



Analysis of Grice's Maxims in The Speech of Prime Minister, Imran Khan at UN General Assembly

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ABSTRACT

Current research aims to analyze Prime Minister Imran Khan's speech to the UN General Assembly on September 27, 2019 using Paul Grice's Maxims and Conversational Implicatures. To this end, the study took a mixed approach; qualitatively and quantitatively. The data was collected by YouTube through extracted subtitles as text. The text was analyzed using Paul Grice Conversational Implicature (Maxims) to find out whether the maxims were disregarded, observed, violated and excluded during the speech. Analysis of the study found that his words had a hidden meaning and clearly disregarded and violated the maxims. The results were presented in tables and diagrams. He renounced the maxims and avoided the observables in order to get his message across to the UN members. He constantly used the terms of words with hidden meanings to provoke the listener into figuring out the unspoken meaning in the conversation. Prime Minister Imran Khan violated maxims in the interests of the positive future of Muslims in India by delivering something extraordinary, highlighting the state's debt problem and its fight against money laundering. Despite his great efforts and the great applause of the nation, his words remained weak, and the main reason for this was the violation, disregard, observance and rejection of the maxims

INTRODUCTION

Normally people speak whatever they feel right and do not care about any linguistic approach or term. Sometimes the speakers use the terms so efficiently to hint the term they want to explain through their speech. However, the way of speech differs in different societies. Some of the people like to speak directly what they mean where in some societies people use indirect ways as a conversational strategy (Trudgill, 2003).

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Communication facilitates the transfer of information in society by individuals. It occurs when the people are having a conversation and the information shared is understandable to the person involved in the conversation. In daily conversation, however, the listener is unable to understand the hidden context of the decoder message. According to Yule (2010), the study of the importance of the sender or speaker in the conversation is called pragmatics. (Raharja, 2015; Yule, 2014). Grundy (2000) also defined the pragmatics as they comprehend conversation with moderately extraordinary uses of language. It plays a crucial role in any conversation and leaves a different impact on the listeners, depending on the circumstances. Pragmatics is simply an extraordinary explanation of words and arrangement of meaning, which cannot be found in the core structures or the intellect of words. Discourse Analysis deals with the study of language in use. Some approaches to discourse analysis don't seem to be as closely tied to the small print of language, however, consider ideas, issues, and themes as they're expressed in speaking and writing (James, 2011). Fairclough (1992) states that Discourse Analysis (DA) has mounted as one of the places of studies in discourse research. It is called a technique this is primarily based mostly on the amalgamation of language research and social theory. Discourse Analysis examines how electricity is carried out via texts and speeches. It aims to discover the hidden that means at the back of exploitation of language via textual content and speech. Another linguistic approach is the cooperative principle, according to which both individuals in the communication are cooperating. Miriam and Richard (2005) highlighted the importance of cooperative principle and related it with the role of media. According to the study, the media is also playing an important role in the formation of the opinion of individuals, including politicians, celebrities, influencers, and public. The viewers see the news channels or other media platform to know more about what is going on in the world, whereas the media masters use their linguistic approaches to surface meanings out of the spoken words by others in their political talk shows (Miriam & Richard, 2005). Paul Grice states that for constructive communication, the orator and the hearer participated in a conversation exchanging the ideas. Conversational Principles state that participants expect to follow the strategy for effective communication by using Cooperative Principles. Cooperative Principle is an umbrella term for some time of 9 additives that guide how we speak; these directed components are grouped into 4 classes called the Maxims of verbal exchange.

Maxims of Quality (MQL): Factual, do not lie and misguide the listener.

Maxims of Quantity (MQN): Informative, Speaker's contribution should be true and authentic during a conversation.

Maxims of Relation (MR): Pertinent, be specific and to the point.

Maxim of Manners (MM): Comprehensible, be comprehensible with no ambiguity related to the topic.

When the speaker intentionally does not obey the conversational maxims, then the situation is said as flouting the maxims. Grice (1975) described the flouting of maxims as the speakers use of terms of words with a hidden meaning to provoke the listener to find out the unsaid meaning in conversation. When the speaker deliberately disregards the maxims of conversation, the situation is called disregard of the maxims. According to Grice (1975), disregard of maxims as the use of terms of words with a hidden meaning by speakers to provoke the listener to discover the unspoken meaning in conversation. Now the disregard of the maxims can be divided into four categories according to the four maxims; quantitative, qualitative, relationship, manner. If

the speaker uses very little information just to accomplish the formality of the conversation and does not elaborate on it, he is said to be disregarding the maxim of quantity. The politicians do it when they don't want to answer a question or when they avoid addressing the issue. On the other hand, if the speaker uses a lack of adequate evidence in the conversation, the maxim of quality is simply disregarded. Some speakers do it on purpose and some do it unintentionally. There could be two possibilities that either the speaker does not want to disclose the evidence or the speaker does not have sufficient knowledge of the subject. In both cases, however, the speaker's impression on the listener may not be good (Thomas J., 1995; Boulkroune, 2010).

