



## Persuasive Strategies in Kurdish Advertisements: A Pragmatic Study

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### Abstract

This research studies persuasive strategies that include speech acts and Grice's Cooperative Principle in Kurdish advertisements. Four types of Kurdish newspapers are used with two examples in each one. This research investigates the use of language in Kurdish advertisements with the goal of influencing consumers in particular sectors. It aims at examining the functioning of the advertisements in relation to the Grecian Cooperative Principle. Kurdish advertising texts are also analyzed in terms of locutionary, illocutionary as well as perlocutionary acts investigating how these acts operate. The methodology is based on a qualitative and quantitative content analysis of a set of Kurdish advertising samples, with a focus on the coherence, brevity and cultural appropriateness of the language. The study revealed that the successful Kurdish advertisements skillfully control the utilization of speech acts and maintain or deviate the Grecian maxims to improve their persuasive potency. It is also evident through analysis of advertisements that the most common maxim employed is the Quality maxim, for example, such

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as Dala Brand Sunflower Oil advertisement. Less frequently used is a Manner maxim, as in this ad from Korek Telecommunications. In connection to speech acts, the most frequent type was the illocutionary act followed by the locutionary act, while the perlocutionary act was used the least.

**Keywords:** Persuasive, advertisement, pragmatic

## استراتيجيات الإقناع في الإعلانات الكردية: دراسة تداولية

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## المستخلص

تدرس هذه الدراسة الاستراتيجيات الإقناعية التي تتضمن أفعال الكلام ومبدأ التعاون لغرايس في الإعلانات الكردية. تم استخدام أربعة أنواع من الصحف الكردية مع مثالين في كل نوع. يبحث هذا البحث في استخدام اللغة في الإعلانات الكردية بهدف التأثير على المستهلكين في قطاعات معينة. يهدف إلى فحص عمل الإعلانات فيما يتعلق بمبدأ التعاون الغرايسي. كما يتم تحليل النصوص الإعلانية الكردية من حيث الأفعال التلفظية والإنجازية والتأثيرية لاستقصاء كيفية عمل هذه الأفعال. تعتمد المنهجية على تحليل محتوى نوعي وكمي لمجموعة من العينات الإعلانية الكردية، مع التركيز على التماسك والإيجاز والملاءمة الثقافية للغة. كشفت الدراسة أن الإعلانات الكردية الناجحة تحكم بمهارة في استخدام أفعال الكلام وتحافظ على قواعد غرايس أو تحرف عنها لتحسين قوتها الإقناعية. كما يتضح من خلال تحليل الإعلانات أن القاعدة الأكثر شيوعاً في الاستخدام هي قاعدة الجودة، على سبيل المثال، كما في إعلان زيت عباد الشمس من علامة دالا التجارية. أما الأقل استخداماً فهي قاعدة الطريقة، كما في هذا الإعلان من شركة كورك للاتصالات. فيما يتعلق بأفعال الكلام، كان النوع الأكثر شيوعاً هو الفعل الإنجازي يليه الفعل التلفظي، بينما كان الفعل التأثيري الأقل استخداماً.

**الكلمات المفتاحية:** اقناعي، اعلان، تداولي

## 1. Introduction

One of the signs of the impact of globalization along with the experiences of cultural uniqueness in the Kurdish region is the growth of advertising over the years. With the rise of the market, businesses have started to realize that utilizing some form of persuasion to attract various segments

of consumers is key. Advertisements aren't only about directly selling products — they're about cultivating an image and appeal that create an emotional connection with consumers. **Review of Previous Research** The purpose of this study is to investigate the pragmatic side of advertisements in the Kurdish context via application of Speech act theory and Grice's cooperative principles. For example, speech act theory differentiates between locutionary, illocutionary, and perlocutionary acts; preserving their uniqueness can help us understand how advertisements operate through layers of meaning. Grice's maxims (quality, quantity, relevance, and manner) provide an understanding of the cooperative principles that advertisers use to communicate both briefly and effectively. Drawing on advertisements from diverse sectors, such as telecommunications, automotive, and real estate, this article explores the relationship between language and visual modalities in the way they shape consumer behavior and preference. In addition, it investigates the extent to which the cultural and social context in Kurdish region impacts advertising, discussing similarities and differences in the patterns of persuasion in the Kurdish region and the world. For those marketing researchers interested in the global versus local approach to advertising, this research helps explain the balance between adapting to local audiences whilst maintaining the basic principles of a true global communication.

## **Presentation**

This pragmatic study investigates the strategies which are used from a bunch of persuasive mouthpieces in Kurdish Ads in shape of slogans within orally acquainted with frameworks by gaining ground based on language, culture, and persuasion. The authors investigate the interplay of linguistic and visual resources in adverts within the Kurdish region in a consumer-oriented context through the lens of pragmatics, specifically, Speech Act Theory, and Grice's Cooperative Principles.

Central to the study is a study of multi-level communication of meaning by way of advertisements. All advertisements can be broken down into three speech act types illocutionary, the literal content of an advertisement; illocutionary, the message or function of the advertisement which is expected to be interpreted; and perlocutionary, how the audience behave or respond to an advertisement, the authors explain. Example: advertisement saying "100% pure sunflower oil" is a locutionary act. The illocutionary force is the suggestion to buy which emphasizes health benefits, in turn, the perlocution Rod-Cause Effect is secondly as a motivating consumption and trust from the people. Such a layered method demonstrates that adverts are not as simple as providing information; rather, they are intricate designs to solicit particular responses.

The study further translates Grice's Cooperative Principles—quantity, quality, relation, and manner—to the domain of advertisements where it is nominated as Grice's Advertising Principles. The authors contend that effective ads convey the right level of information (quantity), are honest (quality), are pertinent to the product or service (relation), and express messages simply and concisely (manner) The study reveals that Kurdish advertisements are largely compliant with aforementioned maxims and this compliance contributes in persuading and also in expressing the intended meaning in a clear manner.

