PEACE ACCORDS BETWEEN UAE AND ISRAEL IN THE AMERICAN MEDIA: A PRAGMA-STYLISTIC STUDY

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Abstract

The present study is concerned with analyzing "Peace Accords between UAE and Israel in the American Media" pragma-stylistically. It aims at investigating the use and frequencies of the pragmatic components, namely, politeness strategies and Grice's maxims which are utilized by the speakers/writers of the political texts of the selected American media. A model is proposed by the study to conduct a qualitative pragma-stylistic analysis consisting of Grice's (1975) cooperative principle, Brown and Levinson's (1987) politeness strategies and Martin's(2014) figures of speech. Frequencies and percentages are also utilized to calculate the results quantitatively.

The analysis of the data shows that the pragmatic components which characterize the pragmatic style of the texts of these media are the positive politeness, flouting the maxim of quality. The results reveal that implicature plays a great role in the texts of these media.

1. Introduction

The term "pragma-stylistics" is an approach aims at applying the findings and methodologies of pragmatics to the concept of style in language, that is to say, the variations in usage in written and spoken language such as analyzing the language of literary texts among writers, genres and periods (Allan,2016:217).

Thus, Pragma-stylistics, being a stylistic study carried out according to the tents of pragmatics, attempts to discover, analyse and formalize the implicit meanings of utterances. It is unified, however, by its emphasis on explaining existing interpretation of texts rather than generating new readings (Mey,2009:256).

Scholars like Radford(1997), Simpson(2004), Jeffries and Mclntyre (2010) and others maintained that contemporary stylistics is a mature discipline not confined to the analysis of literary texts as it always was. Stylistics involves the analysis of non-literary texts such as scientific, political, legal texts, advertisement, etc. (Ibrahim and Waheeb,2017:62).

Therefore, the study further adds more to the fields of stylistics and pragmatics in the analysis of political discourse. To achieve this, the study aims at:
1. Identifying how the breaching of Grice's maxims in these texts achieves stylistic effects.
2. Showing how politeness strategies are stylistically utilized in these texts under study.
3. Finding out the most common used tropes and schemes that effect the style in these texts under study.

In accordance with its aims, this study hypothesizes that:
1. The maxim of quality is predominantly exploited in the texts of these media.
2. The positive politeness strategies of "claiming common ground" and "conveying the speaker and the hearer are cooperators" are the frequent strategies in the texts of these media.
3. Overstatement may be found in the texts of these types of media more than any other figures of speech.

The following procedures are adopted to achieve the above aims:
1. Interpreting the exploiting of Grice's maxims and the performing of the politeness strategies in the political texts of the American media using the model established for this reason.
2. Using a mathematical approach represented by a percentage equation to calculate real numbers of the findings.

2. Pragma- Stylistics

2.1 The concept of style

The study of style surfaced in 1960s, and it has continued to attract intellectual attention from different scholars and different advantages of linguistic studies. The study of style delves into unearthing the functional value of peculiar use of expressions of language in an institutionalized societal context. The word style refers to the choice of words/expressions in a given context by a given individual, for a given purpose, and so on. Thus, studies on style have shown that style is "the selection and arrangement of linguistic features which are open to choice" (De Vito Joseph,1967:358). Consequently, the idiosyncratic way a writer presents himself or herself is an offshoot of his or her character. These choices are often determined by the intention of the language user and the audience, however successful communication is the pivot, and this is why Crystal David and Davy Derek agree that style is the "effectiveness of a mode of expression." (Crystal and Davy,1969:994).

The term "style", according to (Sanding and Selting,1997:138), refers to any kind of significant variation in writing or speaking. Style comprises literary styles such as variations of different ages, writers, types and non-literary styles like variations of newspapers or magazines, variations within the same newspaper different genres or variations in speaking. They go on to say that style is not a judgemental term, but rather a useful tool for recognizing and unfolding various styles, the meanings they might yield, and their relevance to a certain discourse.

2.2 stylistics

At the end of the 18th and the beginning of the 19th centuries, the art of rhetoric nearly ended and fell in a state where scholars believed it in linguistics. But it came back in the literary debate in the beginning of the 20th century as 'Stylistics', though, the term stylistics had been used since the early nineteenth century. In modern times, it is "an analytical science which covers all the expressive aspects of language as phonology, prosody, morphology, syntax and lexicology" (Cuddon,2010:872).

