



INVESTIGATING PRAGMATIC TRAPS IN ADVERTISING MESSAGES OF ZAIN – IRAQ TELECOMMUNICATION COMPANY

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Abstract:

This paper discusses the use of pragmatic traps in advertising messages and their impact on customers, with a particular focus on the messages of Zain Telecommunication Company in Iraq. Pragmatic traps are false or misleading claims in advertising that deceive customers by distorting the reality of the product or service being offered. The research aims to investigate the extent to which Zain uses pragmatic traps in its advertisements and how these traps affect customers. The analysis of fifty advertising messages from Zain reveals a high use of persuasive language, emotional appeals, particularized and coded implicature, and violations of the maxims of quantity and quality of the cooperative principle. These findings highlight the importance of understanding the elective model of pragmatic traps in advertising and the ways in which advertisers can use language to manipulate the context and meaning of a message. As customers, it is important to be aware of these traps to make informed purchasing decisions.

Keywords: pragmatic traps, coded implicature, discourse of advertising, discourse of marketing

1. Introduction

The use of pragmatic traps in advertisements is a widespread problem that affects customers all over the world. Advertising is an important aspect of modern business, and companies spend billions of dollars each year to promote their products and services. However, not all advertisements are truthful and accurate, and customers may be misled by false or misleading claims in advertisements (Crocker, 2008). Advertisers often use persuasive language to create a positive image of the product or service they are

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promoting, but this can also be misleading if the product or service does not meet the claims made in the advertisement.

On the other hand, advertising is an important aspect of modern business that involves creating an image or representation of a product or service in order to promote it. The goal of advertising is to persuade customers to buy the product or service being offered. Advertisers use various techniques and tactics to achieve this goal, including the use of persuasive language. However, not all advertising messages are truthful and accurate, and customers may fall prey to what are known as pragmatic traps in advertisements. Pragmatic traps are false or misleading claims in advertising that deceive customers by distorting the reality of the product or service being offered. In this research, pragmatic traps are investigated in advertisements with reference to messages of Zain – Iraq Telecommunication Company (Belk, 2013).

Zain is a leading telecommunications company in Iraq that provides mobile and fixed-line telecommunications services. The company has a large customer base in Iraq, and its advertising messages reach a large number of customers. The messages of Zain are explored and analyzed in accordance with how the company uses pragmatic traps in its advertisements. Another aim is how these pragmatic traps affect customers and what can be done to prevent customers from falling prey to these traps.

The research is to be conducted using qualitative research methods, including a content analysis of Zain's advertisements. The content analysis involves a systematic examination of the advertisements to identify the types of pragmatic traps used and the frequency with which they appear. The advertisements will be selected from a variety of sources, including television, radio, print, and online advertisements. The data collected are analyzed to determine the extent to which Zain uses pragmatic traps in its advertisements and the impact these traps have on customers.

The research will provide important insights into the use of pragmatic traps in advertisements and will help to prevent customers from falling prey to these traps.

2. Discourse of Advertising

Pragmatic traps in advertisements are a well-studied topic in the field of linguistics and marketing. They are defined as linguistic and semantic mechanisms used in advertisements to manipulate consumer behavior (Kunz, 2009). Previous research has explored the various types of pragmatic traps used in advertisements and their impact on consumer behavior.

One type of pragmatic trap is the use of ambiguous language in advertisements (Tseng, 2018). Ambiguous language can be used to create uncertainty or confusion in the mind of the consumer, leading to false or misleading impressions about the product (Tseng, 2018). For example, the use of vague terms such as "*natural*" or "*clinically proven*" in advertisements can be misleading, as they are not regulated by any official standards (Sassatelli, 2010).

According to this model, advertisers may use ambiguous language in their advertisements to convey multiple meanings, leading to a pragmatic trap for the consumer. By doing so, advertisers may attempt to create positive associations with their product or service, while avoiding making specific claims that could be challenged or criticized.

The use of ambiguous language in advertising violates several of the Gricean Maxims of Communication (Grice, 1975) and Bach (2005). For example, it may violate the maxim of quantity, which requires that speakers provide enough information to convey their intended meaning. In the case of ambiguous language, advertisers may not provide enough information to allow customers to fully understand the intended meaning of the advertisement.

Similarly, the use of ambiguous language may violate the maxim of relevance, which requires that speakers provide information that is relevant to the topic at hand. By using ambiguous language, advertisers may distract customers from the real message of the advertisement, or create false associations between the product or service and unrelated concepts (Mick and Fournier, 1998).

The pragmatic trap that can arise from the use of ambiguous language in advertising is the "*misinterpretation*" trap. This occurs when customers misunderstand the intended meaning of the advertisement and develop false beliefs about the product or service. For example, different customers, leading some to believe that the product will lead to radical weight loss or other significant changes, when this may not be the case, could interpret an advertisement for a diet product that uses ambiguous language to suggest that the product will lead to "*transformation*" in different ways.

In this regard, the model proposed by Tseng (2018) emphasizes the importance of clear and unambiguous language in advertising, and highlights the potential consequences of violating the Gricean Maxims of Communication through the use of ambiguous language. By being aware of these pragmatic traps, customers can be better equipped to critically evaluate advertising messages and make informed decisions about the products or services they choose to buy.