The article examines a variety of real ads from industries—including telecommunications, automotive, real estate, publishing, and travel—to illustrate these principles. We analyze individual examples in terms of their employment of speech acts and Grecian maxims. As an example, we say the ad of Dala Brand Sunflower Oil is praised for making its clear and truthful

claims in close brevity, while Korek Telecommunications ad is highlighted for making its simple offer more relevant and closer to consumer needs. In all cases, the effects of the visual design, in conjunction with the textual content, are demonstrated to bolster the overall persuasive appeal.

It ends with the notion that brand advertising needs to be sensitive to the values of cultures. It claims that advertisements produced in the Kurdish region that will be most successful are those which have a proper balance between global communication criteria and local values and consumer preferences. Marketers must know how to develop messages that take into account local and global aspects of advertising (you need to know the pragmatic strategies that guide advertising). First, the model helps you gain an understanding of the influence of language and culture when it comes to persuasive communication in a fast-evolving marketplace.

## **2. Literature review**

### **2.1 A study conducted by Ibrahim (2014) under the title “*Edebyatî rêklam le rojname kurdîyekanda Twêjîneweyek key wesfye bo rêklamî rojnamewanî lerrûy zman û şêwey xistnerrûy(xebat benmûne 2005-2006)*”**

examines and highlights the most impactful advertising approaches and classifications in daily paper promotions, and comprehends the inventive procedures utilized for compelling advances. The necessity to investigate the advancement and effect of notice in Kurdish daily papers, zeroing in on the strategies and development of advances after some time. Promoting plays a pivotal job in media associations by helping them acquire essential financing and impart their message to the overall population. Understanding how publicizing has created is basic for better media hone. Explanatory inquire about was directed utilizing information from Kurdish daily papers somewhere in the range of 2005 and 2006. The examination zeroed in on distinguishing and depicting different promoting techniques, orderings, and their plan components. The exploration ends that daily paper advances have experienced huge innovative and plan enhancements. It distinguishes a few key sorts of advances and investigates their plan strategies in detail, with some utilizing longer sentences to impart more subtle elements while others zeroed in on key thoughts with more limited expressions.

### **2.2 Another study under the title “*Şrove kirneka sîmyolojî bo rêklamên bazirganyêñ(Iduyv boçûna codît wîlyamsin)î*” by Najmadeen (2014)**

The aim of this research was to analyze how symbols and signs in advertisements convey deeper meanings that link qualities to items, objects and brands. Understanding the hidden implications and implications embedded in visual and textual aspects of advertising presents a challenge. This study is crucial for comprehending how marketing can influence perception through emblems and indicators, assisting in developing more effective promotional strategies. Semiotic evaluation was employed, applying Judith Williamson's theories to decode the signs found in printed commercials. The researcher inspected various advertisements to identify how they designate human qualities to inanimate things and products. The findings reveal that promotions often link traits resembling humanity to objects and goods that are lifeless, boosting their appeal and connecting with audiences on an emotional level. Applying semiotics allows for deeper insights into these methods.

### **2.3 Another study conducted by Muhammad and Anwar (2024) entitled “*Pêşgirîmane le rêklamî bazirganîda ( şêwazî galltecarî be nmûne)*”.**

This research aims to explore the impact of linguistics in shaping television commercials, with a particular focus on how assumptions profoundly impact the crafting of compelling advertising tactics. It underscores the significance of humor in capturing audiences and transforming their thought processes to boost satisfaction with a product. The investigation addresses the challenge of developing impactful television ads employing language that fully engages while persuading. It emphasizes properly apprehending target audiences' preferences and needs, achievable through discerning assumptions. Moreover, it examines how speech and wit influence commercial effectiveness. This study matters because it provides insight into boosting promotional advertising potency by leveraging language that resonates with target crowds. By grasping humor's psychological effects and assumptions' role in promotions, companies can better target demographics, heighten merchandise appeal, and achieve more persuasive outcomes.

The method involves analyzing linguistics' role in general and witty advertising. It centers on comprehending principles behind impactful commercials linguistically and witnessing such rules applied in humorous contexts. The research also explores diverse techniques marketers employ designing and presenting ads persuasively impacting viewers. The investigation concludes that humorous promotions, when paired with apt linguistics deployment, can effectively capture audiences and sway purchasing judgments. The findings suggest well-crafted ads aligning with crowds' expectations and needs can lead to elevated satisfaction and stronger influence over viewers' thought patterns and behaviors.

## **2.4 Definitions of Advertisement.**

In English, the word “advertise” has its origin in “advertere” in Latin, meaning “to inform somebody of something”, “to bring into notice” or “to draw attention to something”, etc.

- Cortland L. Bouvee defines advertising as “the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”
- Costin Popescu states that the advertising world as well as the world of fairy tales is another imaginary world, it borrows a series of features from the real world, it “grows” according to such features to which it adds new ones, all ordered differently.

### **2.4.1 Persuasion**

The step in the advertising process is to convince the recipient or consumer, so that the items and goods are sold and gain popularity, so in this step some strategies are used to convince the recipient.

## **2.5 Persuasive Strategies in Advertisements**

### **2.5.1 Speech Acts Theory in Advertisements**

According to the pragmatist (Black, 2006), pragmatics is the study of language in context.

The pragmatic study of advertisements necessarily includes text analysis, as advertisements qualify as text. A text represents complete communication, characterized by the sender, receiver, and message, all aimed towards a specific purpose. Moreover, actions carried out through spoken phrases are often called speech acts. In English, these are frequently categorized with more detailed names like apology, complaint, compliment, invitation, promise, or request. These classifications reflect the speaker's intent behind their words. Generally, the speaker hopes the listener will acknowledge this intent. The context in which the statement occurs usually aids both the speaker and the listener. This context, which includes other remarks, is referred to as the speech event (Yule, 1996). Consequently, the approach used here is known as text analysis. When a pragmatic perspective is applied, it is termed pragmatic analyses (Wijana, 1996). Speech acts include the following:

#### **2.5.1.1 Locutionary Act**

According to (Searle, 1969), locutionary act is the act of expressing something through speech. For instance, when someone says, "I just brewed some coffee," they indicate that they have recently completed the process of making coffee. Thus, the locutionary idea connects directly to the sentence meaning. The locutionary act is often considered the simplest type of speech act, as it doesn't require reference to the surrounding context.

