

Analyzing the Advertising Language of Talabat & Hunger Station Food Delivery Apps Using Grice Maxims of Cooperative Principles

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ABSTRACT

The study aims to analyze advertising language based on Grice Maxim's cooperative principles. The data is collected from Talabat and Hunger Station food delivery applications (apps). The descriptive qualitative method is mainly used in the data analysis to determine how closely these two apps follow the Grice Maxims in their advertisements. It also attempts to shed light on the impact of the violations, if any. The findings reveal that the selected advertisements generally seem to follow Grice maxims in most context. However, the quality maxim appears to be the most prevalent. On other hand, the maxim of quantity is shown to be dominantly the most neglected one. Investigations indicate that the violations found in the selected advertisements have a positive effect in several ways.

Keywords: Advertising Language, Following, Grice Maxims, Violation

INTRODUCTION

Advertising Language

In our daily lives, language functions as a communication device that allows us to share our ideas and feelings with others. In actual conversations, people try to say the right thing at the right time which is in line with social norms. This is the case in the advertising industry, advertisers select positive words and avoid negatives for the benefit of advertising. In other words, they definitely do not want to be in conflict with the audience due to poor advertising choices. However, sometimes even the positive language might be interpreted differently according to people's interests and attitudes. Vegetarians, for example, may interpret the advertisement of pizza rich in cheese and pepperoni as bad for health. The language of advertising is considered to be an example of the art of speech. Particularly, selling a product; needs memorable words that can attract the consumer's attention, so that the product comes to his mind immediately when he hears the specific words of the advertisement (Shirinboyevna, 2020).

Advertisements in the modern era, whether they are audiovisual or printed, combine images with

text. The issue of whether images are more efficient than text or verbal is more effective than visual would be an interesting one to debate. According to Al Ries (2008), all elements are essential to the success of advertisements. He believes that these items, when found in the same advertisements, they work together to send the right message. AlRies (2008) describes the relation between the visual and the verbal as the relation between a hammer and a nail; both must work together. He claims that the hammer is useless when the nail is missing. And this is true of the nail, without the hammer (Ibid).

In some printed advertisements, for example, the focus is on the image so that it stands out. However, an image or even the logo sometimes must be combined with text for additional information. An image or photo should not have a lot of details because these are provided by the text. When it comes to audiovisual or video advertisements, the best way is to tell effective stories about the product sold (Mcintosh, 2018). The best advertisements should visually and emotionally impact the customer or the client.

Designers always suggest that "less is more" when it comes to colors and fonts in

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advertisements. Thus, fewer colors can be used in advertisements to draw attention to the right elements. Similarly, the use of fewer fonts reduces the distraction caused by an overlap of fonts in the advertisement. Generally speaking, colors and fonts should be appropriate to the target audience of the company's products or services.

The researcher Ito (2021) has discussed the concept "visual weight" in his article "Why Colors and Fonts Matter in Marketing". It involves giving attention to certain elements based on their position on the page, their size, and the way they stand out in general. Color is

certainly an important factor of visual weight, along with size and the amount of white space around it. A large red button on a white background is more likely to catch attention than a small red one. Many pages on online shopping websites, for example, are characterized by too many colors or by a composition that makes it difficult for a color or element to stand out. In such contexts, not enough attention is paid to those critical areas (Ibid). By way of illustration, let us discuss the advertisement below about a product called "NIVEA".



Figure 1

The idea of "less is more" and the concept of "visual weight" are valuable in this example. The logo is standing out with its white font in dark blue background.

Music, on the other hand, is powerful in commercial advertisements. It has the power to bring back memories, make you cry, make you happy, and even make you want to buy the product. According to Peralta (2021), advertising and music go together like bread and butter. The power of music is immeasurable. It can make us feel many emotions, which is why the use of music in advertising is so widespread. It is natural for the human brain to associate certain types of music with, for example, objects, places, or people (Ibid). Music is used in commercials by advertisers to create associations between music and their brands.

Grice Maxims

In conversation, we subconsciously assume that the people we talk to are cooperative. Grice (1975) says that people in regular conversation use certain rules or principles to make their words meaningful and understandable. He believes that those involved in a dialogue usually attempt to be truthful, informative, relevant, and clear in order to facilitate effective communication (Grice, 1975).

Paul Grice, an English language philosopher in his 1975 article "Logic and conversation" divided his principles into four maxims of conversation. He developed them into:

1.2.a. Maxim of Quality: Make your contribution true.