Another type of pragmatic trap is the use of deceptively positive language in advertisements (Kunz, 2009). Advertisers often use positive language to create a favorable impression of their product, even when the product has negative attributes (Kunz, 2009). For instance, advertisements may use words such as "*light*" or "*lite*" to suggest that a food product is low in calories, even if it contains high levels of sugar or fat (Crocker, 2008).

According to this model, advertisers use language that violates the maxim of quality, following Grundy (2000) which requires that the information conveyed be true and not misleading. Advertisers may use deceptively positive language, such as vague or exaggerated claims, to create a favorable impression of the product or service they are promoting, even if the claims are not entirely accurate. By doing so, they are engaging in a type of communicative deception that can lead to a pragmatic trap for the consumer.

Kunz (2009) further identifies two sub-types of pragmatic traps that can arise from the use of deceptively positive language in advertising. The first is the "*false expectations*" trap, which occurs when customers are led to believe that a product or service will provide benefits that it cannot actually deliver. This can lead to disappointment, dissatisfaction, and even harm if the product or service is associated with health or safety risks.

The second sub-type is the "*hidden costs*" trap, which occurs when the true costs of a product or service are obscured or downplayed in advertising. This can lead to unexpected expenses for the consumer, or to a perception of being taken advantage of by the advertiser.

Overall, the model proposed by Kunz (2009) highlights the importance of the maxim of quality in advertising and the potential consequences of violating it through the use of deceptively positive language. By being aware of these pragmatic traps, customers can be better equipped to make informed choices and avoid being misled by advertisers.

In his book, "Critical Pragmatic Studies on Chinese Public Discourse," Xinren Chen explores the use of pragmatic traps in Chinese advertisements. Pragmatic traps are language techniques that manipulate the audience into accepting the advertised message without critically evaluating it. These techniques include euphemism, vague language, and exaggerated claims, among others. Chen argues that the use of pragmatic traps in Chinese advertisements not only affects customers' decision-making but also has a broader impact on public discourse. He suggests that it is important to raise awareness of these linguistic strategies and to promote critical thinking in Chinese advertising (Chen, 2017).

A third type of pragmatic trap is the use of emotional appeals in advertisements (Tseng, 2018). Advertisers often use emotional appeals, such as humor or fear, to influence consumer behavior (Tseng, 2018). For example, advertisements may use humor to make a product appear appealing, or fear to make a product appear necessary (Tseng, 2018).

Several researchers have studied the impact of pragmatic traps in advertisements. Results have shown that the use of pragmatic traps in advertisements can lead to false or misleading impressions about products, leading to unfavorable purchasing decisions (Kunz, 2009; Tseng, 2018).

In conclusion, previous research on pragmatic traps in advertisements highlights the various types of linguistic and semantic mechanisms used by advertisers to manipulate consumer behavior. These traps can lead to false or misleading impressions about products, ultimately leading to unfavorable purchasing decisions. It is important for customers to be aware of these tactics and to critically evaluate advertisements before making a purchase.

Advertising communication is a crucial aspect of marketing that aims to influence consumer behavior and promote the sale of products or services. One of the key techniques used in advertising communication is the use of pragmatic traps, which are

linguistic and semantic mechanisms that manipulate consumer behavior. This research aims to explore the role of pragmatic traps in advertising communication and their impact on consumer behavior (Kotler, and Armstrong, 2010).

Pragmatic traps in advertising can be classified into several types, including the use of ambiguous language, deceptively positive language, and emotional appeals. The use of ambiguous language in advertisements can lead to false or misleading impressions about the product, as it creates uncertainty or confusion in the mind of the consumer (Tseng, 2018). Deceptively positive language in advertisements can also lead to false or misleading impressions, as it uses positive language to create a favorable impression of the product, even when the product has negative attributes (Kunz, 2009). Emotional appeals, such as humor or fear, can also influence consumer behavior, as they tap into the emotions of the consumer (Tseng, 2018).

Previous research has shown that the use of pragmatic traps in advertising communication can lead to unfavorable purchasing decisions (Kunz, 2009; Xhen, 2017; Tseng, 2018). Customers may be misled by false or misleading impressions about the product, leading them to purchase a product that does not meet their expectations. In some cases, the use of pragmatic traps in advertising communication can also lead to ethical concerns, as it manipulates consumer behavior through deceptive or manipulative tactics (Tseng, 2018).

The role of pragmatic traps in advertising communication is significant, as they are used to manipulate consumer behavior and promote the sale of products or services. The use of pragmatic traps can lead to false or misleading impressions about the product and unfavorable purchasing decisions. It is important for customers to be aware of these tactics and to critically evaluate advertisements before making a purchase.

Pragmatic traps in advertisements are a well-studied topic in the field of linguistics, marketing, and consumer behavior. Understanding the various theoretical frameworks for analyzing pragmatic traps in advertisements is crucial for researchers and marketers alike. This research aims to explore the different theoretical frameworks for understanding pragmatic traps in advertisements.

One theoretical framework for analyzing pragmatic traps in advertisements is the use of semiotics. Semiotics is the study of symbols and signs, and how they are used to create meaning in advertisements (Kunz, 2009). Semiotic analysis can help to identify the various linguistic and semantic mechanisms used in advertisements to manipulate consumer behavior (Kunz, 2009). For example, the use of ambiguous language or deceptively positive language in advertisements can be analyzed using semiotic principles, as they are signs or symbols that are used to create false or misleading meanings in the mind of the consumer (Kunz, 2009). However, this may not be of a direct relevance to the current study.