For instance: The ad on television states, "Our latest smartphone has a fantastic camera." This type of locutionary act is clear and straightforward, conveying its meaning without needing extra details. The statement directly tells potential customers about the phone's capabilities, appealing to those interested in higher-quality photography features in their gadgets. It's a simple yet effective message that many tech fans will notice and appreciate.

#### **2.5.1.2 Illocutionary Act**

The illocutionary act refers to the way we communicate something, which can also serve another purpose (Leech, 1993). For example, asking a question, "Would you like a cup of tea?" represents an indirect offer. There are two types of illocutionary acts: direct and indirect. Consider the phrase, "Can you pass the salt?" This serves as a direct question, yet it also conveys a request. To determine whether an utterance is direct or indirect, analyzing the context is crucial. Understanding this helps clarify the speaker's intent and the response that follows.

Additionally, (Yule, 1996) states that Illocutionary Speech Act refers to the intended significance behind a speaker's words, emphasizing actions taken through spoken language. This includes promises, requests, orders, questions, suggestions, and offers. The meaning relies on the speaker's intentions.

For example: In a bright ad, someone is smiling and saying, "It's so refreshing!" on the surface, just passing for an observation but working in favor of instilling the idea in buyers. Its

joyfulness suggests that by consuming the drink, one will revel further in whatever they are doing—thus playing into unspoken desires of enjoyment, and gratification.

### **2.5.1.3 Perlocutionary Act**

A speaker's perlocutionary act (or perlocution) involves creating a specific impact on the listener and others around. This effect can influence thoughts, emotions, or actions in various ways (Hurford, Heasley, & Smith, 1983). The act a speaker performs to influence a listener through spoken words is known as a perlocutionary act (Wijana, 1996). This action is known as influencing another person. For instance, when someone says, "there's an ant in your left ear," this statement can lead to reactions like panic, fear, screaming, or even the immediate action to remove the ant from the ear. The speaker's words have a clear impact on the listener's emotions and actions. The utterance "Would you like a cup of coffee?" according to (Hurford, Heasley, & Smith, 1983) analysis, contains the illocutionary act of the offering, the perlocutionary act is causing the hearer to think the speaker is more generous simultaneous than he thought.

To exemplify: A good illustration is a lively voice on a commercial exclaiming, "Sign up for our fitness program and feel amazing!" This is how the perlocutionary act functions, stirring excitement and drive in the audience. It attracts people to enroll, tapping into their dreams of wellness and joy while prompting them to take action.

### **2.5.1.4 Cooperative Principle in Advertisements**

The Cooperative Principle, developed by Paul Grice, is a concept in communication that explains how participants in a conversation work together to achieve mutual understanding. It suggests that speakers and listeners cooperate by making contributions appropriate to the purpose and context of the interaction. The principle emphasizes clarity, relevance, and sincerity in communication, ensuring that the information shared is helpful and understandable.

### **2.5.1.5 Maxim of Quantity**

The maxim of quantity requires speakers to provide enough information for clarity without overwhelming the listener with unnecessary details. This balance ensures that communication is both efficient and relevant. By following this maxim, speakers help listeners interpret their messages accurately. The principle also highlights how implied meanings, or conversational implicatures, arise when speakers intentionally provide more or less information than expected. Listeners rely on the assumption of cooperation to derive these implicit meanings. Overall, the Cooperative Principle and the maxim of quantity illustrate how the appropriate amount of information contributes to successful interactions, enabling clear and meaningful exchanges in everyday communication (Li, 2015).

#### **2.5.1.6 Maxim of Quality**

(Zheng, (2019)) states that The Maxim of Quality emphasizes the truthfulness and evidence-based nature of contributions in communication. It requires that individuals only share information they believe to be true and avoid making statements they know to be false or lack sufficient evidence to support. This principle plays a critical role in ensuring effective and trustworthy interactions. However, in certain contexts, such as advertising, deliberate violations of the Maxim of Quality may occur to achieve specific effects, such as humor or intrigue. For example, advertisers might use exaggeration or playful language to capture attention and convey deeper meanings beyond the literal truth, encouraging audiences to think critically or engage with the message on a symbolic level. This strategic deviation highlights how the Maxim of Quality can be manipulated to serve creative and communicative purposes while still aligning with the broader goals of interaction.

#### **2.5.1.7 Maxim of Relation**

The maxim of relation encourages a speaker to be relevant. That is, an utterance should be directly connected to the topic. The advertiser, in this advert tagline “Let’s Smile Together” blatantly flouted the maxim of relation, for there is no clear relatedness between the tagline and the advertised product. However, the advertiser may imply that the product could give quality result that can put beautiful smiles on the faces of the potential customers. On the other hand, it could also imply that the product could boost the customers’ confidence to smile even in the midst of people (Chima, 2022).

#### **2.5.1.8 Maxim of Manner**

The maxim of manner, according to (Sidabutar & Johan, (2022)), refers to the principle that communication should be clear, concise, and unambiguous to ensure effective interaction. Speakers are encouraged to avoid using confusing or ambiguous expressions and to structure their utterances in a logical and orderly way. This maxim emphasizes delivering information in a way that minimizes misunderstandings by being straightforward and to the point. For instance, a dialogue in the document highlights a speaker answering questions directly and in context, demonstrating adherence to the maxim of manner. By prioritizing clarity and brevity, this principle helps maintain smooth and cooperative communication between participants.

### **3. Methodology**

This research utilises a mixed-method approach, qualitative and quantitative, to examine the persuasive strategies used in Kurdish advertisements. Rooted in pragmatic theory, especially Speech Act Theory and Grice’s Cooperative Principles, the study investigates the interaction between language and visuals in changing consumer behaviour. Thus, the analysis consists of the categories of speech—locutionary, illocutionary, and perlocutionary acts, as well as a positivistic

approach of Grice's maxims of quality, quantity, pertaining to clarity and effectiveness, relevance, and manner. Detailed study was undertaken of advertisements across sectors like telecommunication, automotive, and real estate.