1. Do not say what you believe to be false.
2. Don't say anything unless you have enough evidence.

Example

Speaker A: How long have you been married?

Speaker B: We have been married for 10 years.

In this example, the listener assumes that the speaker B is telling the truth.

1.2.b. Maxim of Quantity: Make your contribution as informative as is required.

Example

Speaker A: Do you know how Sarah did in the math exam?

Speaker B: She did quite well. She got a B.

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In this example, speaker B could shorten his reply to the speaker A's question. However, he preferred to add more information which he believed to be necessary for speaker A.

1.2.c. Maxim of Relation: Be relevant. Make your contribution relevant to what is already being talked about.

Example

Speaker A: It seems; it is going to rain shortly.

Speaker B: That is why; I carry my umbrella all the time.

Here both speakers discussed a relevant topic, namely the weather.

1.2.d. Maxim of Manner: Be perspicuous, brief, coherent and avoid ambiguity.

Example

I am writing a paper about metaphor. It is a form of figurative language.

In this example the speaker assumed that it was possible that the listener would not be familiar with the term metaphor, so, he provides a brief explanation.

It should be noted that conversational maxims are broken more often than the linguistic rules. Grice knows that participants could violate his maxims. However, he argues that any exchange will work even if these maxims are being broken, pointing out that the maxims enrich coherence and relevance rather than refute them (Levinson, 1983)

Grice (1975) did not, however, assume that everyone would have to constantly follow these maxims. Instead, he found it interesting when they were not respected, namely either "flouted" or "violated". Flouting happens when there is a hidden meaning and the listener is expected to be able to understand the message. Violation takes place when the listener is not expected to notice it.

Examples of Intentionally Broken Maxims

Diner: Waiter, I'm in a hurry. Will the cakes be long?

Waiter: No, sir. They will be round.

(Chao & Xinghua, 2013: 668)

The two meanings of the word "long" related to time or to the shape "the opposite of round". In the above example, it seems that the waiter is making a joke by flouting the maxim of relevance. It is obvious that he knew from the

context "I am in a hurry" what the speaker means. He rather consciously answers this question in a humorous way.

Generally speaking, conversational implicatures are what a hearer can infer from how something was stated rather than directly from what was said. People are constantly processing conversational implicatures and are mostly unaware of it (Grandy & Warner, 2022). For instance, if someone asks, "Could you please close the door?" The hearer does not usually respond with "Yes", but rather with the non-linguistic act of closing the door. Although the speaker used words that are normally used to ask a question, the listener can infer that the speaker is making a request (Ibid).

Example

Speaker A: Where is my cake? I'm sure I put it in the fridge.

Speaker B: It was incredibly creamy and tasty.

In this example speaker B doesn't explicitly state that he/she has eaten the cake, we work it out from his/her response.

RESEARCH QUESTIONS

The study aims to find answers to the following questions:

1. To what extent does the advertising language in a chosen application (app) follow or violate maxim principles?
2. What impact does the violation have on the effectiveness of the advertisement, if there is one?

METHODOLOGY

The paper seeks to find to what extent the advertising language in food delivery apps follow or violate maxim principles. It also aims to examine the impact the violation has on the effectiveness of the advertisement, if there is one. To achieve this aim, 20 advertisements are selected to be the corpus of the study. The research, however, limits its discussion to two food delivery apps, Talabat (Food and Groceries) and Hunger Station (Food, Groceries Delivery and More). The reason behind this scope of discussion, is the good reputation that these two apps have had, especially during the Covid 19 pandemic. They raced to attract customers because shopping for supply of essential groceries was mostly online. According to their website, more than ten million users have downloaded each app.

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Additionally, few studies are found to be focusing on analyzing these apps.

In this current study, a qualitative method has primarily been applied in order to produce powerful findings and solid results. During the investigation, both text and images are used to enhance comprehension. To analyze the data, the researcher employs Grice's Maxims of Cooperative Principle. The examination of each advertisement begins by identifying its context. After this, the researcher attempts to determine whether the Grice maxims are followed in the sample data. Further, the researcher intends to examine the type of violation that may occur and the potential impact on the advertisements.

DISCUSSION

Since the analysis depends on analyzing the advertisements taken from the Talabat and

Hunger Station apps, it is worth first discussing these two apps. The overview of the two apps shows that; their main colors are yellow and orange. The rationale for this color choice is that, in psychology, these two colors help stimulate the appetite and the sensation of hunger.