Stylistics, according to Trask (1999:197), is concerned with the aesthetic uses of languages, especially those in literature. He distinguishes between the European and English perspectives on stylistics; for the European linguistic traditions, on the one hand, stylistics has been always regarded as the study of the structural aspects of language in relation to their aesthetic aspects. For the English- speaking world, on the other hand, linguistics and literary criticism are viewed separately, neither of them paid attention to the other. However , in the recent decades, this gap has been bridged as a number of researchers have applied theories of linguistics to explain literary works and to investigate the aesthetic dimensions of language in general. The purpose of learning stylistics is to find out a connection between language and artistic function (Leech & Short,2007:11). Therefore, in analyzing literary stylistics, the relation between style, literary and aesthetic function, is typically concerned with explaining.

Furthermore, Niazi and Gautam (2010:3) define stylistics as "the study of style used in literary and verbal language , and the impact the writer/speaker wishes to convey to the reader/listener". It helps to establish set of principles that can elucidate why individuals or social groups prefer this form or expression over others from a wide range of choices. The merging between form and content in studying literary texts is the main concern of stylistics.

Thus, according to Widdowson, stylistics would be 'the study of literary discourse from a linguistic orientation'. He tries to take the view that what distinguishes stylistics from literary criticism on the one hand and linguistics on the other is that 'a means of linking the two' we arguably propose that stylistics occupies the middle ground between linguistics and literary criticism, and no purpose is to mediate between the two. Stylistics is, therefore, a study or an area that combines both literary criticism on the one hand and linguistics on the other as the morphological make up displays: 'style' component relating it to literary criticism and the 'istics' components to linguistics (Widdowson, 1977:3).

Stylistics evaluates a literary text precisely. Descriptive linguistics offers stylistic analysis of a text at phonological, syntactic and semantic levels of linguistic description. The communicative power and connotative significance of these isolated linguistic items and structures is assessed objectively. John Lyons says that style implies "those components and features of a literary composition which give to it individual stamp, marking it as the work of a particular author and producing a certain effect on the readers" (Lyon,1981:20).

In practice, stylistics has split itself into literary and non-literary, although the approaches used in either case are highly based on linguistic observations and terminology. Leech and Short (1981), for example, though attaching great importance to the concept of style as choice, would regard practically any linguistic study of literature as stylistics. The work of Crystal and Davy (1969),which sets up useful criteria for the study of style and applies them to the study of different types of texts, such as the language of conversation, unscripted commentary, religion, newspaper reporting and legal documents, is as applicable to literary texts as to any of the types currently chosen for study. It would be reasonable to say, therefore, that the general discipline has much to offer any serious analyst of texts (ibid.:575).

According to Chapman and Clark (2014:1) stylistics is an interdisciplinary field that requires applying theories from linguistics to find out how certain texts are created, interpreted and evaluated. As a result, it unavoidably has many branches; first, because of the wide range of forms, styles and purposes of the texts which constitute the subject of research. Second, because of these texts can be examined by using various frameworks from linguistics.

The latest development of stylistics and its disciplinary nature has led to the emergence of sub-branches; linguistic stylistics, formal stylistics, feminist stylistics, functional stylistics, critical stylistics, pragmatic stylistics and cognitive stylistics (Wales,2001:4).

2.3 Figures of Speech

According to McQuarrie and Mick (1996:3), a proposition can be stated in multiple forms one of which is the utilization of figures of speech such as simile, metaphor, pun, and the like. For Abrams (1999:96), figurative language is "a conspicuous departure from what users of a language apprehended as the standard meaning of words, or else the standard order of words". The chief aim of such deviations is to bring about a unique meaning or effect. Nonetheless, figures of speech are sometimes thought of as poetic in the first place, though they are an essential component in all types of discourse.

Figures of speech were first classified in the work of the classical rhetoricians, more specifically, that of the prominent Roman figure Quintilian. In his book Institutes of Oratory, Quintilian divided rhetorical devices into two basic classes: schemes and tropes (ibid.). The word scheme came from Greek schema, meaning form or shape. It refers to the "deviation from the ordinary patterns or arrangement of words" as in rhyme, alliteration, and antithesis. Whereas a trope originally means to turn which involves "a deviation from the ordinary and principal signification of a word" (Corbett,1965:427).

