay of several communication channels by combining text, still and moving pictures, audio, interactive features, and temporal sequencing. The interplay of spoken dialogue, backing music, graphic sequences, and overlaid text, for instance, may create implicatures in a digital video commercial. This multimodal complexity is not achievable in print medium. This discrepancy implies that by coordinating many communication channels, digital media facilitates more complex pragmatic methods.

5.2.5 Adaptation in Context

In contrast to static print ads, digital ads exhibit a stronger ability for contextual adaptation in producing implicatures, responding to user attributes, behaviors, and settings. Digital ads can produce implicatures based on the assumed knowledge of particular users thanks to customization technology, producing more precise implied meanings. For example, location-based digital ads create implicatures of urgency and relevancy depending on the users' actual proximity to retail places, something that print media cannot do. This distinction demonstrates





how implicatures may be more precisely targeted to particular contextual elements thanks to digital technology, which may increase their persuasive power.

5.3 Implications for Theory

Several significant theoretical ramifications for comprehending pragmatic implicature in various advertising mediums are shown by the comparative analysis:

5.3.1 Pragmatics for the Medium

There is a need for medium-specific pragmatic theories that take into consideration how technical affordances affect suggested meaning, as seen by the notable changes in implicature tactics between print and digital marketing. Although Gricean maxims offer a helpful starting point, they must be expanded in order to adequately represent the temporal, multimodal, and interactive aspects of digital communication.

5.3.2 The Cooperative Principle's Development

According to the investigation, the Cooperative Principle functions differently in various media environments. Whereas collaboration in digital advertising frequently requires behavioral engagement in creating the inferred meaning, cooperation in print advertising mostly entails the audience's willingness to resolve static implicatures. This development raises the possibility that Grice's model has to be modified to take into consideration more intricate types of cooperative communication in digital settings.

5.3.3 Disparities in Cognitive Processing

Different cognitive processing systems are probably involved in the various implicature tactics used in different media. Digital ads may demand longer processing of implicatures that change with time and interaction, whereas print ads usually require instantaneous resolution of entire implicatures. These variations are consistent with dual-process theories of persuasion (Petty & Cacioppo, 1986), which postulate that implicatures in print and digital media may interact differently with central and peripheral processing pathways.



5.4 Practical Implications

5.4.1 Development of Media-Specific Strategies

Instead of using the same techniques across media, advertisers can create medium-specific implicature methods that take use of the distinct affordances of print and digital settings. This entails utilizing interactive, temporal, and customized implicature options in digital media while concentrating on instant effect through linguistic and visual-verbal implicature in print media.

5.4.2 Integration of Cross-Media Campaigns

Advertisers should think about the strategic distribution of implicatures across touchpoints for integrated campaigns that span print and digital media. Print ads may lay the groundwork for digital extensions to build upon through interactive and temporal elements, resulting in a logical yet media-optimized practical approach.

5.4.3 Navigating Regulations

Knowing the many legal ramifications of implicature across media becomes more crucial as regulatory scrutiny of advertising claims rises. Advertisers must carefully manage the potential and dangers associated with implied claims created by the customization and real-time adaption capabilities of digital ads.

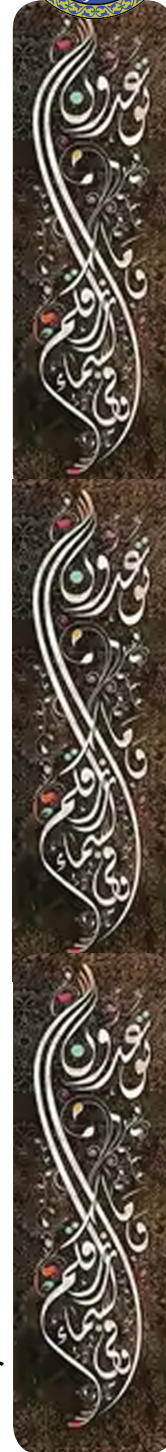
6. Validation of Results

By comparing the analytical and comparative results with previous empirical studies on pragmatic implicature in advertising, this part verifies the conclusions. This validation procedure places the present study into the larger scholarly debate and enhances the analysis's credibility.