You may notice that most fast-food industries adopt the colors of red, orange, or yellow in their brands. This is not by accident. These colors attract attention and stimulate appetite and hunger. Additionally, they are eye-catching and powerful colors that draw customers' attention to the advertisement. Because colors directly affect our feelings and emotions, they attract our attention more quickly than words or shapes do (Haller, 2011). The following figures provide an illustration

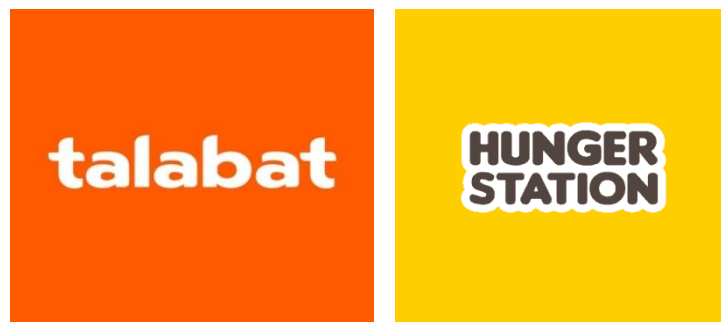


Figure 2

It is easily recognizable by the branding of both apps, which focuses on font types and sizes, as well as the concept of visual weighting. The Talabat app displays a large font in white on an orange background, while in "Hunger Station", the font is written in black on a yellow background.

Examples of Selected Advertisements and their Analyses

Advertisement Number 1



It can be seen in this advertisement that; the Arabic statement comes first, followed by the English translation. The images below show a

meal that can be ordered, and groceries which are available are also included in the advertisement.

أطلب من هنقرستيشن كل اللي تبيه ومن أي مكان

"Order anything, anywhere, from Hunger Station"

Regarding the Gricean maxims, the designers obviously try to follow the maxim of quality. They provide information that they firmly believe to be true. One might question, however, how true it is that you can order anything, anywhere. Anywhere and anything are indefinite terms. Anywhere, for instance, could refer to any location on the planet. This leads one to the conclusion that the quality maxim is broken.

In a similar vein, the expression "order anything, anywhere" violates the quantity maxim, as both expressions have general meaning. There is not as much information as

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consumers require. Furthermore, both terms, anything and anywhere, are vague and ambiguous. Therefore, it is clear that the maxim of manner is broken. These violations might have been committed for uniqueness and memorability. However, it seems that the relation maxim is the only one that is followed. Relevant information about ordering food, for example, is presented in both the text and the image.

Advertisement Number 2



This one begins with the logo "Hunger Station" printed in a large font at the top to attract customers. Below is the announcement

"Experience good food and great vibes at hunger station, Order Burger/Pizza/Fries/ Momos"

The image complements the text and supports the announcement. The quality and quantity maxims are followed in this advertisement by providing true information about the type of order available, with enough details either by text or images.

It is important to note that, whether on a textual or visual level, this advertisement respects relational and manner maxims, through its clear, concise and well- organized information.

Advertisement Number 3



"All in one App" is purposefully written in bold in both English and Arabic to make it stand out.

Regarding the image of different dishes, it perfectly fits the local cultural context.

By comparing this image to the Gricean Maxim of quality, for instance, we find out that it follows this maxim by giving accurate information to the customers. The message that might be conveyed here, is that you can order all that you want through this app.

On the textual level, in contrast, information is not enough as required. In other words, the written text violates the quantity maxim. By doing so, the advertisers hope that the consumers will discover the implicature on their own. It is possible that the advertisers may choose to use brief and simple expressions to appeal to customers' imaginations.

Advertisement Number 4



The advertisement starts with the statement *"Satisfy your hunger with yours only hunger station, Order from"*

The image itself, complements the text and captures the essence of the advertisement. The advertisement seems to support the quantity maxim as it contains all necessary information, including contact numbers in the footnote. It is also easy to notice the relevance of the advertisement to what the advertisers are promoting.

Moreover, the message of the advertisement is clear and well presented and appears to support the manner maxim. From the statement itself, it can be seen that it violated the maxim of quality. How true is it that the app will satisfy one's hunger? For more clarification, metaphor is used here, when describing the hunger as having human characteristics and a sense of satisfaction.

Customers have to discover how the metaphor functions in conversation, satisfying *your hunger*.

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In this regard, Grice (1967) asserts that a number of rhetorical devices, such as puns, metaphors, personification, hyperbole, and irony, frequently lead to the violation of the maxim of quality.

Advertisement Number 5



As can be seen in this advertisement, the first order is described in detail.