Another theoretical framework for understanding pragmatic traps in advertisements is the use of social psychology. Social psychology studies the influence of social cues on human behavior, and how these cues can be used in advertising communication to manipulate consumer behavior (Tseng, 2018). The use of emotional

appeals in advertisements can be analyzed using social psychology, as they tap into the emotions of the consumer to influence their behavior (Tseng, 2018). For example, advertisements that use fear appeals to sell a product can be analyzed in terms of how they create an emotional response in the consumer and influence their behavior (Tseng, 2018).

A third theoretical framework for analyzing pragmatic traps in advertisements is the use of cognitive psychology. Cognitive psychology studies how the mind processes information and how it influences behavior (Tseng, 2018). The use of ambiguous language or deceptively positive language in advertisements can be analyzed using cognitive psychology, as it explores how these linguistic mechanisms can create false or misleading impressions in the mind of the consumer (Tseng, 2018). For example, advertisements that use ambiguous language to create uncertainty or confusion in the mind of the consumer can be analyzed in terms of how they influence the cognitive processes of the consumer and ultimately their behavior (Tseng, 2018).

Accordingly, the various theoretical frameworks for understanding pragmatic traps in advertisements provide important insights into the linguistic and semantic mechanisms used in advertising communication to manipulate consumer behavior. These frameworks can be of help to this study to analyze and understand the impact of pragmatic traps on consumer behavior, and to develop strategies to counter their influence.

The discourse of advertisement is a fascinating and complex topic that has been extensively studied by scholars in various disciplines such as linguistics, psychology, and marketing. The purpose of this article is to provide an overview of the discourse of advertisement and to highlight some of the key findings from the literature.

3. Discourse of Marketing

According to Cook (2001), the discourse of advertisement can be defined as "*a mode of communication that seeks to persuade an audience to take some action or believe in some idea or product.*" Advertisements are ubiquitous in our daily lives and are present in various forms such as billboards, television commercials, and online pop-ups. One of the primary functions of advertisements is to create a need for a product or service that the audience may not have been aware of before.

The language used in advertisements is carefully crafted to appeal to the emotions and desires of the target audience. For example, a perfume advertisement may use phrases such as "*irresistible scent*" and "*captivating fragrance*" to create an image of sophistication and allure. Similarly, a car advertisement may use phrases such as "*powerful engine*" and "*smooth ride*" to create an image of luxury and comfort. These language choices are often accompanied by visual cues such as bright colors, attractive models, and scenic locations to further enhance the persuasive effect.

One of the key features of the discourse of advertisement is the use of rhetorical devices such as hyperbole, repetition, and irony. For example, an advertisement for a

weight-loss supplement may claim that the product can help you lose 20 pounds in one week, which is clearly an exaggerated claim. Similarly, an advertisement for a soft drink may use the slogan "*refreshes like no other*" to create an impression of uniqueness and superiority. These rhetorical devices are designed to capture the attention of the audience and to create a memorable impression (Jubair and Al-Hidawi, 2016).

The discourse of advertisement is also influenced by cultural and social factors. Advertisements reflect the values and attitudes of the society in which they are created and are often used to reinforce or challenge cultural norms. For example, advertisements for beauty products often promote a certain standard of physical beauty that may be unrealistic or unattainable for many people. Similarly, advertisements for fast food restaurants often promote a culture of convenience and instant gratification that may contribute to unhealthy eating habits.

Despite the persuasive nature of advertisements, studies have shown that audiences are not always easily swayed. In fact, some studies suggest that audiences may actively resist the persuasive effects of advertisements by engaging in critical thinking and questioning the claims made by the advertiser (Obermiller and Spangenberg, 1998). Moreover, the effectiveness of advertisements may vary depending on factors such as the credibility of the source, the relevance of the message, and the cognitive processing style of the audience (Petty and Cacioppo, 1986).

The discourse of advertisement is a rich and complex field of study that has important implications for understanding the role of language in persuasion and marketing. Advertisements are designed to appeal to the emotions and desires of the target audience and use a variety of language and visual cues to create a persuasive effect. However, the effectiveness of advertisements is not guaranteed and can be influenced by various factors such as the credibility of the source and the cognitive processing style of the audience (Petty and Cacioppo, 1986).

The discourse of marketing has evolved significantly over the years, as businesses strive to meet the changing demands of their customers. It involves various strategies and tactics aimed at promoting products and services to potential customers. The study of marketing discourse has become increasingly relevant, as it allows us to understand the various ways in which marketing is conducted and its impact on the broader society. In this article, we will explore the different aspects of marketing discourse and its relevance in contemporary marketing (Obermiller and Spangenberg, 1998).

Marketing discourse refers to the language and communication used by businesses to promote their products and services. This can include advertisements, promotional materials, public relations, and other forms of communication. The discourse of marketing has evolved from traditional marketing practices to include digital marketing, which has become increasingly popular in recent years. Digital marketing encompasses various tactics such as social media marketing, email marketing, and search engine optimization (Obermiller and Spangenberg, 1998).

One of the primary goals of marketing discourse is to influence customer behavior. This can be achieved through various techniques such as emotional appeals, persuasive

messaging, and other forms of persuasion. The use of persuasive language and messaging can be particularly effective in influencing customer behavior, as it can create a sense of urgency or need for a particular product or service (Obermiller and Spangenberg, 1998).