6.1 Verification of Implicature Results for Print Advertising

6.1.1 Comparative advertising and incomplete claims

Hastak and Mazis's (2011) empirical study on how consumers understand advertising claims is consistent with the examination of incomplete comparative claims in print ads. Our conclusion that such implicatures serve as claim strengthening tools while offering legal protection was confirmed by their study of 1,347 consumers, which revealed that incomplete comparatives frequently produced more positive interpretations than





the marketer could lawfully claim explicitly. Our examination of «better» versus «best» implicatures is further supported by Richards and Curran's (2002) experimental study on comparative advertising terms. According to their research, consumers frequently understood «best» claims as declarations of parity, whereas «better» claims were regarded as implying superiority over certain competitors—exactly the unexpected pragmatic consequence that our data revealed. The theoretical framework used in our research, especially the use of Gricean maxims to comprehend how advertisers strategically create implicatures through particular linguistic choices, is supported by these empirical validations.

A number of useful conclusions are also drawn from the comparison analysis for advertising professionals:

6.1.2 Hedging Language and Weasel Words

Andrews et al.'s (2000) content examination of 1,672 print ads, which discovered that 78% of them featured at least one linguistic hedge that produced traditional implicatures restricting advertiser commitment, supports our research of weasel words and hedging language in print ads. Their discovery that consumers seldom ever identified these hedges as claim qualifiers supports our result that these practical tactics are convincing.

Further support is provided by the experimental study conducted by Haan and Berkey (2002) on how consumers process qualified claims. Their research confirmed our understanding of how qualifiers like «helps,» «can,» and «may» work pragmatically in advertising discourse by showing that they greatly decreased advertiser liability while having no influence on persuasive effect.

6.1.3 Products with Implied Differentiation and Parity

Investigating implicature in parity product advertising is validated by the groundbreaking study on «meaningless differentiation» in consumer goods conducted by Carpenter et al. (1994). By demonstrating that even seemingly tiny or functionally inconsequential traits may cause a huge perceived disparity when stressed in advertising, their experimental investigation validat-



ed our idea of how implicature operates to discriminate between essentially equivalent things. The patterns of cognitive processing we saw are physiologically supported by the eye-tracking study by Fuchs et al. (2019) on consumers' attention to differential claims in advertisements for parity goods. Our Relevance Theory-based analysis of how additional processing labor could increase persuasive power is in line with their finding that buyers concentrated more on assertions of uncertain distinction.

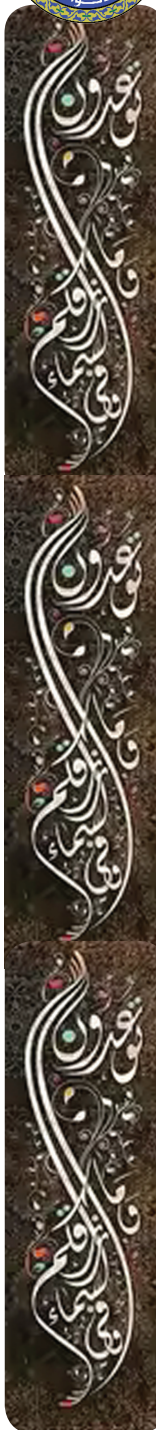
6.2 Validation of Digital Advertising Implicature Findings

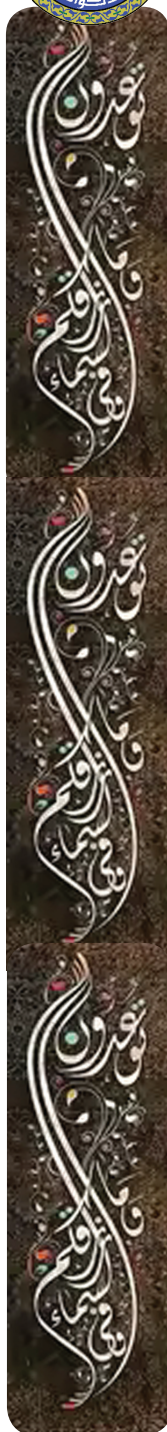
6.2.1 Interactive Implicature

The experimental study on interactivity effects by Sundar et al. (2012) confirms our characterization of «interactive implicature» as a characteristic of digital advertising. Our analysis of how progressive disclosure works pragmatically in digital contexts was confirmed by their study of 126 participants exposed to varying levels of interactive advertising, which revealed that ads requiring user interaction to reveal complete information generated stronger engagement and more favorable attitudes. Additional support is provided by Liu and Shrum's (2009) study on the ideal degrees of interaction, namely their discovery that the best results were obtained with moderate interactivity (requiring some but not excessive user participation). This supports our finding that interactive implicature necessitates a careful balancing act between generating interest and providing knowledge.

