A lingua-pragmatic study of changing forms of address in Iraqi media talks

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Abstract

This study aims to investigate the forms of address that exist in TV talks and explain the most breached principle in Grice's maxims, as well as, to analyze the politeness strategy that is used in TV talks and mention instances of change in 'forms of address' and the linguistic politeness culturally associated with the Iraqi dialect in cultural and political programs.

The present study is based on the hypotheses that refer to all types of address, pronouns, verbs and nouns that exist in TV talks. It is also hypothesized that quality principle is the most breached principles in Grice'maxims throughout the interviews and that positive politeness is the most common strategy that is used by the interlocutors to

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make their utterance more polite. To achieve these hypotheses and   aims of the study, two different kinds of procedures have been used. Theoretical and practical. The theoretical procedures include presenting a theoretical framework of the theories of politeness as well as its types and strategies theoretical framework also include scientific coverage on all aspects of forms of address in social interaction and explaining about media education, news media sources and audiences' awareness, while the practical procedures consist of selecting eight Iraqi media Talks, cultural and political talks. Cultural interviews take place with different Iraqi personalities, such as artists, singers, footballers, and content creators. As for the political interviews, Iraqi political analysts are interviewed to discuss various political issues related to Iraq. These interviews downloaded on the YouTube channels.

The selected Interviews have been analyzed in the light of three models . The first model is Braun (1988)'s Forms of Address that is used for analyzing the types of forms of address in conversations . The second model is Grice (1989)'s maxims that is used for explaining quantity, quality, relation and manner the speech in social interaction. The third model is Brown and Levinson (1978)'s strategies of Politeness that is used for clarifying the style of speech. The study ended up with a number of recommendations and suggestions for further research based on the study findings.

Keywords: Names, Titles, Terms of Kinship Media Education and Media Literacy

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دراسة لغوية تداولية لتغيير صيغ العنوان في الحوارات الاعلامية العراقية

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الخلاصة

تهدف هذه الدراسة إلى التحقق من أشكال الخطاب المستخدمة في المحادثات التليفزيونية وتوضيح المبدأ الأكثر اختراقا في مبادئ كرايز وكذلك تحليل استراتيجيات الأدب الأكثر استخداما في المحادثات ، فضلاً عن   ذكر حالات التغيير في أشكال الخطاب المرتبطة ثقافياً باللهجة العراقية في البرامج الثقافية والسياسية.

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تستند الدراسة الحالية على الفرضيات التي تشير إلى جميع أنواع الضمائر والأفعال والأسماء الموجودة في المحادثات التليفزيونية التي تفترض أن مبدأ الجودة هو أكثر المبادئ انتهاكًا في مبادئ كرايز خلال المقابلات وأن التهذيب الإيجابي يعد الاستراتيجية الأكثر شيوعًا في المقابلات التي يستخدمها المحاورون لجعل كلامهم أكثر تهذيباً، وللتحقيق هذه الفرضيات وتحقيق أهداف الدراسة ، تم اعتماد نوعين من الإجراءات ؛ نظرية وعملية: تتضمن الإجراءات النظرية إطار نظري لنظريات التأدب وتشمل انواع التأدب أ واستراتيجياته ، كما يشمل الإطار النظري تغطية علمية لجميع جوانب أشكال الخطاب في التفاعل الاجتماعي وتوضيح عن الإعلام فيما يتعلق بالتعليم الإعلامي ومصادر وسائل الإعلام الإخبارية ووعي الجماهير . من ناحية أخرى ، تتمثل الإجراءات العملية في اختيار ثمانٍ من المقابلات الإعلامية العراقية بنوعيها السياسي والثقافي. تجرى المقابلات الثقافية مع شخصيات عراقية من مجالات مختلفة سواء كانوا بمجال الفن و الغناء و الرياضة او أصحاب محتوى في السوشل ميديا ، في حين المقابلات السياسية تجرئ مع محلليين متخصصون في الشأن السياسي لمناقشة مختلف القضايا السياسية المتعلقة بالعراق. هذه المقابلات تم تحميلها من قنوات اليوتيوب.