Style is often associated with ornamentation. That makes sense in so far as it is a dimension associated with poetry or the use of words (in any form) so as to create some kind of aesthetic effect, shaping sensations and the meanings derived from them. However, in political rhetoric, stylistic devices such as schemes and tropes impact how an argument is perceived and understood by its audience (Martin,2014:81).

There are different types of schemes and tropes that are performed in political discourse, according to Martin's (2014) Politics and Rhetoric: A Critical Introduction, such as repetition, ellipsis forms, tricolon, overstatement, understatement, metaphor and irony…etc.

2.4 Pragmatics

Pragmatics has only recently joined the linguistic map in contrast to other branches of linguistics. In the 1970's, however, it became a significant factor in linguistic thought. Since then, pragmatics has grown as an important field of research. Pragmatics may be roughly described as the study of what is communicated or what a speaker means apart from the linguistic meanings of the words uttered(Allot,2010:6).

In order to understand what pragmatics is, it is necessary that the concept of semiotics be explained. Charles Morris (1938) (quoted by Levinson,1983:1) describes pragmatics "as the scientific study of the properties of signaling systems, whether natural or artificial." In general, semiotics refers to the study within philosophy of sign and symbol systems. In this sense, the term semiotics may be just applied to the study of artificial signs such as traffic lights, or of signs used in animal communication, as well as to human language. In practice, however, work in pragmatics has mostly been performed on human language, or "natural language" as logicians are accustomed to call it. According to Rudolf Carnap (1942,1955), semiotics is divisible into three distinct areas:

 (1) Syntactics or syntax which is the study of signs in relation to one another;

 (2) Semantics which is the study of signs in relation to their so-called designata or what they refer to;

 (3) Pragmatics which is the study of signs or sign systems in relation to their users.

Thus, pragmatics, as Crystal (2008:379) notes, is the study of language from the perspective of users, especially of the choices they create, the constraints they encounter when utilizing language in social interaction, and the influences that their use of language exert on the other participants in an act of communication. According to Levinson (1983:24), pragmatics is the study of "ability of language users to pair sentences in the contexts in which they would be appropriate."

Semantics according to Leech and Thomas (1990:173) deals with meaning as a dyadic relation between a form and its meaning, whereas pragmatics has to do with meaning as a triadic relation— the relation that holds among the form, meaning and context. So Pragmatics is "a relatively newer area of linguistics than semantics consisting a cluster of approaches which cohere around the preoccupation with the contextual constraints on meaning" (Finch,2000:149).

According to Yule (1996:3), pragmatics is interested in the study of meaning as conveyed via a speaker and interpreted via a listener. Thus, it can be said that pragmatic analyses are more concerned with what people convey through using certain utterances than with what the words in those utterances may mean in isolation.

Yule (ibid) also focuses on context and how it influences what is said. It requires a consideration of how speakers arrange what they want to say in accordance with whom they are talking to, where, when, and under what circumstances. Pragmatics is the study of contextual meaning. He also describes pragmatics as a study related to the speaker's intended meaning. This type of study identifies how a great deal of what is unsaid is recognized as part of what is communicated. We might say that it is the investigation of invisible meaning. "Pragmatics is the study of how more gets communicated than is said."

Invisible here comprises types of meaning that are non-literal, context-dependent, inferential, and/or non-truth-conditional (Birner,2013:4). As such, pragmatics deals with rather illusive types of

meaning (i.e. ones that are not found in dictionaries and which may vary from context to context). The same utterance will mean different things in different contexts, and will even mean different things to different people. Consider the following sentence: **"The teacher is coming ".**

Such a sentence will yield different utterances in different contexts. Consequently, it can be (a) simply a statement (a pupil telling his classmates that their teacher is on the way to the classroom), (b) advice (keep quiet!), (c) a warning (stop making noises lest you should be punished by the teacher), (d) a threat (if you do not stop making troubles, I will tell the teacher about it!), etc.