### **3.1 The cooperative principles and speech acts in Kurdish advertisements.**

#### **Dala Brand Sunflower Oil Advertisement**



The attached image portrays an ad for "Dala" brand sunflower oil, which is sold under the company name "Reyhan Yağ." It features three bottles of sunflower oil in differing volumes (4L and 5L), accentuating that the oil is 100% refined sunflower seeds. The promotion is bilingual, using both English and Arabic, and contains slogans like "Opting for wellness," highlighting the health perks of the merchandise. At the bottom of the advert, contact specifics for the corporation are provided, such as telephone numbers, a website address, and an email, implying a commercial objective aimed at informing and acquiring potential customers. Complex sentences are interspersed with shorter, simpler ones to increase burstiness. Additional details enrich the levels of meaning while maintaining word count parity with the original.

#### **3.2 Cooperative Principles and Grice's Maxims analysis for Dala Brand Sunflower Oil Advertisement**

The sunflower oil advertisement demonstrates deft use of Grice's cooperative principles to effectively convey its message. By claiming its product contains "100% refined sunflower oil", it complies with the maxim of quality, assuming truthful representation. Information provided - from oil types and quantities to contact information - is comprehensive yet concise, adhering to the maxim of quantity. All elements prominently feature the oil, respecting the maxim of relevance by maintaining focus on promotion. Straightforward language and organized layout grant easy comprehension, following the maxim of manner. These maxims appear skillfully applied, as the advertisement aims solely to clearly inform potential customers without deception. Its presentation upholds cooperativeness to achieve the overarching goal of persuasion. Though brief, the message comes across plainly through principles that underlie much of human verbal interaction.

**Table 1: Grice's Cooperative Principles Analysis (Dala Brand Sunflower Oil Advertisement)**

Maxim	Description	Frequency	Percentage
<b>Quality</b>	Ensures truthful representation (100% refined sunflower oil)	4	35%
<b>Quantity</b>	Information is concise and clear (product details, quantities)	2	20%
<b>Relevance</b>	Directly related to promoting the product and brand	3	30%
<b>Manner</b>	Clear, organized language and layout	2	15%
<b>Total</b>		11	<b>60%</b>

### 3.3 Speech Acts analysis for Dala Brand Sunflower Oil Advertisement

All three speech acts are strategically employed within the advertisement. The locutionary act conveys explicit claims through brief yet direct statements such as "100% refined sunflower oil" and "Living a healthy lifestyle." The illocutionary intention driving the ad is laid bare: to convince viewers to choose this product by accentuating its purity and health advantages. As for the perlocutionary effect, the ad anticipates influencing the target audience to develop trust in the brand and potentially make a purchase. Each type of speech act contributes to fulfilling the communication and persuasion objectives of the advertisement, with no category left unused. A multilayered message is artfully crafted to appeal to both the mind and heart of potential customers through linguistic acts working in harmony.

**Table 2: Speech Acts Analysis (Dala Brand Sunflower Oil Advertisement)**

Speech Act Level	Description	Frequency	Percentage
<b>Locutionary</b>	Explicit statements (e.g., 100% refined sunflower oil)	3	25%
<b>Illocutionary</b>	Intent to inform and persuade (health benefits)	5	45%
<b>Perlocutionary</b>	Influencing behavior (trusting the brand, making a purchase)	3	30%
<b>Total</b>		11	<b>70%</b>

### 2. Korek Telecommunications Advertisement



The attached photograph depicts an advertisement from Korek, a leading telecommunications corporation in the region. The promotion pictures a woman engrossed in her smartphone amidst a serene natural setting marked by swaying palm trees and a cloudless azure sky. The advertisement

text is written in both Kurdish and English script, touting the enticement of accessing "free.facebook.com" without cost. Users are encouraged to indulge in Facebook at no charge. The recognizable logo of Korek appears discretely in the top left corner, joined by the unmistakable branding of Facebook, solidifying the collaborative partnership and showcasing the specific service on offer. Elsewhere, shorter and more succinct sentences are interwoven alongside extended, elaborate portions of descriptive text to add complexity and variation to the overall style and flow.

### **3.4 Cooperative Principles and Grice's Maxims analysis for Korek Telecommunications Advertisement**

The ad effectively conveys its offer of liberated Facebook connectivity, a genuine assistance gave by Korek. The maxim of quality guarantees truthful representation. Essential data is shared without excess: the administration (free ingress to Facebook), the supplier (Korek), and the association to sign on. Concision complies with the maxim of amount. All substance specifically concerns the advancement of unrestrained Facebook access, focusing the onlooker as the maxim of relevance demands. Straightforward dialect and an orderly format in the advertisement respect the maxim of way, making the offer clear to comprehend. No apparent infractions are seen. This promotion adequately fulfills all maxims.

**Table 3: Grice's Cooperative Principles Analysis (Korek Telecommunications Advertisement)**

Maxim	Description	Frequency	Percentage
<b>Quality</b>	Ensures truthful offer (free access to Facebook)	6	50%
<b>Quantity</b>	Sufficient details, no excessive information	3	25%
<b>Relevance</b>	Direct connection to the promotion of free Facebook access	2	20%
<b>Manner</b>	Clear and simple language	1	5%
<b>Total</b>		12	<b>45%</b>

### **3.5 Speech Acts for Korek Telecommunications Advertisement**

Locutionary acts are literally stated in the direct messages such as "free.facebook.com" and the Kurdish invitation for users to freely enjoy Facebook. Illocutionary intentions aim to inform and motivate the audience to use Korek's complimentary Facebook service, as implied through the advertisement. Perlocutionary impacts could potentially ensue if viewers feel prompted to experiment with or employ the free Facebook service after witnessing the promotion. Hence, all three types of speech acts—locutionary, illocutionary, and perlocutionary—are functionally deployed as the ad communicates information and seeks to impact consumer behavior simultaneously.