تم تحليل المقابلات المختارة في ضوء ثلاثة نماذج . النموذج الأول هو أشكال الخطاب (1988) لبراين والذي يوضح أنواع الخطاب المستخدمة في المحادثات. النموذج الثاني هو مبادئ كرايس (1989) الذي يوضح استخدام مبادئ الكمية والنوعية والعلاقة وطريقة الكلام في التفاعل الاجتماعي. النموذج الثالث هو استراتيجيات براون وليفينسون (1978) للتأدب والتي تستخدم لتوضيح أسلوب الكلام . أنُهيت الدراسة بعدد من التوصيات والاقتراحات لمزيد من البحث بناءً على نتائج الدراسة.

الكلمات المفتاحية: الأسماء، الألقاب، عبارات القرابة، التربية الإعلامية والتثقيف الإعلامي

1.INTRODUCTION

Politeness is showing a respectful behavior for others. Expressions such as "thank You", "please" and "you are welcome" show politeness and respect in in the social interaction. According to Arab culture, politeness is reflected in giving respect to elders, greeting people, and helping the needy.

According to Brown and Levinson(1987:70) there is difference between 'positive politeness' and 'negative politeness'. They argue that positive politeness is directed towards the positive face of the addressee , on the other hand, Negative politeness takes

the form of avoidance. The speaker has the opportunity to express his opinions freely without interruption or imposing an opinion by the speaker 'Negative politeness is, thus, essentially avoidance-based'.

Leech (1983) argued that politeness can be investigated in terms of the pragmatic theory and Grice's Cooperative Principle. The basic assumption of Leech's theory is that participants in an interaction tend to maintain relative harmony by employing politeness maxims which include among others tact, modesty, generosity, approbation, agreement and sympathy. Leech explains that a successful interaction requires to maximize politeness forms such as modesty and agreement and minimize impoliteness forms such as orders or commands.

The way of addressing each other . In social interaction is important in communication. A successful interaction is mainly based on the appropriate use of forms of address that show in turn the social relationship between the addresser and the addressee. Besides the numerous studies that have been done in the field of forms of address , it is still a rich and fascinating field that requires further research. This study intends to investigate the various forms of address used in Iraqi media talks.

2. LITERTURE REVIEW
2. 1Bound Forms and Free Forms of Address

According to Braun (1988: 11) , there are distinction between bound forms and free forms of address. Bound forms, like the pronoun (you) in "Do you like it?" are linked components of sentences. Free forms, on the other hand, are those that are "outside" of the sentence construction and can appear in the first, middle, or last positions of an utterance like Mr. Brown in "Do you like it, Mr. Brown?". Pronouns of address frequently appear as bound forms in English and many other languages, whereas nouns of address typically appear as free forms. However, an alternative result is also possible (ibid):

Free form : You, may I have your book ?

Bound form: Does the child have another order?

Braun claims that the pronoun (you) does not transfer much social information when it used in a bound form but may do so when it used in a free form. Moreover, nominal variants can imply different emotional expressivity such as

Bound forms and free forms . According to Lubecka (1993), the verbal part of the sentence determines the bound nominal structures as opposed to free forms. The nominative or vocative case ends can be used for the nominal forms of address in languages like Czech that have unique endings for each grammatical case . The free

forms take the ending of the vocative case, while the Bound forms are expressed by the nominative case.

2.2 .Nominal Forms of Address

Nouns of address are defined by Braun (1988: 9) as substantives which designate collocutors or refer to them in some other way. The nominal system of address is the most productive of all the lexical means of addressing. Lubecka (1993: 42) mentions the processes how their numerous stylistic variants are created:

1.Morphological derivation .

2. Borrowings either from foreign languages (e.g. Cz. Madam) .

3.Lexical and phraseological procedures – metaphors, euphemisms (e.g. Eng. Honey) .

4. Speaker's creativity and uniqueness .

In contrast to the pronominal of address pattern, politeness of the nominal forms is typically obvious and do not rely heavily on the paralinguistic context. Particularly English relies on nominal address phrases since pronominal address cannot adequately describe the power relation of the collocutors. There are forms that include in the category of nominal forms of address like "names, kinship terms, titles, occupational terms, terms for specific kinds of relationships, terms of endearment". There are the categories of nouns according to Brown/Ford (1961) as (cited. In Šubová, M. 2010 :29) that increase the respect from the least to the most such as "First name (FN)", "last name (LN)", "complete name (FLN)", and all of these with titles (T), specifically "honorific titles (HT)" and "professional titles (PT)".