6.2.2 Personalized Implicature

The experimental study on customization efficacy by Aguirre et al. (2015) supports the investigation of individualized implicature in digital advertising. Their study, which involved 183 consumers, confirmed our discovery of the «personalization-privacy paradox» in tailored implicature by showing that personalized ads had more convincing effects when personalization was viewed as appropriate rather than intrusive. There is further empirical support from Tucker's (2014) field test using 3.3 million Facebook ads. Our examination of how personalized implicature works in digital environments is consistent with her conclusion that ads that implied knowledge of user preferences





worked best when users felt in control of their information.

6.2.3 Multimedia and Temporal Implicature

The eye-tracking research of animated banner ads by Smith et al. (2007) validates our analysis of multimedia and temporal implicature in digital advertising. Their findings supported our identification of temporal juxtaposition as a distinct implicature mechanism in digital media by showing that sequential revelation of information through animation captivated attention more successfully than static presentations. Additional validation comes from experimental studies on multimodal metaphor processing conducted by McQuarrie and Phillips (2005). Our explanation of how multimodal integration produces distinct pragmatic effects in digital advertising is supported by their discovery that visual metaphors were processed differently than verbal metaphors, frequently producing more favorable implicatures.

6.3 Validation of Comparative Findings

6.3.1 Medium-Specific Pragmatic Strategies

Voorveld et al.'s (2018) cross-media advertising effectiveness study supports our comparison conclusion that print and digital ads use pragmatic techniques particular to the medium. Our finding of medium-specific pragmatic aspects was confirmed by their study, which involved 1,939 consumers across several media channels. They discovered that different media types produced distinct engagement patterns and persuasive effects. Further support is provided by Dahlen and Rosengren's (2016) meta-analysis of 74 research comparing the efficacy of conventional and digital advertising. Their discovery that while print ads frequently created higher memory, digital ads generated stronger engagement is consistent with our examination of the ways in which various implicature tactics work in various media settings.

6.3.2 The Cooperative Principle's Development

Yus's (2017) theoretical work on cyberpragmatics supports our observation on the Cooperative Principle's growth across media settings. His explanation of how pragmatic principles are trans-



formed by digital communication is consistent with our observation that collaboration in digital situations frequently involves behavioral engagement in addition to cognitive interpretation. Additional support is provided by Forceville's (2020) multimodal pragmatics study, namely his conclusion that Gricean maxims must be modified to take interactive and nonverbal communication modalities into consideration. Our conclusion that the Cooperative Principle functions differently in print and digital advertising situations is supported by this.

6.3.3 Disparities in Cognitive Processing

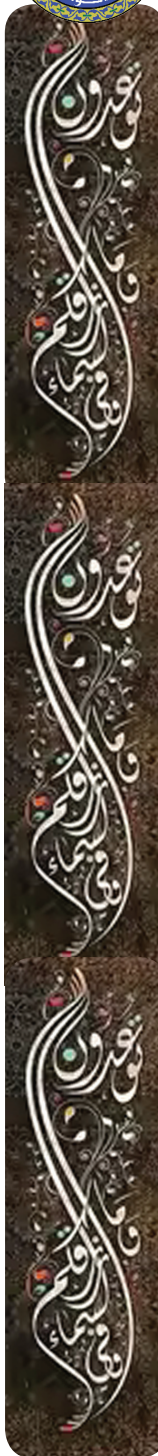
Rodgers and Thorson's (2000) study on interactive advertising processing validates our examination of the cognitive processing differences between digital and print implicatures. Our discovery of unique processing patterns across media is consistent with their conclusion that interactive ads activated different cognitive processing processes than static ones.