In some cases, the celebrities, politicians, and analysts violate the maxims to either address something important or aim to deceive the addressee. The author had studied and analyzed the conversation of different people, belonging to different fields; relations, politics, and media. The findings of the study showed that violation of the maxim is most of the time done by the speaker intentionally. However, the attempt is done in such a way, that the hearer must not realize the violation and believe whatever the speaker is saying (Birner, 2013).

Infringing of the maxims happen when the speaker intentionally violates the maxims without any intention to cheat or mislead the listeners. Cutting confirms that the imperfection of the speakers in relation to speech leads to an infringement (Cutting, 2002; Grice, 1975; Aitchison, 2014). Opting out the maxims of conversation can also be considered non-abiding by CMs. In opting out the interlocutors refuses to cooperate since of the existing of some justifications. Grice (1975, p. 49) finds out a converser opts out in the talk exchange when he or she unwillingly shows a refusal to observe the CMs accordingly. Birner (2013) indicates that opting out arises in conversation when an interlocutor refuses to have a role in the cooperative conversation. Allott (2010, p. 48) states that CMs can happen when there is no comment in conversation—when a person is asked a question, but instead of answering the question, s/he has no comment, this is seen as the opting out the CP. Mesthrie (2001) argues that a participant of conversation opts out of observing CMs by signifying opposition to collaborate in the way that the maxim necessitates.

Aims and Objectives

This study aims to find:

- To discover flouting, violating, opting out and observance of Paul Grice's Conversational Maxims in Imran Khan's speech at United Nations General Assembly.
- To help the audience of political speeches understand the importance of maxims.
- To help understand how the (mis)use of maxims influence the effectiveness of communication.

LITERATURE REVIEW

Political discussions, speeches, movies, and other activities have always remained the target of researchers and authors. Aitchison (2010) also highlighted the same issue in his study that some people, especially politicians, apparently break the conversational maxims purposefully or, in some cases, unintentionally. The author provided some examples in the study, such as “Pamela is an elephant,” to explain that in some cases the speaker interprets the words to get listeners’ attention. Though it may be wrong when compared with the Grice’s cooperative principle, but in some cases, it can be the need to answer the listeners’ queries (Aitchison, 2014; Curse, 2006; Grice, 1975;). In this way, Thomas gave technical names to the terms when the speaker violates the cooperative principles, which was found to be missing in Grice’s study (Grice, 1975). Thomas also indicates several reasons and causes of flouting, violating, infringing, opting out, and suspending the maxims in the conversation (Thomas, 1995), the details of which are discussed by other authors.

Purwanto (2008) studied the conversational maxims in the English movie ‘Titanic.’ The purpose of the study was to evaluate how the conversational dialogues in the movie left an impact on the viewers. For this purpose, the author observed the consequences, reasons, and types of the flouting. The use of non-verbal clues in the movie and the exaggeration of the expressions, touching, body language, and voice left a real-life impact on the viewers, and that is why the movie is still like by the audience. The author and the director of the movie made the lyrics so attractive and added further non-verbal clues to it to interpret the linguistic terms of the movie and let everyone feel the scenario of that time. The sound adjustment, loudness, softness, clothing, glamour, touching, personal and social environment, time, power, and other details made it a super hit movie, which could not be possible if only the focus was kept on story and dialogues (Purwanto, 2008).

Lumsden (2008) further continued the study and analyzed the validity of the Maxims on the conversation in different scenarios. The study aimed to analyze the implication of the Maxims in the said and unsaid moments. The study discussed that though the use of expressions is helpful to add the additional meaning to words it cannot be suitable to use the non-verbal tactics in all situations. Similarly, Maxims is all about remaining precise, accurate, and relevant to the topic, which cannot be suitable in all said and unsaid situations. The study analyzed the implications of the Maxims in the movies and thus concluded that Grice’s Principles or the cooperative principles can be only applied to the narrower kind of conversation, and it has nothing to do with the dialogues and movie scripts (Lumsden, 2008).