“Enjoy your first order! 99% off Free Delivery”

With reference to the Gricean maxims, the advertisement seems to follow the maxim of quality as anticipated, as it provides accurate information about the order. Additionally, it demonstrates sufficient information about the first order by following the quantity maxim.

The maxims of relation and manner are also presented here with clear and relevant information.

Advertisement Number 6



“Got time? Be a Rider!, Register now

Join the Rider fleet of Hunger Station and get 50 SAR on your first delivery”

Compared to other advertisements for this app, this one is different. It advertises the existence of employment opportunities in their application. The purpose of the rhetorical question is to emphasize a point rather than to elicit a response from the audience. In this regard, Calonia

(2022) claims that the purpose of the rhetorical question can be to emphasize a point, get people thinking about a subject, or make an argument more interesting.

Referring to the Grice maxims, it appears that the advertisement follows the maxim of quality by offering accurate information. The fact that the first delivery was described in detail shows that the advertisement successfully conveys the required information, respecting the quantity maxim. It appears to follow the manner maxim because the information is presented clearly and concisely.

The advertisement, however, does violate the maxim of relevance, by its focus on employment opportunities, although it does create a sense of community.

Advertisement Number 7



“ كل تحتاجه بمكان واحد ”

“All you Need in one Place”

The design of this advertisement uses text and image to show consumers that they can get everything they need from a single app. However, the image only depicts the grocery store, ignoring the fact that the app allows users to order food from restaurants.

To summarise the above, the text is more likely to follow the maxim of quality than the maxim of quantity, in that it provides accurate information, however more information is required. In this advertisement, people could notice that there is little information about where or how they can buy the goods advertised. There is also a violation of the manner maxim when it comes to ambiguity. The phrase *“All you need”* has a broad meaning. Both violations might negatively affect the success of this advertisement as it may mislead potential customers.

Advertisement Number 8



The creators of this advertisement know how exhausting shopping can occasionally be; they begin with a catchy phrase and are accompanied by a bright image of groceries.

“Effortless Shopping”

In reference to Gricean Maxims, the advertisement shows its commitment to all maxims. The provided information appears to be accurate in terms of the quality maxim. This app makes shopping easier for customers. The advertisement follows the quantity maxim as well. By using a brief text with a deep meaning of effortless shopping, it succeeds in providing the necessary information. Additionally, This advertisement contains no words that are difficult to understand or unrelated. In this case, relevance and manner maxims are used.

Advertisement Number 9



In this advert the Arabic text is combined with the English one. It is clear that Arabic dialect is being used in this context, and it might serve two purposes.

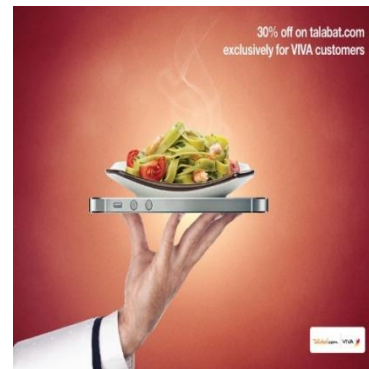
"مقاضي صيدليات مطاعم قهوة أي شيء بخاطركم"

"Groceries, pharmacies, restaurants, coffee..... anything!"

The first is that using dialect is more adaptable for advertising language and easier for the customers to understand. Morris (1995) believes that dialects function as a “powerful identity marker”

The Second refers domestication strategy. That is, advertisers try to meet the cultural norms of their target customers. With reference to the Grice maxims, this advertisement appears to follow all of them. It provides information that is accurate, necessary, clear, and relevant.

Advertisement Number 10



Talabat lists VIVA store on its app with 30% discount. VIVA Store is a food discounter and retailer that offers goods of the highest quality at the lowest price. The designers of this advertisement depend on the “Visual Weight”, an image of a spaghetti dish being held on a mobile phone in the shape of a serving dish. The text itself, occupies a small corner at the top right, using a small font

“30% off talabat.com exclusive for VIVA customers”

In term of Gricean maxims, the advertisement follows the quality maxim since it provides factual information. The maxims of quantity and relevance are also applied here with necessary and relevant information given to customers. In addition, it can be seen that the designer uses the image metaphorically and in a way that it attracts the consumer's curiosity. In other words, the image is somewhat obscured, which violates the maxim of manner.

Advertisement Number 11



“Whoever you are, just talabatit”

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An image of various characters goes accompanies this statement. This advertisement addresses audiences directly in the second person, "you", to attract their attention, but doesn't address anyone in particular, leaving this task to the image.