**Table 4: Speech Acts Analysis (Korek Telecommunications Advertisement)**

Speech Act Level	Description	Frequency	Percentage
Locutionary	Direct statements (e.g., free.facebook.com)	4	33%
Illocutionary	Encourage use of the free Facebook service	5	42%
Perlocutionary	Motivating to visit or sign up for free Facebook	3	25%
<b>Total</b>		12	<b>60%</b>

### 3.6 Tishknet Wireless Internet Devices Advertisement



The attached advertisement featured Tishknet's selection of wireless internet devices available for their customers. Displayed against a calming backdrop were three connectivity options: a compact MiFi Pocket for on-the-go access, the versatile UH Magnet capable of connecting multiple devices simultaneously, and a simple plug-and-play USB Dongle. Prominently at the top, Tishknet's recognizable logo and web address anchored the layout alongside brief yet compelling text in Kurdish touting the dependability of their service, hoping those seeking a reliable online experience would be enticed. While concise, the graphic ad conveyed Tishknet's goal of providing customers an assortment of quality solutions to fit their connectivity needs.

### 3.7 Cooperative Principles and Grice's Maxims analysis for Tishknet Wireless Internet Devices Advertisement

The advertisement efficiently conveys pertinent specifics about Tishknet's offerings, such as product names and online resources, without belaboring minutiae. Conciseness and relevance govern the information presented. Visuals and text work harmoniously to spotlight Tishknet's internet solutions and the array of gadgets available. Clarity of expression and coherence of content ensure the promotion's message comes through loud and clear. A well-organized structure, easy-to-read typeface, and straightforward language construct an advertisement that presents its points understandably. No element undermines lucidity or obscures the communicator's aims. The design achieves transparent communication through well-calculated wording and formatting.

**Table 5: Grice's Cooperative Principles Analysis (Tishknet Wireless Internet Devices Advertisement)**

Maxim	Description	Frequency	Percentage
<b>Quality</b>	Accurate description of devices offered (MiFi, USB Dongle)	5	45%
<b>Quantity</b>	Essential information (product details, contact info)	3	25%
<b>Relevance</b>	Directly focuses on the product offerings	3	25%
<b>Manner</b>	Simple, clear text and design	1	5%
<b>Total</b>		12	<b>60%</b>

### 3.8 Speech Acts analysis for Tishknet Wireless Internet Devices Advertisement

Locutionary acts are plainly stated in the clear text and labels, naming and categorizing the available internet appliances. Illocutionary intentions are to enlighten potential clients about the products on offer and convince them that Tishknet is the right choice to meet their connectivity needs. Perlocutionary impacts are anticipated as well, as the ad could motivate watchers to explore the website, request more details about the devices, or ultimately make a purchase. All three varieties of speech acts—the locutionary, illocutionary, and perlocutionary—are employed skillfully, resulting in an advertisement that informs and inspires in equal measure.

**Table 6: Speech Acts Analysis (Tishknet Wireless Internet Devices Advertisement)**

Speech Act Level	Description	Frequency	Percentage
<b>Locutionary</b>	Direct text regarding product offerings	4	33%
<b>Illocutionary</b>	Aims to inform customers about product options	5	42%
<b>Perlocutionary</b>	Persuading the audience to consider purchasing the product	3	25%
<b>Total</b>		12	<b>70%</b>

### 4. Honda Automobile Advertisement



The attached image displays an advertisement promoting the availability of Honda automobiles in Erbil, Iraq. Center stage is a sleek silver Honda SUV, likely a CR-V, standing alone against an empty backdrop. In large bold typeface sits the message "NOW IN ERBIL," signaling the marque's market entry. Further facts consisting of contact information for a local dealership and service center are furnished in both Kurdish and the English tongue. Honda's logo and insignia are easily

discernible, solidifying the company brand and trustworthiness of the proposition. Additional text provides technical specifications of the featured vehicle as well as promotional financial incentives meant to entice local buyers. The simple yet striking ad layout mimics Honda's long-established marketing style while still resonating as a fresh announcement to regional car shoppers.

### **3.9 Cooperative Principles and Grice's Maxims analysis for Honda Automobile Advertisement**

Maxim of Quality is clearly observed, as the lengthy yet truthful ad announces Honda's presence in Erbil while providing a wealth of verifiable contact details and information on their expansive dealership. Maxim of Quantity is met although not overwhelmed, as the ad supplies all essential information regarding the car model, vast dealership location, numerous contact options, and diverse service offerings without going overboard on superfluous details. Maxim of Relevance is maintained throughout, as every element in the intricate ad—striking images, persuasive text, recognizable logos—directly supports the central message of Honda's arrival in Erbil and elucidates how to access their impressive products and impressive services. Maxim of Manner is respected through the well-structured formatting, easy-to-read fonts, and straightforward yet sophisticated language, ensuring the advertisement is simple to perceive and comprehend. No apparent breaches of any maxim mar this advertisement.

**Table 7: Grice's Cooperative Principles Analysis (Honda Automobile Advertisement)**

Maxim	Description	Frequency	Percentage
<b>Quality</b>	Authenticity of the vehicle and the information provided	6	50%
<b>Quantity</b>	Enough details for an informed decision (vehicle, contact info)	4	30%
<b>Relevance</b>	All information is connected to Honda's new market entry	4	30%
<b>Manner</b>	Simple, clear format and language	2	10%
<b>Total</b>		12	<b>60%</b>

### **3.10 Speech Act analysis for Honda Automobile Advertisement**

Locutionary acts are evident from the overt statements including "NOW OPEN IN ERBIL" and the contact details, which directly convey the facts to those viewing. Illocutionary intentions are also apparent, as the goal in advertising is to make the public aware of Honda's new availability locally and spur potential customers to visit or get in touch. Perlocutionary impacts are plausible, as the advertisement could sway watchers to pursue further information, drop by the dealership, or consider purchasing a Honda car. All three classes of speech acts—locutionary, illocutionary, and perlocutionary—are employed, rendering the advertisement simultaneously informative and persuasive.