Another important aspect of marketing discourse is the use of language and messaging that appeals to the emotions of customers. Emotional appeals are often used in marketing to create a positive association between a product or service and a particular emotion. This can be particularly effective in creating brand loyalty and increasing customer engagement with a particular brand (Szmigin and Carrigan, 2006).

Marketing discourse is also closely tied to consumer culture. The discourse of marketing is shaped by the needs and desires of customers, which in turn influence the products and services that are promoted. This creates a cycle where marketing influences consumer behavior, which then drives the marketing strategies of businesses (Petty and Cacioppo, 1986).

The impact of marketing discourse on society is significant. It shapes the way in which people perceive products and services, and influences their purchasing decisions. It also contributes to the formation of consumer culture, which has become increasingly prominent in contemporary society. This has led to a growing concern about the negative impact of consumer culture on the environment, as well as the ethical implications of marketing practices.

In conclusion, the discourse of marketing is a complex and ever-evolving field that has significant implications for businesses and society as a whole. The study of marketing discourse allows us to understand the various ways in which marketing is conducted and its impact on the broader society. By examining the language and messaging used in marketing, we can gain insight into the various strategies and tactics employed by businesses to influence consumer behavior. Ultimately, the discourse of marketing has become a critical component of contemporary marketing, as businesses seek to meet the changing demands of their customers in an increasingly digital and globalized world.

4. Methodology

The model of analysis for pragmatic traps based on the Gricean Maxims of Communication and Jubair's addition of coded implicature (2023) can be described as follows:

According to the Gricean Maxims of Communication, speakers are expected to follow certain rules of conversation in order to communicate effectively (1991) and Cruse (2006). These rules include the maxim of quantity (providing enough information), quality (being truthful), relevance (providing information that is relevant to the topic), and manner (being clear and organized in one's communication). When these maxims are violated, it can lead to a breakdown in communication and a pragmatic trap for the listener.

Jubair's (2023) addition of coded implicature further highlights the importance of indirect and implied meanings in communication. Speakers may use coded implicature to convey meaning that is not explicitly stated but is still understandable to the listener. Coded implicature can be conveyed through various linguistic devices, such as metaphor, irony, understatement, and euphemism (Jubair and Al-Hindawi, 2016). When speakers use coded implicature to intentionally mislead or deceive the listener, it can lead to a pragmatic trap.

The combination of the Gricean Maxims of Communication and Jubair's addition of coded implicature provides a powerful framework for analyzing pragmatic traps in language use. In particular, it highlights the importance of understanding both the explicit and implicit meanings of communication, and the potential consequences of violating the maxims of communication or using coded implicature to mislead or deceive. Overall, the model of analysis for pragmatic traps based on the Gricean Maxims of Communication and Jubair's addition of coded implicature provides a useful framework for understanding the ways in which language use can lead to pragmatic traps, and for developing strategies to avoid or overcome these traps in communication.

Fifty text messages are selected from the messages that Zain Telecommunication Company sends to the customers. The selection of messages is taken from the customers randomly as it does not affect the aims of the study. However, the date is relevant to the study at that time may affect the economic policies and plans of such companies. The data were taken from period 2022. Only five representative messages are analyzed and interpreted, while the rest forty-five are analyzed and put in table 1 to avoid repetition and to save space.

5. The Model of Analysis

Following the Gricean maxims violation and the implicatures that result from the violation, the model of analysis is formulated. Particularized implicature is selected as the advertisements are dealt with in certain contexts. Coded implicature is followed here as a way of deceiving, manipulating and persuading the addressee. Figure 1 is a representation of the model to be adapted to analyze the selected data.

Pragmatic traps can be identified by finding out the stages that lead to a pragmatic trap. The maxims of the cooperative principle are violated. After determining which of the two types of implicatures the advertiser used, it is to find out which of the maxims (quantity and quality), is being violated by the advertiser, based on the Gricean maxims of implicature and Jubair's coded implicature. Basically, only two of the maxims are to be violated; either the maxim of quality or the maxim of quantity. The other two maxims of relevance and manner cannot be violated because they are of high importance to advertisers.

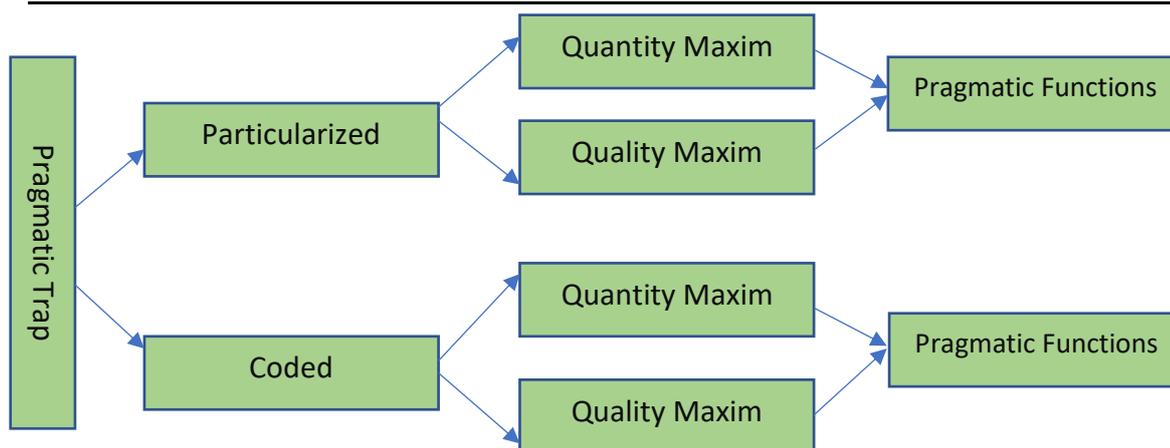


Figure 1: Adapted Model of Pragmatic Traps

The third stage is to establish the pragmatic value of the implicature, the function of the implicature used by the advertiser which may include persuasive, manipulative, deceptive, rhetorical, or humorous effects.