2.3 Names

According to Lehrer and Hanks (2006) as (cited in Al Khatabi, Z. K. H. 2018, p: 9), the term "name" is used to designate a certain person and immediately identify them. This school of thinking holds that names are semantically empty elements because they are employed to identify an individual irrespective of his attributes. People have varying perceptions of personal names, frequently depending on personal experience.

According to Reimer (2006) as (cited in Al Khatabi, Z. K. H. 2018 : 9) names have denotations but they don't connote. Such as (he is Ali) is a way to refer to someone without making any assumptions about him. According to Parkinson (1985:43), so names

are regarded as prototypical terms of address because everyone has a name, with no exceptions. The choice of names is not an arbitrary choice but is based on a rather limited reservoir of possible culturally preserved names. We rarely borrow names from other languages or cultures. The name is made up of meaningless syllables.

2.4 Titles

Titles are defined by Martiny (1996:769) as those nominal forms of address that express the type of relation between the interlocutors. Since emphasis is placed according to the relationship between the addresser and addressee in the former while the addressee is the focus of interest in the later, it may be said that this social relationship between the addresser and addressee is what distinguishes titles from first and last names.

According to Dickey (1997) as (cited in Al Khatabi, Z. K. H. 2018: 22) , titles are those forms that show respect to the addressee. Sometimes, as a result of specific conditions like education, the way of address changes from the use of kinship terms with the first name to the use of titles before names. This viewpoint is widespread in Zulu society, where educated black people address others with titles that include their last name, such as Mnumzane Ndlazi(Mr. Ndlazi). These addresses seem strange in Zulu culture, where manner is the kinship father or mother with the surname, such as Baba uNdlazi or Mama uTwala, because they are influenced by Afrikaans or the English manner of address according to Khumalo(1992) as (cited in Al Khatabi, Z. K. H. 2018 : 22).

2.5 Terms of Kinship

According to Trask (1997:122) terms of kinship, or "words in a particular language for naming family individuals and relatives, such as mother, brother, uncle, and granddaughter" terms. Of kinship are terms used to denote different types of kinship. In all societies, kinship is characterized by a set of relationship terms. Kinship is established by birth or marriage and either of which binds individual in kinship relationship (Cheal,2008; Kapoya, 2013). Consanguine is the relationship that binds individual through birth, blood or ancestry, while affiliation relationship is the relation that results from marriage or generations. As for consanguine relation, two main ways determine this relation: patrilineal or matrilineal descent. The relationships traced through one's father and other male ancestors are called patrilineal descent. On the contrary, the relationships with those from mother's side are called matrilineal descent according to Yamane and Nonoyama (1967) as (cited in Al Khatabi, Z. K. H. 2018:14).

Cheal (2008:117) states that kinship is "the main basis around which the relationships are organized" and the main basis that provides people with a network of relationships. This network of social relationships established by consanguine or affiliation relationships forms the basis of address usage. These networks determine the way people address each other in the network of relationships where a person fits in the scheme of things.

Parkinson (1985:65) defines kinship term as any term whose referential or dictionary meaning refers to a relative of the speaker, and whether the addressee is the speaker's relative or not. In the same vein, Cheal (2008) as (cited in Al Khatabi, Z. K. H. 2018:15) suggested kinship refers to how a social group defines relationships using marriage, descent, and parenting as a point of departure. From this point of view، kinship is social rather than biological. For example, there is no biological relationships between the adopted child and raised as parents' own children and the new family members but they immediately become kin on the eve of their adoption.

2.6 Media Education and Media Literacy

According to IFTC(1977:3) "media education is the study learning and teaching about modern media of communication and expression as a distinct and independent field of knowledge within education theory and practice". In contrast to their use as teaching and learning aids for other fields of knowledge, such as mathematics, science, and geography. According to UNESCO (1999:273-274) "media education is part of basic entitlement of every citizen, in every country in the world, to freedom of expression and the right to information and is instrumental in building and sustaining democracy".