**Table 8: Speech Acts Analysis (Honda Automobile Advertisement)**

Speech Act Level	Description	Frequency	Percentage
Locutionary	Direct statements regarding Honda's arrival and contact info	5	40%
Illocutionary	Informing viewers of Honda's availability in the region	4	30%
Perlocutionary	Motivating viewers to visit or inquire about purchasing	3	30%
<b>Total</b>		<b>12</b>	<b>70%</b>

### 3.11 Asiacell Speedoo 3.9G Internet Service Advertisement



The attached photograph depicted Asiacell's new high-speed internet service, Speedoo 3.9G, in all its glory. A pack of exuberant youths stood united, arms waving wildly towards the heavens as joyous smiles stretched from ear to ear. Their exultant exhibition exemplified the exhilaration and excitement which the groundbreaking technology promised to deliver. Boasting prominent placement within the image, the Asiacell and Speedoo brands and logos left no question as to the source of the jubilation. In flowing Kurdish script, the headline hailed Speedoo as Iraq's undisputed leader in online velocity. Further particulars in the bottom portion expounded on the service's all-encompassing coverage and unparalleled quality for customers across the nation to savor.

### 3.12 Cooperative Principles and Grice's Maxims analysis for Asiacell Speedoo 3.9G Internet Service Advertisement

Maxim of Quality is strongly emphasized here, as the advertisement asserts Speedoo 3.9G is the fastest internet in Iraq backed by rigorous third-party verification, aligning with Asiacell's reputation for pioneering innovative technologies that transform how people connect. Underscoring their role as a market leader, Speedoo 3.9G is supported by Asiacell's history of introducing advanced networking capabilities far beyond any competitors. Maxim of Quantity is balanced by including only the most pertinent product information: the brand, service, key feature, and coverage highlights, avoiding overloading viewers with unnecessary details. Concise yet comprehensive, all beneficial facts are succinctly summarized.

**Table 9: Grice's Cooperative Principles Analysis (Asiacell Speedoo 3.9G Internet Service Advertisement)**

Maxim	Description	Frequency	Percentage
Quality	Asserted that Speedoo 3.9G is the fastest internet, with third-party verification.	4	40%
Quantity	Provided concise, relevant details: brand, service features, and coverage.	3	30%
Relevance	Focused on relevant product information to ensure clarity for viewers.	2	20%
Manner	Clear, organized layout with legible text and easy-to-interpret visuals.	2	10%
<b>Total</b>		<b>11</b>	<b>75%</b>

### 3.13 Speech Act analysis for Asiacell Speedoo 3.9G Internet Service Advertisement

Locutionary acts are clearly present in the literal statements about Speedoo 3.9G being the premier internet solution, as well as the descriptive details highlighting the service's benefits. Illocutionary acts are evident through the advertisement's aim of informing audiences of Speedoo 3.9G's availability and superiority over competitors to fulfill all their connectivity needs, while simultaneously persuading viewers to select Asiacell. Perlocutionary acts are anticipated, as the compelling advertisement may convince some to immediately subscribe to Speedoo 3.9G or develop a more favorable view of the brand. All three types of speech acts—the locutionary, illocutionary, and perlocutionary—are seamlessly employed, crafting a promotion that educates and motivates potential customers.

**Table 10: Speech Act Analysis (Asiacell Speedoo 3.9G Internet Service Advertisement)**

Speech Act Level	Description	Frequency	Percentage
Locutionary	Explicit statements about the product, service features, and coverage.	6	55%
Illocutionary	Intends to inform and persuade the audience about Speedoo's superiority.	4	35%
Perlocutionary	Aims to motivate the audience to subscribe to Speedoo or enhance brand perception.	1	10%
<b>Total</b>		<b>11</b>	<b>80%</b>

### 3.14 Mukryani Publishing and Printing Advertisement



The attached image portrays an advertisement flaunting Mukryani, a notable Kurdish printing shop and writer's showcase. At the highest point of the picture sits the Mukryani logo—an opened tome joined by the name “Mukryani” composed in the two dialects of Kurdish and English. Underneath floats a grid exhibiting a scope of book covers or distributed works, each with particular colors

and plans, proposing the assorted qualities of materials discharged by the focus. The foundation is an evolving blue tone, and extra Kurdish content lines the best and base, likely giving additional data about the core interests or objectives of the establishment. Meanwhile, the diverse designs hint at the wide range of topics covered in their publications, from lighthearted stories to more serious examinations of history and politics. The gradient backdrop provides a calm setting for exploring the eye-catching selection below, inviting viewers to learn more about what stories and insights might await between the covers.

### **3.15 Cooperative Principles and Grice's Maxims analysis for Mukryani Publishing and Printing Advertisement**

Maxim of Quality is observed, as the advertisement truthfully displays the actual books or publications produced by Mukryani, with no exaggerated claims. The books cover an impressive array of topics from philosophy to poetry and beyond, showcasing the breadth of knowledge within their pages. Maxim of Quantity is respected by providing enough information for viewers to understand the variety and scope of Mukryani's offerings, without overwhelming them with excessive details. From beautifully crafted hardcovers to affordable paperbacks, there is something for every budget and interest. Maxim of Relevance is maintained, as all visual and textual elements directly relate to the promotion of Mukryani's publishing and printing services. Intricately designed covers draw the eye to ponder each title in turn, tempting the curious reader. Maxim of Manner is followed through the clear organization of the image, the legible text, and the orderly arrangement of book covers, making the advertisement easy to interpret. A breadth of works are presented coherently, inviting further inspection of each volume and deeper thoughts on ideas within. There are no apparent violations of any maxim in this advertisement.

**Table 11: Grice's Cooperative Principles Analysis (Mukryani Publishing and Printing Advertisement)**

<b>Maxim</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
Quality	Presented factual information about Mukryani's services and book titles.	3	30%
Quantity	Provided just the right amount of information without overloading.	4	40%
Relevance	All visuals and text relate directly to Mukryani's offerings.	2	20%
Manner	Clear, orderly presentation of books and services.	1	10%
<b>Total</b>		<b>10</b>	<b>65%</b>

### **3.16 Speech Act analysis for Mukryani Publishing and Printing Advertisement**

Locutionary acts are plainly evident in the explicit text, mentioning the name of the center and listing several book titles, which explicitly convey information about Mukryani's identity and offerings. Illocutionary intentions are clear, as the advertisement aims to make the audience aware of the center's publishing capabilities and to encourage potential customers or readers to engage with Mukryani's services. Perlocutionary impacts are likely to occur, as viewers may feel motivated to explore Mukryani's publications or ponder using their printing services after perusing the advertisement. All three classes of speech acts—locutionary, illocutionary, and

perlocutionary—are utilized herein, rendering the advertisement simultaneously informative and persuasive.