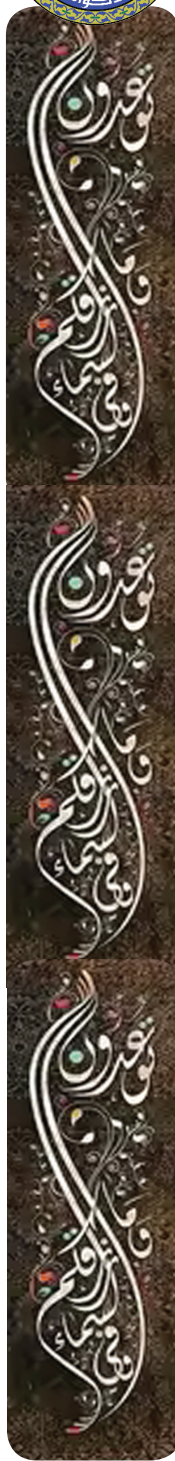
Our research is supported by biological evidence from a more recent neurophysiological investigation of cross-media advertisement processing by Segijn et al. (2017). Our discovery of unique cognitive processing processes for various implicature types is supported by their discovery that multimedia commercials triggered diverse brain pathways compared to single-medium advertisements.

6.4 Restrictions and Prospective Research Directions

Although the majority of previous research supports our findings, a number of shortcomings and gaps point to potential areas for further study:

1. Longitudinal Evolution: Not many research have looked at how advertising implicature tactics have changed over time, especially as digital media has developed. Insights into the historical evolution of pragmatic techniques across media may be obtained through longitudinal study.
2. Cross-Cultural Aspects: The majority of the literature on advertising implicature is centered on Western settings. Understanding the universal and culturally unique aspects of advertis-





ing implicature would be improved by cross-cultural research that looks at how pragmatic principles function in various cultural situations.

3. **Emerging Technologies:** Little is known about how cutting-edge technologies like voice interfaces, virtual reality, and augmented reality can change practical advertising tactics. Research looking at these technologies' pragmatic aspects will become more crucial as they proliferate.

4. **Ethical Aspects:** Although some studies deal with misleading advertising, a more thorough analysis of the ethical aspects of implicature in advertising will improve knowledge of the line separating manipulation from successful persuasion.

7. Conclusion

Both new implicature mechanisms made possible by technological advancements and timeless pragmatic principles that cut across media forms have been revealed by this study's analysis of the strategic use of pragmatic implicature in print and digital advertising. The study shows that although Grice's conversational maxims are being used by advertisers in a variety of media contexts to create implicit meanings, the precise tactics and mechanisms by which implicature functions have changed as digital advertising platforms have emerged.

7.1 Summary of Key Findings

Several significant trends in the way pragmatic implicature operates in advertising media were found by the study:

1. **Static language and visual-verbal implicature mechanisms** are the main tools used in print ads. Emphasis is placed on incomplete assertions, comparative terminology, hedging language, and implied distinction. While functioning within the technological limitations of static media, these implicature tactics frequently fulfill legal protection and claim strengthening purposes.

2. **Digital ads present new implicature mechanisms** made possible by multimodal integration, temporal sequencing, customisation, and interaction. These include temporal implicature through animation and real-time updates, tailored implicature



through the use of user data, interactive implicature through progressive disclosure, and sophisticated multimodal implicature through the coordination of several communication channels.

3. Although both media use comparable pragmatic ideas and have comparable persuasive purposes, their approaches to involving viewers in implicature resolution are very different. Digital ads frequently encourage active participation in creating suggested meanings through interaction and engagement, whereas print ads usually give entire implicatures for passive cognitive resolution.

4. The shift from print to digital advertising has changed the nature of the collaborative interaction between audiences and marketers as well as the methods of implicature. Inferring inferred meanings through digital implicature frequently calls for behavioral collaboration (clicking, scrolling, engaging) as opposed to only cognitive cooperation.

7.2 Theoretical Contributions

This study advances our theoretical knowledge of pragmatic implicature in advertising in a number of ways:

1. It illustrates how technological affordances influence the creation and understanding of implicit meanings in advertising by extending Gricean pragmatic theory to take medium-specific aspects of implicature into consideration.
2. It broadens the typology of implicature tactics in persuasive communication by identifying new implicature mechanisms specific to digital media, such as interactive implicature, customized implicature, and temporal implicature.
3. It suggests that collaboration in digital settings goes beyond cognitive interpretation to include behavioral engagement in meaning production, proposing a development of the Cooperative Principle across media contexts.
4. It combines media-specific research with Relevance Theory insights to show how various advertising formats use implicature methods to produce unique cognitive processing demands and persuasive effects.