Media education is "the process of teaching and learning about the media" according to Buckingham (2003) as (cited in Lee, A. Y. 2010: 2)The term "media education" has been defined in a variety of ways. In Canada, the Media Literacy Week (2010:1) has the following definitions advanced by Canadian media educators: (1) "Media are constructions" (2) "Audiences negotiate meaning" (3) "Media have commercial implications" (4) "ideological messages underpin all media". Media education also defines as "the capacity to understand critically the nature, methods, and effects of media messages and productions".

In UK, according to Ofcom (2010a:1) media literacy is :"the capacity to use, comprehend and produce messages in various circumstances". In the US, according to the national association for media literacy education (NAMLE, 2010) as (cited in Lee, A. Y. 2010:3) media literacy is consisting of a series of communication competencies, including the ability to access, analyze, evaluate, and communicate information in a variety of forms.

There are three phases of the communication process have traditionally made up the core part of media studies Watson and Hill (1993) as (cited in Lee, A. Y. 2010 : 3): "Source system (the production of the media)", "message system (form and content of the media)" and "receiver system (media effects and audience studies)". Media literacy and media education are often used interchangeably. According to Aufderheide and Firestone (1993:6), media literacy is "the capacity to access, analyze, evaluate and disseminate messages in a wide range of ways".

3. METHODOLOGY

The eclectic model in this study is based heavily on Braun's(1988) model of forms of address, Grice's (1989) model of maxim and cooperative principle and Brown and Levinson's(1978) model of politeness in which their models represent a comprehensible notion of the data in question. Based on the concerned model, three levels of analysis can be distinguished. The first level is concerned with forms of address. The second level is dealt with Grice's maxims and thirdly, the strategies of politeness. These three levels of analysis can be briefly illustrated below:

3.1. Braun (1988)'s Model of Forms of Address

1. Pronouns of Address

These are pronouns referring to the collocutor(s). These are, above all second person pronouns such as the English you, and Standard Arabic " انتَ، انتِ، انتم انـتن، هـو ،هـي " ،But other grammatical persons, as well, can act as pronouns of address if only they refer to the communication partner, e.g., the German Sie (third person plural), the Italian Lei (third person singular feminine), (ibid).

2. Verb Forms of Address

Some verbs are often redundant when they are linked by a pronoun of address and is expressed by means of inflectional suffixes. But it can also be the only bearer of reference when the subject pronoun is not mandatory in some languages.

3. Nouns of Address

Nouns of address refer to and designate the collocutors and can be considered substantives and adjectives. There are numerous and diverse types in this class. The most frequently used in languages will be mentioned here:

- Names: Crystal (2011: 112) defines name as "a word or phrase that identifies a specific person, place or thing".

- First Name (FN) is the first AF given immediately after birth. For example, in Robert Allen, Robert is the FN.

- Last Name/Surname: Ervin-Tripp (1972:230) states that in certain conditions where FN could either be polysyllabic or it would have no abbreviation, however, the last name (LN) is either monosyllabic or easily transformed into a monosyllable, LN is simply a substitute for FN and patterns in identical fashion.

- Diminutive Name: Pei (1952:74) is used to show an intimate relationship between friends, classmates, children, etc., and it can be used by parents when addressing their sons or grandsons.

- Multiple Names: Brown and Ford (1961:135) state that the close friends exclude the use of mutual FN since it won't denote the friendship. Instead , they address each other with multiple names (henceforth MN), (ibid).

3.2. Grice (1989)'s Model of Maxims and Cooperative Principle

Grice (1989: 25-27) suggests that there are four maxims to make any interaction cooperative. These are the maxims of Quantity, Quality, Relation and Manner which can be formulated as follows:

1. Quantity:

- Make your contribution as informative as is required (for the current purpose of the exchange).

- Do not make your contribution more informative than is required.

2. Quality:

  - Do not say what you believe to be false.

  - Do not say that for which you lack adequate evidence.

3. Relation:

  o Be relevant.

  o Manner:

  o Avoid obscurity of expression.

  o Avoid ambiguity.

4. -Be brief (avoid unnecessary prolixity).

  - Be orderly.

3.3. Brown and Levinson (1978)'s Model of Politeness

Brown and Levinson (1978: 69) distinguishes the following strategies for politeness:

1. Bald on record: means "Doing an act baldly, without redress, involves doing it in the most direct, clear, unambiguous and concise way possible" .