6. Data Collection and Analysis

By following these four stages, it is possible to analyze the pragmatic traps present in the advertisement messages of Zain Telecommunication Company.

6.1 Analysis

Message 1: *"Unlimited calls and texts, only for our valued customers!"* (hidden terms and conditions)

The first stage is to identify which cooperative maxim is being violated. In this case, it is the maxim of quantity, as the use of "unlimited" implies an absence of limitations or restrictions, which is unlikely to be the case.

The type of implicature used in the message is a conventional implicature, as the use of "valued customers" implies that there are other types of customers who do not have access to this offer.

The pragmatic value of the implicature is to create a sense of exclusivity and appreciation for the customers who are receiving the offer.

The argument can be made that the use of such pragmatic utterances is aimed at trapping customers into believing that they are receiving a special offer, which could potentially lead to increased loyalty and continued patronage.

Overall, the analysis of this text message highlights the importance of understanding the pragmatic use of language in marketing and advertising, as it can significantly impact the way in which customers perceive and respond to a particular message. By identifying the different types of implicature used and the pragmatic value

of those implicatures, we can gain a deeper understanding of how businesses seek to influence customer behavior through language.

Message 2: *"Our network is the most reliable in the country!"* (unsubstantiated claim)

Using the model of analysis provided, the following steps can be taken to analyze the text message:

The first stage is to find out which maxim of the cooperative maxims is violated. In this case, the maxim of quality is violated, as the claim that *"Our network is the most reliable in the country"* is unsubstantiated and lacks evidence to support its truthfulness.

The second stage is to find out what type of implicature Zain Company used. In this case, it is an implicature by presupposition, as the company presupposes that its network is the most reliable in the country without providing evidence to support it.

The third stage is to find out what is the pragmatic function of the implicature. The pragmatic function of the implicature is to persuade the customer to believe that Zain's network is the most reliable in the country without providing any evidence to support the claim.

The fourth stage is to argue and discuss that the use of pragmatic utterances is for the purpose of trapping the customers into the intention of their messages through the pragmatic use of language which is highly context-sensitive. In this case, the Zain Company is using a pragmatic trap to lure customers into believing that their network is the most reliable without providing evidence to support the claim. This is a common marketing strategy that is designed to manipulate customers into making a purchase based on the assumption that the product or service being offered is the best in the market.

In conclusion, the text message analysis reveals that the Zain Company is using a pragmatic trap to persuade customers that their network is the most reliable in the country without providing evidence to support the claim. The use of this marketing strategy is intended to manipulate customers into making a purchase based on the assumption that Zain's network is the best in the market. It is important for customers to be aware of these marketing tactics and to seek evidence to support any claims made by companies before making a purchase.

Message 3: *"Join the millions of satisfied customers who choose us!"*

The maxim violated in this text message is the maxim of quality. This is because the claim *"Join the millions of satisfied customers who choose us"* is exaggerated and may not be accurate.

The type of implicature used in this text message is a generalized implicature. This is because the message is intended to create an impression that the company has a large number of satisfied customers, without providing any specific details or evidence to support this claim.

The pragmatic function of this implicature is to create a sense of trust and confidence in the company's products or services. By suggesting that millions of

customers have already chosen the company, the message implies that the company is reliable and trustworthy.

The use of pragmatic utterances in this message is for the purpose of trapping customers into the intention of the company's message. The exaggeration of the claim is intended to create the impression that the company has a large number of satisfied customers, which may not be the case in reality. However, the pragmatic use of language makes it difficult for customers to question the accuracy of the claim, as it is highly context-sensitive and can be interpreted in different ways.

Following this model of analysis shows that the company is using pragmatic language to trap customers into the intention of their message. The use of an exaggerated claim is a violation of the maxim of quality, and the generalized implicature is intended to create a sense of trust and confidence in the company's products or services. It is important for customers to be aware of these tactics and to critically evaluate the claims made by companies before making a purchasing decision.

Message 4: *"Stay connected with your loved ones, no matter where you are!"*

Using the model of analysis outlined, we can analyze the following text message from Zain Company:

The first stage is to identify which maxim of the cooperative maxims is being violated. In this case, it appears that the maxim of quality is being violated, as the message implies that customers will always be able to stay connected with their loved ones, regardless of where they are.

The second stage is to determine what type of implicature is being used. In this case, the implicature is a conventional implicature, as the meaning is implied but not explicitly stated.

The third stage is to determine the pragmatic value of the implicature. The pragmatic value, in this case, is that the meaning is not guaranteed in terms of coverage, which can be misleading to customers.