Grice further elaborated the condition of flouting the maxim of quality in three categories; Sarcasm, Metaphor, and Hyperbole. The sarcasm of flouting of the quality maxim occurs when the speakers intentionally speak false or untrue things to either divert the listener’s mind or to achieve personal benefits (Finch, 2000). The Metaphor of flouting the maxim of quality occurs when the speaker unintentionally speaks something false or wrong and did not mean that in the conversation. It sometimes occurs when the speaker is not confident or has no experience in logical conversations (Birner, 2013). The Hyperbole of the flouting the maxim of quality is about exaggerating the facts, which are not true and not believable by the listeners.

Hasan, Sabhani, and Osman (2012) highlighted the importance of using maxims in the speech or in the discussions. The study also presented the definition of the maxims and its importance in the conversation. According to the study, Grice introduced four maxims in the linguistics as the cooperative principle. The purpose of introducing these maxims was to set the ethical, appropriate, precise, and to the point standards so that the speaker must not use false or inappropriate information to divert the listener's mind (Hasan, Sabhani, & Osman, 2012). The study highlighted that there exist four maxims; quality, quantity, relation, and manner. The purpose of setting these four maxims was to maintain the standards of the speech as per the truth, short, precise, and relevant measures.

The purpose of the study was to highlight the importance of maxims in communication. With this study, the authors also aimed to highlight the importance of maxims in the attainment of communicative and community objective, as in most cases the politicians or narrators do not apply the concept to cooperative principle, defined by the Grice. The findings of the study showed that the Grice's Maxims and the frameworks are highly effective to understand the underpinning concepts of the politicians' speeches.

METHODOLOGY

The present study follows mix method: qualitative and quantitative. The data will be collected from Prime Minister, Imran Khan's speech at the UN General Assembly on September 27, 2019, from YouTube extracted subtitles as a text. This text will be analyzed by applying Paul Grice conversational implicature (Maxims) to find out the flouting, observing, violating and opted out of Maxims during the speech. The research process followed both; qualitative and quantitative methodology. Firstly, the data was collected via qualitative approach. During the second stage, the data was collected in a quantitative method. In this process, the speech of PM in the UN General Assembly was analyzed deeply and was compared with the cooperative principles, defined by Paul Grice. The two techniques qualitative and quantitative are generally associated with inductive approach and deductive approach of the study. The present study is an analysis of the already delivered speech by the Prime Minister of Pakistan, 'Imran Khan,' and thus it will follow the deductive approach to present an authentic and useful conclusion to the readers. Maxims will be applied on the speech delivered by the current Prime Minister of Pakistan to find out what kind of Maxims are flouting, observing, violating and opting out during the speech.

ANALYSIS AND DISCUSSION

The speaker started his speech by driving the focus of the Mr. President and the honorable Secretary-General to the political challenges of the country. He said:

“Ladies and gentlemen I feel honored today to represent my country at this forum of world leaders where we have a chance to discuss problems that the world is facing I want to talk about a lot of problems but just for today and I especially came to this forum despite a difficult time in my country facing challenges.”

Here in the speech, the flouting of the maxims is done by the PM to divert listeners' attention or to emphasis on the matters, such as Pakistan's help to United States and India's participation at International forum, which are not relevant. He focused on linguistic principles to use the right platform for the right mean.

“First of all I start with climate change so many leaders have talked about climate change but Mr. president I feel that there is a lack of seriousness perhaps world leaders do not some of the leaders who can do a lot do not realize the urgency of the situation we have a lot of ideas but as someone said ideas without funding is mayor hallucination Pakistan I will give you a next up with my own country our country is amongst the top ten nations of the world which are most affected by climate change.”

Here, the speaker violated the number of maxims by emphasizing on what Pakistan has done for the better climate change and how the government funded for the project while ignoring the increasing chemical pollution, air pollution, industrial smoke, and agricultural pollution in the country, which are contributing to the great Climate change. Birner (2013) supports this statement by elaborating that violation of the maxim is most of the time done by the speaker intentionally.

“We depend upon our rivers we are mainly an agricultural country and 80 per cent of the water in our rivers comes from glaciers the glaciers not just in on the Pakistani side even India the river in the 80% of the water in the Ganges and the Indian rivers also comes from the glaciers from the Himalayan glaciers Karakoram Hindu kush and these glaciers are melting at a quite a rapid pace.”

With the above statement, violation of the maxims become prominent. The purpose of this violation is to drive the audience's attention towards India and later to discuss its cruel attitude with Muslims, which was neither relevant to the topic nor was the part of the required information. He further overemphasized on the statistics and let the listeners believe that Pakistan is doing too much for environmental protection. He highlighted how Pakistan is combating with environmental pollution through different green projects. Furthermore, the Prime Minister emphasized that the United Nations need to play their part to prevent greenhouse gas emission, even in the developing countries:

“Total debt went up four times the debt we had it accumulated in sixty years just in ten years it went up four times, as a result, the total revenue we collected at one year half of it went into debt servicing how are we going to spend money on a human beings two hundred twenty million people when half the money is going into debt servicing because our country was plundered by the elites the ruling elite and easily they could get the money out.”