2. Off- record: means the FTA is done through the implement of an indirect illocutionary act which has many senses that may permit for plausible deniable of the speaker if the intended recipient gets offense.

3. Positive politeness: is used "to show cordiality and friendship to the addressee with this strategy, the weight to threaten the face of the addressee is lower than in the bald – on record strategy".

4. Negative politeness: the speaker uses this strategy in order to protect and respect the negative face of the addressee, (ibid. p.69).

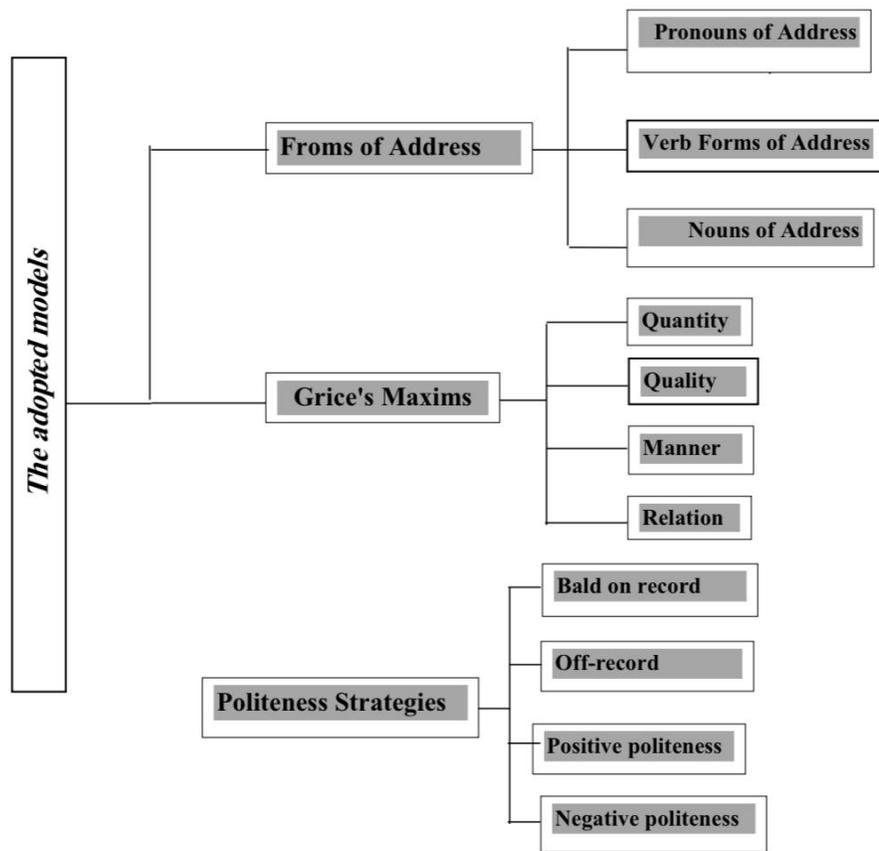## 5. DISCUSSION

Figure no. (1.1) Eclectic Model
Based on Braun"s (1988), Grice"s(1989) and Brown and Levinson"s (1978) model

1)Analysis of Iraqi Media Talk of Ahmed Radhi in 'Atraf alhadith(Talking parties)
(https://youtu.be/mEHKSQMEdD)

Atraf Alhadith is a weekly talk show on Al Sharqiyachannel presented by the writer, critic and journalist Dr. Majeed Al-Samarrai. The program hosts different personalities with great creative achievement in various fields of life . Ahmed Radhi was a guest in this episode, which made it a special episode.

Participants:

Interviewer (Presenter): Majeed Al-Samarrai is an Iraqi media presenter who introduces Talking parties program on Al Sharqiya Channel.

Interviewee (Guest): Ahmed Radhi is A former Iraqi football player.

Date: This talk show take place on 26 August 2019.

Conversation 1

1.Forms of address:

In this conversation , calm , clarity and confidence are the dominant in the context of the talk, there are also the protection of the face of the addresser and the addressee from any embarrassment or interruption of speech. Majeed Al-Samarrai shows a level of politeness and respect by exchanging a talk with Ahmed Radhi .Nouns of address are used twice in this conversation by both Majeed Al-Samarrai and Ahmed Radhi.