Referring to the Gricean maxims, closer examination reveals that some maxims are being applied. Starting with the quality maxim, it appears that the text provides accurate information; anyone, regardless of age, gender, or cultural background can order through their application. On the other hand, the image of only senior citizens contradicts the text. This suggests that the maxim has been flouted in this image, possibly for comedic effect (*only older people will want to use the app*). The maxim of relation is also detected here through the image and the imperative phrase "just talabat it".

Here, violation of the quantity maxims is present, as there is a lack of necessary information. This could be because of a desire to make the advertisement less informative and leave space for customers to discover for themselves what is on offer, based on the image.

Advertisement Number 12



A challenge arises from the absence of text in this advertisement, since it is composed of only an image with no text to analyze. Only main character's facial expression is used in the analysis to build a context-specific scenario.

It is possible to argue that the quantity maxim is broken because not enough details are provided. In addition, the manner maxim is found to be violated. The ambiguity of the advertisement may lead customers to wonder what is contained in the shopping bag. In terms of the effectiveness of these violations, the advertisement succeeds in creating a more enigmatic and suspenseful mood.

Advertisement Number 13

This advertisement promotes offers for discounts on the use of the application.



"ONE WEEK EVERY MONTH, DON'T MISS TALABAT OFFER 50% OFF"

This advertisement is among those that have applied all Grice maxims. Firstly, the advertisement gives the consumer accurate and sufficient information. Secondly, its content is connected to the idea behind the application. The advertisement's clarity and lack of ambiguity is also relevant. It can be concluded that all maxims are successfully applied.

Advertisement Number 14



This advertisement appears to use a simile as a rhetorical device. It combines the phrase,

"Together, we're unstoppable"

with an image of Qatar's World Cup players. By using this metaphor, the advertisement suggests that, like the football players, Talabat is unstoppable and unbeatable. The advertisement is sending the message by customizing its focus during the time of the World Cup football competition to entice customers to use the app.

In terms of the Grice maxims, using figurative meaning violates the quality maxim. One might question if it is true that nothing can stop them.

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Additionally, the maxim of quantity is being disobeyed. Less information is provided than is necessary. However, the violations make this advertisement stand out from others.

Advertisement Number 15



With an image of a famous football player Cristiano Ronaldo, the advertisement claims "Super fast online Delivery, Healthy Food, Grocery"

Relating the advertisement to Grice maxims, it can be seen that it follows quality and quantity maxims by providing accurate and necessary information. This app offers customers not only fast delivery but also healthy groceries at a reasonable price. All these food-related words and Cristiano Ronaldo's grocery bag suggest upholding the relational maxim. As for the manner maxim, it seems clear that the advertisement follows this maxim, beginning with the description of the application, the available options for customers, and ending with the price. Therefore, it is simple to state that the information is organized and presented clearly. It is worth mentioning that using the image of this famous football player may have a significant impact and motivate the target audience, especially the football fans, to use the app.

Advertisement Number 16



An image of a helicopter accompanied by the phrase,

"ANYTIME, ANYWHERE"

Because of the advertisement's ambiguity, users of the app must interpret the scenario of the advertisement on their own. It appears that the written text and the image are enigmatic, requiring the customer to interpret the advertisement's purpose. There is a possibility that this violates all maxims. To illustrate, the phrase *anytime, anywhere* requires additional information. The indefinite phrase also makes it difficult to ascertain the validity of the information. As a result of the ambiguity on the textual and visual levels, violations of relational maxims and manner maxims also exist. Advertisers choose to violate the Grice maxims in hopes of distinguishing their app from others so that their advertisements, will attract more consumers. Nevertheless, this violation does not always have a positive impact and may be confusing for prospective users of the app.

Advertisement Number 17



By sharing the atmosphere of the World Cup with its users, Talabat attempts to create a sense of togetherness.

"Guess the score & win World Cup Box, follow and mention 2 of your friend"

The statement above has incorrect English. "Mentioned to two of your friends" should be used. This might be the case because advertising language does not place a high priority on language application.

With reference to Grice's maxims, the text and image in this advertisement seems to follow all maxims. Information is provided that is accurate, sufficient, clear, and relevant.

Advertisement Number 18



This advertisement is an illustration of a charity promoting volunteer work.

“Supporting flood relief in Pakistan”

On a visual level, the image attempts to draw attention to charity and fund-raising efforts. According to the maxim of quality, people need to get accurate and trustworthy information. In this case, the quality maxim is fulfilled by the advertisers, due to adequate evidence, such as the recent floods in Pakistan.