He further connected Pakistan's condition to the money laundering and blamed the elite class for sending their money in Western accounts and not using it for the economic development of their country. This was either done by Prime Minister unintentionally or intentionally, but keeping money laundering and Western investment-related topics common in his speech causes the

opting out of the maxims. He distracts from the relevant topic and then starts elaborating the things and this all seemed done for specific purposes.

“Some countries job is some sort of a weapon a woman can take off her clothes in countries but she can't put on more clothes how is this happening because of Islamophobia and where how did this Islamophobia start after 9/11 and why did it start because certain Western leaders equated terrorism with Islam Islamic terrorism radical Islam what is radical Islam there is only one Islam and that is the Islam we follow of Prophet Muhammad Sallallahu wasallam there is no other Islam.”

Here, it is clarified that women don't feel ashamed of wearing jeans but they find it bad to wear Hijaab or any dress, which is worn by the Muslim women. Using the women's cloth example was not as per the cooperative principles, and here the PM not only flouted the maxims but also violated the maxims of quality and quantity. Here he also opted out of the maxims to gain personal benefits from the European region and to drive their attention towards the most serious issue of terrorism, Islamism, Poverty of State, and an unethical attempt by the communities:

“I'm sad to say that we've Muslim leaders have not addressed this issue either after 9/11 when this thing came about the war against radical Islam rather than Muslim leaders trying to explain to the West that there is no such thing as radical Islam in all human communities, they're radicals. They're liberals unless a moderate all human communities Christians Jews everyone has it but Islam is not radical neither Judaism neither Christianity Hinduism no religion preaches radicalism or the basis of all religion is compassion and justice which differentiates us from animals the animal kingdom but unfortunately the Muslim leadership was so scared of being called radical Islam that all of them became moderates.”

It is evident that the speaker violated the maxims intentionally to deliver a specific message to the world about Islam, and the weaknesses of the Muslim leaders. He focused on some specific points, which were though not relevant to the topic but it was crucial to let the World know more about Islam with pieces of evidence.

“Kashmir is a disputed territory and the people of Kashmir have the right of self-determination they went against that they went against similar quadratures about bilateral sorting out the differences through bilateral means went against that they went against the Indian Constitution illegally they revoked article 370 which gave Chris Mead the special status they got an extra hundred and eighty thousand troops their total number of security forces in Kashmir now on 900,000 and they put 8 million people of Kashmir under curfew.”

With this all information, he highlighted a very major issue at the right platform, and here he did a great job. He followed all linguistic approaches and followed the maxims to discuss the violation of article 370 and Indian' role for resolving the disputed region 'Kashmir.' But later in the speech he again went into extensive details and connected the issue with the Indian Politics, and their actions against the Muslims, who they consider terrorists.

Table: 1 Number of Flouting, Violating, Opting out, and Observance of Maxims in PM's Speech

	Climate Change	Money Laundering	Corrupt Leaders	Islam	Terror	Kashmir Dispute	US Wars	India's violation	End up	Frequency
Flouting the Maxims	1	1	0	1	1	0	0	1	0	5
Violation of Maxims	0	1	1	0	0	1	1	1	1	6
Opting out of Maxims	1	0	1	1	0	1	1	1	1	7
Observance of Maxims	0	0	0	1	0	0	0	0	1	2

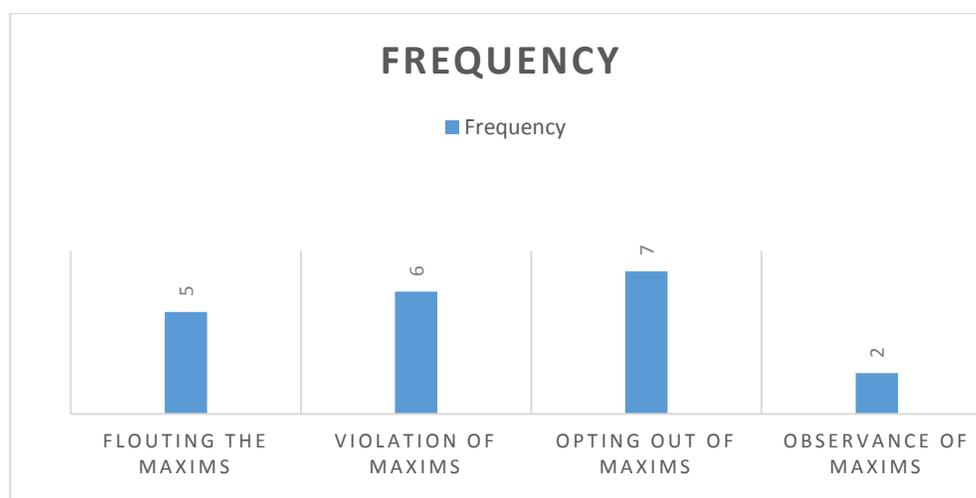


Figure 2 Frequency of Flouting, Violation, Opting out, and Observance of Maxims in PM's Speech