Firstly Majeed Al-Samarrai opens the conversation with a welcome and then uses noun of address , title and first name (مرحبا كاتبن احمد راضي)Al-Samarrai, as well , he uses the term kapten (captain) that refers to address footballers. The second using of noun of address when Radhi replied(.اهلا وسهلا بيك دكتور)This indicates that there is solidarity in conversation in which both Al-Samarrai and Radhi use the title and first name, so the reciprocal forms of address are clear between them.

Al-Samarrai also uses the pronoun of address(أنت)when he said (انت بكل الأحوال تلعب ضد)Al-Samarrai and Radhi also use verbs (فريق الخصم تريد، تصل ، تلعب، لعبت ،كنت ، تنافس،) to constitute a form of address . The conversation is very interesting (تقدم)to because both show mutual respect, Majeed Al-Samarrai asks politely and clearly on other hand Ahmed Radhi answers confidently, smoothly and respectfully.

2. Grice's maxims:

1.The Quantity Maxim: Ahmed Radhi violates this maxim because he is. Replied more informative than is required.

2.The Quality Maxim: Both AI-Samarrai and Radhi make their contribution contain clear and honest information , so this maxim isn't violated.

3.The Relevance Maxim : Radhi's replies are related to the requirements of the questions. So this maxim isn't violated.

4.The Manner Maxim: Ambiguity isn't take place in this conversation. The context of the conversation is clear and understandable, so this maxim isn't violate by both of them.

   3. Strategies of politeness:

During the course of the talk, three strategies that are employed in this conversation. The first strategy is positive politeness where Al-Samarrai is preserved the positive face of Ahmed . This strategy reflects their solidarity towards each other by using their first name and title with welcome each other ((مرحبا كاتبن احمد راضي ، اهلا وسهلا بيك دكتور)) so there is mutual respect between them.

Al-Samarrai uses off-record and direct questions with respect to the guest , so this strategy is employed in this conversation with Ahmed Radhi who find an opportunity to clearly explain his views to the audience.

The last strategy is negative politeness . This strategy is represented through Majeed Al-Samari's questions and Ahmed Radhi's answers, where Majeed Al-Samari gives the guest enough time to explain his views adequately without interruption, criticism or attack. Therefore, Ahmed Radhi explains all his opinions calmly and independently, which make the dialogue interesting.

Conversation 2

1.Forms of address:

Like any talk show, personal questions are required so in this conversation, Majeed Al-Samarrai asks about certain aspects of Ahmed Radhi's life. Majeed al-Samarrai uses nouns of address twice in this conversation. Firstly by using first name (احمد راضي ليش ما تقدم برنامج ديني) As well as secondly by saying (راضي احجيلي شلون حافظت علئ شبابك؟) ,

  Pronoun of address ((أنتthat is used twice in this conversation when Majeed Al-Samarrai asked Ahmed Radhi and when Ahmed Radhi used this pronoun during the speech.((أنت طبعك تسهر، أنت مومخير))speech.

Both Al-Samarrai and Radhi use verbs of address in the conversation (حافظت، تسهر، تفوت، تكعد،يحرص) .The use of various forms of polite address , Mutual politeness during the context of the conversation and the clarity of the questions without any ambiguity or verbal attacks indicate the importance of Ahmed Radhi's personality, for being a prominent and distinguished figure in the history of Iraqi football who in turn answers with confidence and calmness because the questions aren't mysterious or embarrassing , but about his lifestyle. Also , this style in talking indicated the

sophistication and distinctiveness of the personality of Majeed Al-Samarrai and Ahmed Radhi, who made the conversation interesting and distinctive.

2. Grice's maxims:

1.The Quantity Maxim: Ahmed Radhi talks more informative than is required so he violates this maxim which isn't need unnecessary details.

2.The Quality Maxim: Both of them keep this maxim without violating because they don't mention false or suspicious information, but rather a clear and real dialogue.

3.The Relevance Maxim: The contribution is relevant because the guest talked in relation to the topics of the talk only.