7.3 Practical Implications

Additionally, the study has a number of useful ramifications for advertising professionals:

1. Instead of using the same techniques across media, advertisers can create medium-specific implicature methods that take use of the distinct affordances of print and digital settings.
2. In order to develop logical yet media-optimized practical plans for integrated campaigns that span print and digital media, advertisers should think about how implicatures might be strategically dispersed across touchpoints.
3. Comprehending the many legal ramifications of implicature across media is crucial for striking a balance between compliance and persuasive impact as regulatory scrutiny of advertising claims grows.
4. The development of implicature mechanisms in digital advertising presents chances for more individualized and captivating persuasive tactics, but it also brings up moral dilemmas about privacy and manipulation that marketers need to carefully consider.

7.5 Concluding remarks

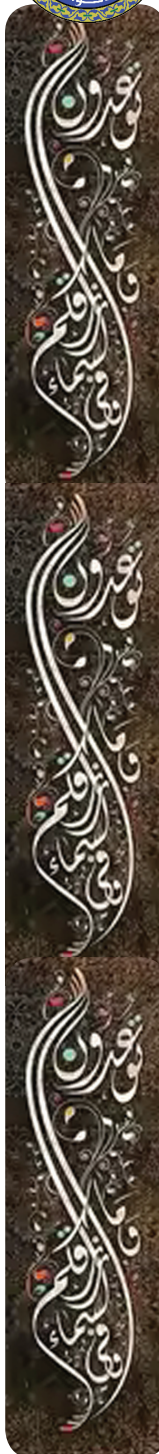
Understanding the pragmatic aspects of persuasive communication is crucial for both theoretical advancement and real-world implementation as advertising continues to change across a wider range of media channels. This study shows that although basic pragmatic ideas are applicable in all media situations, technology advancements allow for new kinds of implicit meaning that alter the way audiences and advertisers collaborate to create compelling messages.

One complex aspect of commercial speech that deserves further scholarly study is the deliberate manipulation of meaning through implicature. This study advances our knowledge of the persistent pragmatic underpinnings of persuasive communication as well as the creative ways that emerging technologies are reshaping the pragmatic aspects of advertising discourse by investigating how implied meanings operate across changing media landscapes.



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فصلية مُحَكَّمة تُعنى بالبحوث والدراسات العلمية والإنسانية والفكرية
العدد (١٥) السنة الثالثة ذي الحجة ١٤٤٦ هـ حزيران ٢٠٢٥ م



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ISSN 2786-1763

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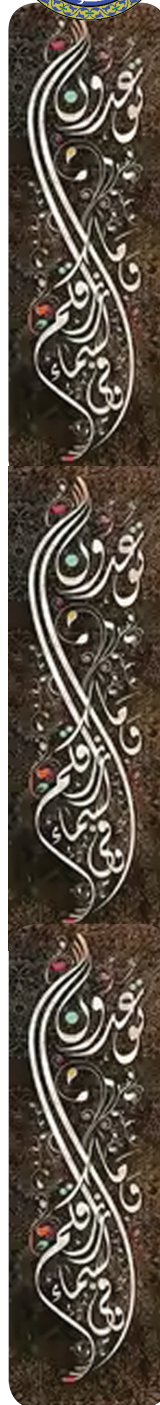
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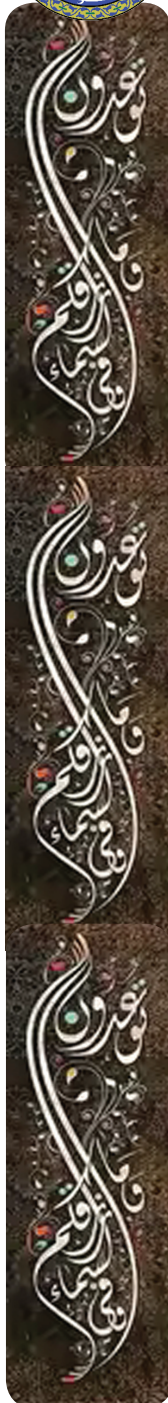
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