Furthermore, the maxims of quantity and manner are also observed. It is noteworthy that the advertisement mentions to whom you can donate and under which relief organizations. The advertisers provide information as required in a clear and organized manner.

According to the relation maxim, however, the designers have neglected to include details that are relevant to the application's nature. Since the message is far from ordering food, it appears that they have violated the maxims of relation. One may wonder what causes them to discuss topics unrelated to their products. It is possible, however, that this could serve as a good marketing tool by giving the app a sense of humanity.

Advertisement Number 19



This advertisement introduces Cristiano Ronaldo as the Talabat brand ambassador.

“Cristiano Ronaldo as talabat brand ambassador”

For an effective impact, the words and image of Cristiano are purposefully combined. Cristiano Ronaldo's popularity with football fans motivated Talabat to choose him as its brand ambassador. By doing so, the advertisers hope to encourage his fans to use this app.

In term of applying Grice maxims, the advertisement seems to follow the quality maxim by providing true information about the brand ambassador. On the other hand, it violates the maxim of quantity. There is not enough information given to the customers. Hence, it is the customer's responsibility to discover what benefits Talabat will receive by having Cristiano Ronaldo as its brand ambassador. Violation of the maxim of relation is also presented here. In other words, customers have to decode the relationship between the app and the player. It is probable that the intention behind these violations is to attract more users for this app.

Advertisement Number 20



In this advertisement, a woman holding fruits will appeal to housewives in particular. Additionally, the text informs the customers that Talabat will deliver a fruit order within 30 minutes.

“Your fruits in 30 minutes”

A close examination of the text reveals its commitment to all maxims. In terms of quality, the provided information appears to be accurate. The same with the quantity maxim, information is enough, as required. There are no obscure or irrelevant words in this advertisement. As such, the maxims of relevance and manner are applied here.

FINDINGS

The present study has tried to answer these two questions:

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1. To what extent does the advertising language in a chosen application (app) follow or violate maxim principles?

2. What impact does the violation have on the effectiveness of the advertisement, if there is one?

Twenty printed advertisements from Talabat and Hunger Station apps are analyzed using qualitative methods. The analysis is carried out based on Paul Grice's theory. According to the investigation, Grice's maxims are generally followed in most situations, especially the quality maxim. Possibly, advertisers obey maxims in their advertisements because food is something that people are interested in.

Thus, advertisers strive to explicitly convey their message to users of these apps. Essentially, they do not wish to mislead them. They are aware that customers are always curious about the quality and details of food. Nonetheless, it does not mean that some maxims are not violated. For example, the maxim of quantity is one of the most ignored principles. Based on the study, it is found that each of these violations has a variety of effects on the advertisement. By providing less information to customers, for example, they violate the quantity maxim, of making an advertisement brief, but memorable to arouse customer's interest and imagination.

A quality maxim often occurs when using figurative language, which can result in the advertisements becoming more alive and interesting. Whereas, violating the relation maxim in selected advertisements makes these apps stand out and distinguish them from other food apps. Violation of the manner maxim in terms of ambiguity can lead to a deeper impression on the users. It may also encourage them to use these food applications in the future.

One could draw the conclusion, that violating Gricean maxims impacts positively on Talabat and Hunger Station Applications. It makes their advertisements more vivid, unique and stimulates present and prospective customers' attention to use these two apps.

CONCLUSION

Nowadays, advertising is a necessary component of our daily lives. All aspects of life have been impacted. Everywhere we go, we are exposed to advertisements from television, print media, radio, and even billboards on subways. Companies and advertisers compete to reach as many consumers as possible because of this. They are aware that the

most crucial aspect of the advertising industry is selecting the appropriate words that resemble the needs of potential customers.

As mentioned earlier, this paper attempts to investigate the advertising language in Talabat and Hunger Station food apps, adopting the Grice maxims theory. It aims to discover how closely the advertisements follow the Grice maxims. If and where there are any violations, the study reveals the impact that these violations have on the effectiveness of the advertisements. A qualitative method has been chosen to achieve these aims.

The findings show that designers of advertisements of food apps intentionally follow Grice's maxims, especially the quality maxim. They are aware that their users are seeking accurate information about how to buy food online using a specific application. There are, however, some instances in which designers need to violate the maxims to gain the attention of their customers. Violations may occur for the purpose of bringing life to advertisements. And therefore attracting more customers, who will pay to use their service of online delivery.

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