4.The Manner Maxim: this maxim isn't violated since Majeed al-Samarrai's questions isn't ambiguous, nor Ahmad Radhi replys by any exaggerated or illogical information.

3.According to the strategies of politeness:

The strategy employed in this conversation is negative politeness. Al-Samarrai avoided to press on Radhi, which reduced the threat to the face. On the other hand, Ahmed Radhi talks smoothly and independently without any threatening . Majeed Al-Samarrai limited the threat to Ahmed Radhi's freedom of speech .

Forms of Address					
Pronouns of Address		Verbs of Address		Nouns of Address	
F	%	F	%	F	%
3	15	13	65	4	20
Frequency/20			Percentage /100		
Grice's Maxims					
Quantity		Quality		Manner		Relation	
Violated		Violated		Violated		Violated	
F	%	F	%	F	%	F	%
2	100	0	0	0	0	0	0
Frequency /2			Percentage /100		
Politeness Strategies					
Bald on record		Off record		Positive Politeness		Negative Politeness	
F	%	F	%	F	%	F	%
0	0	1	25	1	25	2	50
Frequency /4			Percentage/ 100		

Table (2) Frequencies and Percentages of forms of address, Grice's Maxims and Politeness Strategies in Ahmed Radhi's interview.

Analysis of Iraqi Media Talk of Abdul Rahman Al-Mashhadani in Sadaa Alhadath (https://youtu.be/86CKkAqWPRk)

Sadaa Alhadath is a political talk show that talked about the most prominent political events in Iraq. It is shown on Fallujah channel and presented by Suadad Tariq.

Participants:

1.Interviewer (Presenter): Suadad Tariq is an Iraqi presenter who introduced event echo program on Fallujah Channel.

2.Interviewee (Guest): Abdul Rahman Al-Mashhadani is an Economic Analyst.

Date: This talk show takes place on 28 October 2021.

Conversation 1

1. Concerning the forms of address , it is noticed:

Suadad Tariq starts the dialogue by welcoming the guest ((ونرحب بضيفنا المحلل الأقتصادي) and then presents the guest's job . Throughout the dialogue, when Suadad Tariq is talked or asked the question, she used the nouns of address four times, the title and first name (الأستاذ عبد الرحمن المشهداني،اهلا بك أستاذ عبد الرحمن اذن مقدر لموازنة أن تتأخر أستاذ عبد الرحمن، بالفعل) (أستاذ عبد الرحمن)which indicates politeness.

As a kind of respect, Suadad Tariq is used the plural form with title and first name(بالفعل (أستاذ عبد الرحمن تابعنالكم في فترة سابقة)when she addresses the guest that indicates a high appreciation in Arabic language. On the other hand, the guest of the episode Abdul Rahman Al-Mashhadani is responded with the same respect by welcoming (اهلا ومرحبا) (سيدتي العزيزة)and he uses the nouns of address by addressing Suadad Tariq which indicates a high appreciation for women. Both Suadad Tariq and Abdul Rahman Al-Mashhadan used verbs of address in Iraqi dialect ((أشـرنا، تابعنـا، تقدمتم، نخلـص) as form of address in this conversation.

The manner between guest and host are very formal . It is showed mutual respect and politeness without verbal interruption, embarrassment or ambiguity. Suadad Tariq asks, and the economic analyst Abdul Rahman Al-Mashhadani is answering comfortably .

2.According to Gricean maxims:

1.The Quantity Maxim: Abdul Rahman Al-Mashhadani violates the quantity Maxim because his contribution is more informative than is required.

2.The Quality Maxim: Both Suadad Tariq and Abdul Rahman Al-Mashhadani make their speech real and clear ,so they don't violate this maxim.

3.The Relevance Maxim: The contribution is relevant because the guest spoke regarding the topic of the program.

4.The Manner Maxim: Both Suadad Tariq and Abdul Rahman Al-Mashhadani make their contribution are clear so they don't violate this maxim.

  3. Strategies of politeness , it is noticed that:

Suadad Tariq   employs negative politeness strategy to give the guest the space to express his opinions without feeling pressure or imposing a point of view on him ; using the plural form when addressing Abdul Rahman Al-Mashhadani ((تابعنـا لكـم))which makes the dialogue highly respectful and protect the face of addressee.