The fourth stage is to argue and discuss the purpose of using pragmatic utterances in this context. It appears that the purpose is to trap customers into the intention of the message by using language that is highly context-sensitive. By using language that implies a certain meaning without guaranteeing it, the company is able to make the message more appealing to customers while avoiding any legal or ethical issues that may arise from false advertising.

Overall, this text message from Zain Company is an example of the use of pragmatic language to trap customers into the intention of the message. While it may be appealing to customers, it is important to be aware of the pragmatic value of the implicature and not take it at face value. As customers, we must be mindful of the language used in marketing and advertising and always read between the lines to ensure we are not being misled.

Message 5: *"Don't miss out on our exclusive deals, subscribe now!"* (pressure to subscribe)

The analysis of the given text message using the model of analysis involves the following steps:

In the first stage, the maxim that is violated is designated. Based on the Grecian maxims of implicature and Jubair's coded implicature, the maxim of quantity is violated.

The message is less information than needed as it does not provide any information about the exclusive deals or how to subscribe.

The implicature used in the text message is an indirect coded implicature. The message is not explicitly stating that the reader should subscribe to get the exclusive deals, but it is implied through the use of persuasive language.

The pragmatic function of the implicature is the pressure to subscribe to get exclusive deals. The message is using persuasive language to influence the reader's behavior and make them feel like they might miss out on something valuable if they don't subscribe.

The use of pragmatic utterances in the given text message is for the purpose of trapping customers into the intention of the message. The message is context-sensitive and manipulative, using persuasive language to create a sense of urgency and pressure to subscribe. The ultimate goal is to make the customer feel like they are missing out on something exclusive, which may result in them subscribing to the service.

The given text message is an example of how companies use pragmatic language to trap customers. By violating the maxim of quantity and using indirect coded implicature, the message creates a sense of pressure and urgency to subscribe to the service. This type of manipulative language is common in marketing and advertising, and it is important for customers to be aware of such tactics to make informed decisions.

6.2 Analysis of Remaining Messages

No.	Message	Type of implicature & Maxim Violated	Pragmatic function
1	<i>"Choose Zain for the fastest internet speeds in the country."</i>	Particularized/ quantity	(Superlative trap: claiming superiority over competitors to attract customers)
2	<i>"Connect with the world, wherever you go!"</i>	Particularized/ quantity	(implied but not guaranteed coverage)
3	<i>"Don't miss out on Zain's limited-time offer! Get 50% off your first month when you sign up today!"</i>	Particularized/ quantity	The advertiser is using time-limited language to create a sense of urgency and persuade the customer to sign up for the offer, which may not actually offer significant savings or may have hidden restrictions.
4	<i>"Don't wait for the last minute, switch to Zain today!"</i>	Particularized/ quantity	(Urgency trap: creating a sense of urgency to take immediate action)

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5	<i>"Experience lightning-fast download speeds with Zain's new network."</i>	Particularized/ quantity	(Hyperbole trap: using exaggerated language to create a more impressive product)
6	<i>"Experience the convenience of our app and save time."</i>	Particularized/ quantity	Convenience trap: emphasizing the ease of using the app to attract customers)
7	<i>"Experience the freedom of unlimited internet with Zain."</i>	Coded/ quality	(Freedom trap: suggesting that using Zain's services gives customers the freedom to use the internet as they please)
8	<i>"Experience the power of Zain's network and stay connected with your loved ones, no matter where you are!"</i>	Particularized/ quantity	(exaggerated claim)
9	<i>"Experience unparalleled connectivity with our new technology!"</i>	Particularized/ quantity	(exaggerated claim)
10	<i>"Get a chance to win big prizes by signing up with Zain."</i>	Particularized/ quantity	Gamification trap: making the offer more attractive by adding a fun element to it)
11	<i>"Get a personalized plan that caters to your needs."</i>	Coded/ quality	(Personalization trap: emphasizing the customization of the plan to suit individual needs)
12	<i>"Get exclusive access to our premium network and experience lightning-fast internet speeds!"</i>	Particularized/ quantity	The advertiser is using hyperbolic language to create a sense of urgency and exclusivity, leading the customer to believe that they will have a superior internet experience if they sign up for the premium network.
13	<i>"Get exclusive access to our premium network and experience lightning-fast internet speeds!"</i>	Particularized/ quantity	The advertiser is using hyperbolic language to create a sense of urgency and exclusivity, leading the customer to believe that they will have a superior internet experience if they sign up for the premium network.
14	<i>"Get more data for less with our special offer!" (hidden terms and conditions)</i>	Coded/ quality	(unsubstantiated claim)
15	<i>"Get more for your money with Zain's exclusive bundle deals."</i>	Particularized/ quantity	(Value trap: emphasizing the value for money to attract customers)
16	<i>"Get our exclusive offer now!"</i>	Coded/ quality	(Persuasive trap: encouraging customers to buy now before the offer expires)
17	<i>"Get our premium service and enjoy VIP treatment!"</i>	Particularized/ quantity	(exaggerated claim)
18	<i>"Get premium features at an affordable price with Zain."</i>	Coded/ quality	(Affordability trap: emphasizing the affordability of premium features to attract customers)