The above figure makes it clear that most of the times, the PM Imran Khan redirected the audience's attention towards the desired topic and opt-out the maxims for the sake of country benefits. He violated the maxims 5 times with either irrelevant examples or threatening unethical approach. He also flouted the maxims intentionally to drive the audience attention towards the Pak-India conflicts, Kashmir issue, Money laundering issues, Poor situation of Pakistan, and Debt issues. However, the observance of maxims was observed only twice, when the PM talked about religion and Islam when diverted to Pakistan's role in different US wars' support, and in the end when he used threatening statement with diplomatic language.

The violation of the Grice Maxims means simply to use false or inappropriate information to attract the listener or to use other and irrelevant topics to distract the audience. The flouting of conversational maxims had been observed and found in literary works such as speech, prose, drama, and movie etc. The conversation does not give clear information rather conveys a hidden

meaning. Analysis of the PM Imran Khan's speech also reflects that his words were conveying a hidden meaning, and reflected the violation of the maxims. He opt-out the maxims and avoided the observables to convey his message to the UN members. He continuously used the terms of words with hidden meaning to provoke the listener to find out the unsaid meaning in conversation. He reflected that Pakistan is doing too much for the sake of environmental protecting, ignoring the actual facts that how the Pakistan is contributing to air pollution. The politicians does it to gain their personal interests, and here the PM's interest was to keep more aid from the foreign power with which he can take strict actions against the corrupt leaders and deal with the debts of Pakistan. On the other hand, when the speaker uses a lack of adequate evidence in the conversation, it simply means flouting the maxim of quality. In the speech, the PM Imran Khan did it intentionally to avoid the reflection of Pakistan's problems and keep the argument strength stronger.

CONCLUSION

The above analysis makes it clear that cooperative principles play a significant role in any speech or the political address. The conversational principles leave a deep effect on the words (Grice, 1975). Follow up of proper cooperative principles mean the speech or the address is authentic, relevant, and based on truth, and thus it leaves a deep effect on the listeners (Grice, 1975). Cooperative Principle is an umbrella term for time period of 9 additives that guide how we speak; these directed components are grouped into 4 classes called the Maxims of verbal exchange. Analysis of the PM Imran Khan's speech also reflects that his words were conveying a hidden meaning, and reflected the violation of the maxims. He opt-out the maxims and avoided the observables to convey his message to the UN members. He continuously used the terms of words with hidden meaning to provoke the listener to find out the unsaid meaning in conversation. He reflected that Pakistan is doing too much for the sake of environmental protecting, ignoring the actual facts that how the Pakistan is contributing to air pollution. The politicians do it to gain their personal interests, and here the PM's interest was to keep more aid from the foreign power with which he can take strict actions against the corrupt leaders and deal with the debts of Pakistan. On the other hand, when the speaker uses a lack of adequate evidence in the conversation, it simply means flouting the maxim of quality. In the speech, the PM Imran Khan did it intentionally to avoid the reflection of Pakistan's problems and keep the argument strength stronger. Analysis of the PM Imran Khan's speech also reflects the same thing that his words were conveying a hidden meaning, and were clear flouting and violation of the maxims. He opts out the maxims and avoided the observables to convey his message to the UN members. He continuously used the terms of words with hidden meaning to provoke the listener to find out the unsaid meaning in conversation. During the speech the PM Imran Khan did not talk about the terrorism issues, pollution issues, unemployment, poverty, and education related issues in Pakistan rather he kept his focus on the green Pakistan project, martyred people during the Afghan war and Soviet Union issue, and cruel Indian policies against the Kashmir. He reflected that Pakistan is doing too much for the sake of environmental protecting, ignoring the actual facts that how the Pakistan is contributing to air pollution. Conclusively, PM Imran Khan violated the maxims for the sake of positive future of the Muslims in India, delivering something extraordinary, highlighting the debt issues to the state, and their fight against money laundering. Despite of his great efforts and huge round of applause by the nation, his words remained weak and the major reason behind that was the violation, flouting, observance, and opting out of the maxims.

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