Conversation 2

1.As for forms of address:

About forms of address, it is noticed mutual polite between Suadad Tariq and Abdul Rahman Al-Mashhadani in which she is used the nouns of address ,title and first name ((أسـتاذ عبـد الـرحمن، فـي أي القطعـات أسـتاذ عبـد الـرحمن) when she addresses or asks the guest, Abdul Rahman Al-Mashhadani ((ما الذي سيترتب على التأخير بالتالي استاذ عبد الرحمن؟))

In the context of the dialogue, Suadad Tariq once again used the plural form when she addresses Abdul Rahman Al-Mashhadani (اذا أقسـطنا هـذا بموجبـه علـى الوضـع) ، هذا يدفعنا لنسأل العراقيwhich indicates the status of the guest and the strength of his opinions.

On   the   other   hand,   Abdul   al-Rahman   al-Mashhadani   answers   in   the same respect manner , when Abdul al-Rahman al-Mashhadani talks about the topic, he is used the noun of address by addressing Suadad Tariq (سيدتي العزيزة) as a kind of politeness in speech. Suadad Tariq and Abdul Rahman Al-Mashhadan are used the verbs of address (توقفنا، تفضلت، اقسطنا، نطلب، نبتعد، يحللنـه، نعـاني، نطمـح) as form of address in this conversation. Because the dialogue is political, so the style is formal with mutual politeness throughout the conversation.

2. According to Grice's maxims:

1.The Quantity Maxim: The contribution of Suadad Tariq and Abdul Rahman Al-Mashhadani are more informative than is required so they violate this maxim.

2.The Quality Maxim: Both Suadad Tariq and Abdul Rahman Al-Mashhadani make their true and honest without incorrect information so they don't violate this maxim.

3.The Relevance Maxim: The contribution is relevant in which Al-Mashhadani's replies are related to what the questions required.

4.The Manner Maxim: Both Suadad Tariq and Abdul Rahman Al-Mashhadani keep on their contribution clearly without any ambiguity.

3.Concerning with Strategies of politeness:

Negative politeness strategy is used Suadad Tariq adopted this method during the discussion with Abdul Rahman Al-Mashhadani to make their contribution clear without any pressure, criticism or interruption.

Forms of Address					
F	%	F	%	F	%
0	0	12	60	8	40
Frequency/20			Percentage/100		
Grice's Maxims							
Quantity		Quality		Manner		Relation	
Violated		Violated		Violated		Violated	
F	%	F	%	F	%	F	%
2	100	0	0	0	0	0	0
Frequency/2				Percentage/100			
Strategies Politeness							
Bald on record		record-Off		Positive Politeness		Negative Politeness	
F	%	F	%	F	%	F	%
0	0	0	0	0	0	2	100
Frequency/2				Percentage/100			

Table (3) Frequencies and Percentages of forms of address, Grice's Maxims and Politeness Strategies in Abdul Rahman Al-Mashhadani's interview.

6. **CONCLUSIONS**

   After qualitatively and quantitatively analyzing 8 selected interviews taken From Iraqi media Talk , the hypotheses that are suggested in chapter one are proved by the following conclusions:

   1. Lingua-pragmatics is particularly useful in developing social bonds through culture-specific politeness in interpersonal communication.

   2. Politeness is primarily about two considerations , firstly respect others' feelings about how they should be treated in interactions, secondly protecting the face of addresser and addressee. There are positive and negative politeness. The

interlocutors use positive politeness for bring out the best in the addressee. On the other side, they use negative politeness that manifests as avoidance.

3. Forms of address are important linguistic means such as word, phrase, name, or title (or some combination of these) used between interlocutors to address each other.

4. The selected data was based on Iraqi programs after 2003 . they are analyzed according to three models, forms of address, politeness strategies and Grice 's maxims.

5. There is a difference between the political and cultural interviews, where the political dialogues were characterized by the formal style of dialogue, expressions of welcome that is differed from the cultural dialogues, which characterized by the style of friendship and informal expressions.

6. There are some expressions in Iraqi dialect like (نهر عظيم مثل حضرتج، النور) نوركم، ممنونة منك أستاذ) . These expressions show the respect and friendly between interlocutors in TV talks and prove the fourth hypothesis.

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