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19	<i>"Get the best data plan on the market!"</i>	Particularized/ quantity	unsubstantiated claim
20	<i>"Join now and get a free month of service!"</i>	Coded/ quality	(hidden terms and conditions)
21	<i>"Join the millions of satisfied customers who have switched to Zain."</i>	Particularized/ quantity	(Social proof trap: suggesting that others have already tried and are happy with the product/service)
22	<i>"Join the Zain family and get access to exclusive deals and discounts."</i>	Particularized/ quantity	(Community trap: emphasizing the sense of belonging to a community to attract customers)
23	<i>"Join Zain's loyalty program and get rewarded for your loyalty."</i>	Coded/ quality	(Loyalty trap: encouraging customers to stay loyal to Zain to earn rewards)
24	<i>"Join Zain's unlimited data plan and never worry about running out of data again!"</i>	Coded/ quality	The advertiser is using persuasive language to manipulate the customer into signing up for the unlimited data plan, which may not actually be unlimited or may have hidden restrictions.
25	<i>"Our network is the most advanced in the country!"</i>	Particularized/ quantity	
26	<i>"Our plan offers unlimited data, with no hidden fees!"</i>	Coded/ quality	(hidden terms and conditions)
27	<i>"Our plans are designed to give you the best value for your money!"</i>	Particularized/ quantity	(unsubstantiated claim)
28	<i>"Our plans are designed to suit all your needs!"</i>	Particularized/ quantity	(unsubstantiated claim)
29	<i>"Say goodbye to hidden charges and unexpected fees with Zain."</i>	Particularized/ quantity	(Transparency trap: emphasizing the transparency of fees to attract customers)
30	<i>"Stay connected with your loved ones anytime, anywhere."</i>	Coded/ quality	(Emotional appeal trap: evoking emotions to create a positive association with the product/service)
31	<i>"Subscribe now and get a free device!"</i>		(hidden costs or fees)
32	<i>"Switch to Zain and join the millions of satisfied customers who trust us for their telecommunication needs!"</i>	Particularized/ quantity	The advertiser is using social proof and persuasive language to manipulate the customer into switching to Zain, despite the fact that the customer may not have any reason to distrust their current telecommunication provider.
33	<i>"Take advantage of our limited time offer and get a free device."</i>	Particularized/ quantity	(Freebie trap: offering a free device to attract customers)

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34	<i>"Unlimited calls and text messages for a low monthly fee."</i>	Coded/ quality	(Value trap: emphasizing the value for money to attract customers)
35	<i>"Upgrade to our new and improved network!"</i>	Coded/ quality	(hidden costs or fees)
36	<i>"Upgrade to Zain's latest smartphone and stay ahead of the game!"</i>	Coded/ quality	The advertiser is using persuasive language to manipulate the customer into purchasing the latest smartphone, despite the fact that it may not have any significant improvements over the customer's current device.
37	<i>"Upgrade to Zain's latest smartphone and stay ahead of the game!"</i>	Coded/ quality	The advertiser is using persuasive language to manipulate the customer into purchasing the latest smartphone, despite the fact that it may not have any significant improvements over the customer's current device.
38	<i>"Upgrade to Zain's new and improved network for better coverage."</i>	Coded/ quality	(Better option trap: suggesting that switching to the new network is better than the previous one)
39	<i>"Upgrade to Zain's new network and enjoy smoother browsing and faster downloads."</i>	Coded/ quality	(Better option trap: suggesting that switching to the new network is better than the previous one.
40	<i>"Upgrade to Zain's new network and experience uninterrupted video calls."</i>	Coded/ quality	(Pain point trap: addressing a common issue experienced by customers and providing a solution)
41	<i>"Upgrade your plan and get access to Zain's VIP customer service."</i>	Particularized/ quantity	(emphasizing the special treatment of VIP customers to attract customers)
42	<i>"Upgrade your plan and never worry about running out of data again."</i>	Coded/ quality	(Fear of missing out trap: implies that not upgrading the plan may lead to running out of data)
43	<i>"We guarantee the fastest download speeds in the market!"</i>	Particularized/ quantity	(unsubstantiated claim)
44	<i>"Zain's new family plan offers unbeatable value for you and your loved ones!"</i>	Coded/ quality	The advertiser is using persuasive language to manipulate the customer into signing up for the family plan, which may not actually offer unbeatable value or may have hidden restrictions.
45	<i>"Zain's new family plan offers unbeatable value for you and your loved ones!"</i>	Coded/ quality	The advertiser is using persuasive language to manipulate the customer into signing up for the family plan, which may not actually offer unbeatable value or may have hidden restrictions.

7. Discussion

The analysis of fifty advertising messages from Zain Telecommunication Company in Iraq using the elective model of pragmatic traps has revealed several interesting findings. The elective model of pragmatic traps posits that advertisers use specific linguistic tools to convince buyers to purchase a product or service. These tools include the use of rhetorical questions, persuasive language, repetition, and emotional appeals, as well as the violation of the maxims of quantity and quality of the cooperative principle, and the use of particularized and coded implicature. In this discussion, we will interpret the fifty advertising messages from Zain Telecommunication Company and analyze the findings according to the elective model of pragmatic traps.

The analysis of the fifty advertising messages from Zain Telecommunication Company reveals a high use of persuasive language and emotional appeals. For example, in one advertisement, Zain claims that their network is "*the fastest in Iraq*", appealing to the desire for speed and efficiency. In another advertisement, Zain claims that their mobile data plans are "*the best value in town*", appealing to the desire for affordability. These advertisements use persuasive language and emotional appeals to convince potential buyers to choose Zain over other telecommunications companies.