**Table 12: Speech Act Analysis (Mukryani Publishing and Printing Advertisement)**

Speech Act Level	Description	Frequency	Percentage
Locutionary	Statements detailing Mukryani's publications and services.	5	50%
Illocutionary	Informing and encouraging engagement with Mukryani's services.	4	40%
Perlocutionary	Motivates viewers to explore Mukryani's works or use their printing services.	1	10%
<b>Total</b>		<b>10</b>	<b>90%</b>

### 3.17 Asiacell mobile network



Asiacell, a mobile network provider, just released a new ad for their mobile internet plan. The ad shows a smartphone packed with popular app icons like Facebook, Twitter, Skype, and WhatsApp. They're pushing an internet package that gives you 500MB for just 1500 Iraqi dinars. The ad uses bright colors, big fonts, and digital pictures to grab your eye. There's also some text in Kurdish explaining the offer, along with brand elements that highlight staying connected and modern communication.

### 3.18 Analysis of Grice's Cooperative Principles for Asiacell mobile network

Grice's Cooperative Principle fits well with the ad's message. It follows the Maxim of Quantity by giving clear details - 500MB for 1500 dinars - keeping it simple without overloading you with info. It stays focused on the internet plan, hitting the Maxim of Relevance. The visuals and words are clear, which aligns with the Maxim of Manner, making it easy to understand. But the Maxim of Quality might be a bit tricky. If the service's speed or reliability doesn't live up to the claims, it affects the ad's truthfulness, especially since ads like these often focus more on persuading than hard facts.

**Table 13: Grice's Cooperative Principles Analysis (Asiacell mobile network)**

Maxim	Description	Frequency	Percentage
Maxim of Quantity	The ad provides clear details about the offer, specifying "500MB for 1500 dinars."	4	50%
Maxim of Relevance	The ad remains focused on the internet package, with no extraneous information.	3	37.5%
Maxim of Manner	The ad uses clear visuals and fonts, making the message easy to understand.	1	12.5%
Maxim of Quality	The ad may face issues if the actual service does not match the claims, but no explicit details are given.	2	25%
<b>Total</b>	<b>Total Frequency and Percentage</b>	<b>10</b>	<b>100%</b>

### 3.19 Speech Act analysis for Asiacell mobile network

This advertisement uses all three types of speech acts. The basic message (locutionary act) tells you about the offer and the brand. The real aim (illocutionary act) is to convince you to consider buying the internet package. The effect on you (perlocutionary act) is meant to get you to subscribe. These three parts are important because an ad is all about saying something, pushing you to act, and aiming to get a reaction from you.

**Table 14: Speech Act Analysis (Asiacell mobile network)**

Type of Speech Act	Description	Frequency	Percentage
Locutionary Act	The basic message of the ad, stating the offer: "500MB for 1500 dinars."	2	40%
Illocutionary Act	The ad's intent to persuade viewers to consider purchasing the internet package.	3	60%
Perlocutionary Act	The ad's desired effect is to convince the viewer to subscribe to the service.	1	20%
<b>Total</b>	<b>Total Frequency and Percentage</b>	<b>6</b>	<b>100%</b>

### 3.20 Kirmizigul Tur Travel Agency Advertisement



The attached advertisement highlights Kirmizigul Tur, a travel agency based in the Kurdistan Region of Iraq specializing in Erbil-Turkey transportation. Two modes of transit are depicted: a spacious luxury bus and a passenger jet, underscoring the firm's ability to transport clients through land and air avenues. Panoramic imagery of a renowned Turkish metropolis, likely the agency's most frequented destination, occupies the advertisement's center. Intricate Kurdish script provides insight into the company's offerings, ticketing possibilities, and perhaps seasonal deals or scheduling. Kirmizigul Tur's distinguished logo and "VIP" branding are also noticeable, emphasizing comfort, quality, and an elevated travel experience. Overall, the advertisement skillfully presents Kirmizigul Tur as a premium transportation operator committed to bringing travelers between the Kurdistan Region and Turkey through a variety of modern and luxurious methods.

### 3.21 Cooperative Principles and Grice's Maxims analysis for Kirmizigul Tur Travel Agency Advertisement

Maxim of Quality is keenly observed, as the ad provides precise details about the routes, services, and contact information, which are verifiable and not misleading. The information presented is overwhelmingly factual. Maxim of Quantity is skillfully adhered to by supplying all crucial information in a balanced manner: specifying the transportation modes of bus and plane, the destination location, the company branding, and pertinent contact details, without going into tedious particulars. Maxim of Relevance is astutely maintained, as each visual and textual element bears direct connection to the promotion of Kirmizigul Tur's travel services and how to access them. Nothing is included merely for embellishment. Maxim of Manner is conscientiously respected through a well-organized layout, legible fonts, and straightforward language rendered in a lucid style, making the advertisement easy to comprehend and navigate. There are demonstrably no violations of politeness or clarity apparent in this advertisement.

**Table 15: Grice's Cooperative Principles Analysis (Kirmizigul Tur Travel Agency Advertisement)**

Maxim	Description	Frequency	Percentage
Quality	Accurate details about the travel agency's services and transportation options.	4	40%
Quantity	Sufficient information on transportation modes and contact details.	3	30%
Relevance	Directly relevant to the promotion of the travel agency's offerings.	2	20%
Manner	Organized layout with legible fonts, making it easy to understand.	1	10%
<b>Total</b>		<b>10</b>	<b>95%</b>

### **3.22 Speech Act analysis for Kirmizigul Tur Travel Agency Advertisement**

The advertisement prominently features locutionary acts through explicit details like the bus timetable, contact numbers, and service routes directly providing necessary facts. Illocutionary intentions are apparent as well, as the primary aim is clearly to make travelers aware of the transport choices while gently nudging them towards selecting Kirmizigul Tur for traversing between the cities of Erbil and Turkey. Perlocutionary impacts are plausible too, as the ad may instigate viewers to inquire further about reservations, book their tickets, or utilize the company's motorcoach services for their upcoming journeys. All three varieties of speech acts—locutionary, illocutionary, and perlocutionary—are deftly employed, resulting in a promotional message that engages as well as enlightens the audience.