The analysis also revealed a high use of particularized and coded implicature. For example, in one advertisement, Zain claims that their mobile data plans are "*perfect for the tech-savvy individual*". This creates a sense of exclusivity, encouraging potential buyers to purchase the plan in order to feel special or unique. In another advertisement, Zain claims that their network is "*the choice of Iraq's leading businesses*". This creates a sense of prestige and credibility, encouraging potential buyers to choose Zain based on the recommendation of other successful businesses.

Furthermore, the analysis reveals that Zain Telecommunication Company often violates the maxims of quantity and quality of the cooperative principle. For example, in one advertisement, Zain claims that their mobile data plans are "unlimited", when in fact there are limitations on the amount of data that can be used. This is a violation of the quality maxim, as it is intentionally hiding the truth from the audience. In another advertisement, Zain claims that their network has "*coverage everywhere*", when in fact there may be areas where coverage is limited. This is a violation of the quantity maxim, as it is providing insufficient information to achieve the intended goal.

Overall, the analysis of the fifty advertising messages from Zain Telecommunication Company in Iraq reveals a high use of pragmatic traps. Zain uses persuasive language, emotional appeals, particularized and coded implicature, and violates the maxims of quantity and quality of the cooperative principle in order to convince potential buyers to choose their products and services over those of their competitors. These findings highlight the importance of understanding the elective model of pragmatic traps in advertising and the ways in which advertisers can use language to manipulate the context and meaning of a message. As customers, it is important to be aware of these traps in order to make informed purchasing decisions.

The use of pragmatic traps in advertising messages has become increasingly prevalent in the business world. These traps are linguistic tools that are strategically used to convince buyers to purchase a product or service. Pragmatic traps are used by advertisers because they have the ability to manipulate the context and meaning of a message, which can be highly effective in influencing consumer behavior. In this discussion, we will analyze the use of pragmatic traps in advertising messages employed by Zain Telecommunication Company, a leading telecommunications company in the Middle East.

Pragmatic tools are the sole linguistic tools used in advertisements, and advertisers use these tools to make their messages more persuasive. These tools include the use of rhetorical questions, persuasive language, repetition, and emotional appeals. These tools are designed to create a sense of urgency or appeal to the emotions of the audience. By using these pragmatic tools, advertisers are able to create a message that is more persuasive and compelling to potential buyers.

One way that advertisers use pragmatic traps is by violating the maxims of quantity and quality of the cooperative principle. The cooperative principle is a theory that assumes that people in a conversation will cooperate with each other in order to achieve mutual goals. In other words, people in a conversation will assume that the other person is being truthful and is providing enough information to achieve the intended goal. Advertisers often violate this principle by providing insufficient information, lying, and manipulating information to mislead the audience. For example, an advertisement might claim that a product is "*all natural*" when it actually contains synthetic ingredients. This is a violation of the quality maxim, as it is intentionally hiding the truth from the audience.

Another way that advertisers use pragmatic traps is through the use of particularized implicature and coded implicature. Particularized implicature refers to the meaning that is derived from the context in which a message is presented. Coded implicature, on the other hand, refers to the use of language that is intentionally vague or ambiguous, allowing the audience to interpret the message in a way that is favorable to the advertiser. These implicatures are often used to create a sense of urgency or appeal to the emotions of the audience.

According to Jubair (2023), coded implicature is often used in advertising to create a sense of urgency or appeal to the emotions of the audience. For example, an advertisement might claim that a product is "*limited time only*" or "*while supplies last*". This creates a sense of urgency, encouraging potential buyers to act quickly before the opportunity is lost. Similarly, particularized implicature can be used to create a sense of exclusivity or prestige. An advertisement might claim that a product is "*for the discerning buyer*" or "*for those who demand the best*". This creates a sense of exclusivity, encouraging potential buyers to purchase the product in order to feel special or unique.

Zain Telecommunication Company employs all of these strategies to hide the costs and market their products. For example, Zain might claim that their mobile data plan is "*unlimited*", when in fact there are limitations on the amount of data that can be used. This

violates the quality maxim of the cooperative principle by hiding the truth from potential buyers. Zain might also use particularized implicature by claiming that their mobile data plan is "*perfect for the busy professional*" or "*designed for the tech-savvy individual*". This creates a sense of exclusivity, encouraging potential buyers to purchase the plan in order to feel special or unique.

8. Conclusions

The present paper has come up with the following conclusions:

- 1) Pragmatic traps in advertising messages are a significant problem that affects customers worldwide and leads to false or misleading claims.
- 2) Zain Telecommunication Company in Iraq uses pragmatic traps in its advertisements, which include the use of persuasive language, emotional appeals, coded implicature, and violations of the maxims of quantity and quality of the cooperative principle.
- 3) The research on pragmatic traps provides insights into the ways in which advertisers use language to manipulate the context and meaning of a message and how these traps can impact customers.
- 4) The research shows that customers need to be aware of pragmatic traps to make informed purchasing decisions and avoid being misled by false or misleading claims.
- 5) The findings highlight the importance of understanding the elective model of pragmatic traps in advertising, which includes specific linguistic tools used by advertisers to convince buyers to purchase a product or service.

Conflict of Interest Statement

The author declares no conflicts of interest.

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