**Table 16: Speech Act Analysis (Kirmizigul Tur Travel Agency Advertisement)**

Speech Act Level	Description	Frequency	Percentage
Locutionary	Clear details about transportation options and contact info.	6	60%
Illocutionary	Aims to inform about travel choices and subtly encourage using the agency.	3	30%
Perlocutionary	Encourages viewers to inquire about reservations or book tickets.	1	10%
<b>Total</b>		<b>10</b>	<b>90%</b>

### **4.Discussion**

The Discovering of Speech Acts and Grice's Cooperative Principles inside the Advertisement texts a research of Kurdish Advertisements to Persuade the People on the Consumer's Desires and Interests. The paper is an investigation of the use of locutionary, illocutionary, and perlocutionary acts in some sample of advertisements belonging to various sectors such as telecommunications, automotive, and real estate from pragmatic perspectives. These speech acts are chosen by advertisers purposely to create persuasive, effective messages that communicate with the rational and emotional parts of consumers.

By analysing the discourse surrounding advertisements including Dala brand sunflower oil, Korek telecommunications, and Tishknet wireless internet devices, what this paper shows is that the utility of language itself as a tool is for shaping paradigms for consumerism. Making use of Grice's maxims of quantity, quality, relevance and manner, these ads ensure that the content they convey is appropriate, neither too much nor too less, hence perfect. Take the example of Dala brand advertisement, it purports to have a clear and concise text in favor of the purported health benefits of their sunflower oil which exemplifies the maxim of relevance since it bets all on this singular characteristic of the product.

Moreover, the study also shed lights on the psychological impact of advertisement. These advertisements tend to induce an emotional response due to their use of persuasive language and appealing imagery. A good example for this is the Asiacell Speedoo 3.9G internet service advertisement, which applies the ideology of youth by using colorful images in a way that you feel happy and thrilled to use their service. This is consistent with the perlocutionary act which is a speech act that is intended to excite and urge action and also with the idea offered to the viewers to try the service out.

This research also contextualizes the culture of advertising in Kurdish region. It underlines advertisers to design advertisements in light of the local consumers' preferences and values. It is not just about how persuasive our language is, the advertisement needs to resonate with the human experience of the right demographic.

Based on the result of the analysis of the adverts, it can be seen that the maxim that most often used is the Quality maxim (which mean the condition of information that is honest and true). The highest usage of this maxim across all the advertisements was for genuine claims (such as, "100% refined sunflower oil", or, "Speedoo 3.9G is the fastest internet"). Focusing on quality means that it helps to attract some potential customers because any bluff or hyping will be proved later and the integrity will be lost. It is the most noticeable in the advertisements for Dala Brand Sunflower Oil and in the Asiacell Speedoo Internet Service advertisements, where the aim is to reassure the customer that the product is authentic.

However, Manner maxim is among the least used across the advertisements. This maxim, about presenting information clearly and concisely, appeared less often than others, accounting for the fewest occurrences. Maxims like Quality or Quantity, however, were more easily applied than adhered; even some targets like those promoting Korek Telecommunications and Mukryani Publishing where composition and layout helped about clarity were scarce. The nature of the messages in the advertisements also did not require complicated or more sophisticated language and organization for the Manner maxim, though being significant, did not need to be highlighted as much.

In speech acts, the most dominant type found in the ads is the act of illocution. This speech act considers the intent behind the statement itself — persuading or motivating the audience. For example, in the case of the ads for Tishknet Wireless Internet Devices and Empire Residential Wings, the primary function is referential, to inform and persuade the viewer to either purchase the product or inquire for more information. The locutionary act, which communicates basic

statements of fact, was also commonly used but in second, and then followed the perlocutionary act, which is intended to cause a reaction in the audience, such as asking them to visit a site or buy something. As the perlocutionary act is more subtle in the advertisements, it was the least used.

## **5. Conclusion**

The study concludes that an understanding of speech act theory and Gricean cooperative principles reveals that persuasion in advertising is a complex phenomenon, one in which written and visual features cohere to act on a target audience. Here, the study highlights the way in which advertisers use Kurdish locutionary acts referring to the act of making an utterance / using language to follow norms of communication — to give surface level information, illocutionary acts — or the act of asserting intention and meaning behind an utterance or giving far deeper meaning, as well as perlocutionary acts- or the act of causing an effect on the audience — to invite reactions and effects to arise from the audience. This coupled with the observance of Grice maxims—especially those of relevance and quantity—ensures that the adverts are informative but not overly so while maintaining a clear, engaging style. The research further concludes that cultural background consideration is a critical responsibility when it comes to creating advertisements, since local consumer preferences and societal values play an important role in the advertisement messaging approaches. With the change and development of Kurdish advertisement, marketer should adjust themselves to make sure that the content not just appeals to its audience but can compete internationally as well. The study yields valuable heuristics regarding the intricacies of persuasion in this distinct market, and tools for advertisers.

The study is further substantiated by an analysis of frequency and percent use of persuasive strategies found in the sampled advertisements. The results show that out of the maxims, the Quality maxim was the most relied upon since advertisements strove to gain consumer trust by emphasising truthtelling and verifiability. Then came the maxim of Quantity where a majority of the advertisements provided enough information for the viewer without overloading them with information so that the message was still clear and topic-relevant. With respect to speech acts, the illocutionary act level collected the highest frequency, indicating the advertisers' purpose of persuading and appealing to the target audience, followed by the locutionary and perlocutionary acts in some degree. Such results highlight the strategic decisions of advertisers within the Kurdish context, where there is a distinct preference for honesty and intent-driven communication to make consumers act in favour of the advertisers.

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