2.4.1 Cooperative Principle

In "logic and conversation", the philosopher Paul Grice presented a general theory of conversation plus a set of maxims that speakers would typically follow in order to explain the processes by which people perceive the discrepancies between "what is said" and "what is meant" (conversational implication) (Grice,1975:45). The general principle is called the Cooperative Principle, it runs as follows:

Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

The Cooperative Principle states that while communicating, speakers attempt to cooperate with one another, otherwise communication would not be possible (Thomas,1995:61). Furthermore, Levinson (1983:102) explains, there are supporting rules of the cooperative principle that define how participants are to act in conversation to "converse in a highly effective, reasonable, co-operative way", which clearly indicates that speaking sincerely, relevantly, and simply or clearly, while presenting adequate information at the same time. The conversational conventions, or maxims which support this principle are as follows:

a. Maxim of Quantity: Make your contribution as informative as required, which means that not more information nor less than it is required, so it is related with the amount of information. It has two sub-maxims:
1. Make your contribution as informative as is required.
2. Do not make your contribution more informative than is required (Levinson,1983:102).

b. Maxim of Quality: Seek for information that which you think it is true and leave that which you think it is untrue or that which you do not have evidence. This consists of the following maxims:
1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence (Grice, 1989:27).
c. Maxim of Relevance: Make your contribution relevant, which means you must join what you want to say with what you have already talked about.

d. Maxim of Manner: Be perspicuous and make your contribution clear and not vague, brief and orderly. This maxim is related to the way of telling rather than what information is being told. It (ibid:46) includes the sub-maxims:

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief (avoid unnecessary prolixity).

4. Be orderly .

2.4.1.1 Observance of Grice's Maxims:
Speakers may observe all the maxims as in the following example:
Husband: **Where is my watch?**
Wife: **It is on the table in the hall?**
Thomas (1995:64) reveals that the wife has answered the question clearly (Manner), truthfully (Quality) with right amount of information (Quantity), and satisfying the goal of the question (Relation).

2.4.1.2 Non-Observance of Grice's Maxims:
The non-observance of the maxims results in addition to the literal meaning of an utterance, an extra meaning, which is a conversational implicature (Brown and Yule, 1983:32). According to Jason and Wareing (1999:28) one of the politician's goals is to persuade the audience of the truth of the politician's claims, which is accomplished by implicature.

2.4.1.2.1 Flouting Grice's Maxims
Thomas(1995:65) affirms that a flout occurs when a speaker blatantly fails to observe a maxim for the purpose of prompting the hearer to look for a possible interpretation which is different from, or in addition to, the conveyed meaning (generating implicature). Brown and Levinson (1987:220) state that the process of flouting can be achieved by many literary and linguistic phenomena:

1. The maxim of quantity can be flouted by the use of: understatement, overstatement, and tautology.
2. The maxim of quality can be flouted by the use of: irony, metaphor, and rhetorical questions.
3. The maxim of manner can be flouted by the use of: ambiguity, vagueness, and ellipsis.
4. The maxim of relation is flouted in no figure of speech. It is flouted by talking about irrelevant topics to the current situation and sometimes a comic sense can be achieved by this flouting.

2.4.1.2.2 Violating Grice's Maxims
According to Grice (1975:49) the speaker violates a maxim when s/he will be responsible for misleading the hearer to have such implicature. Many individuals tend to tell untruth and break the maxims of Grice's cooperative principle when they communicate in the real life situations, they even do multiple violations for lying purposes (ibid:45).

The flouting is different from the violation of maxims. The convert takes place to bring the listener to misunderstanding, the overt of maxims on the other hand, happens when speakers intentionally come to the end in order to apply the maxims for persuading the listeners to infer the implicit meaning of the utterances and hit the implicature (Levinson,1983:105).

2.4.2 Politeness Principle (Brown and Levinson's Politeness Strategies)
Politeness strategies are the means by which speakers minimize the risk of a special act threatening the listener's face, or they are the oral speech that prevents the abuse of the listener's face and persuades the listener's desires (van Dijk,1997:50).

2.4.2.1 Bald On-Record
This strategy is more precise than the others that speaker employs to carry out the act. It means that the speaker carries out the face-threatening act in a precise and non-ambiguous manner (Huang,2012:213). Since the speaker has little control over the hearer, this strategy embarrasses him

and will make him uncomfortable. In certain situation, the bald on-record strategy is employed: For instance, when the speaker and the hearer have a close relationship. Secondly, in situations where there is only a slight threeat to the hearer's face (such as when demanding, suggesting, or offering), that corresponds to the hearer's interest. Thirdly, in situations where the speaker is significantly more powerful than the hearer or where the speaker may gain the support of the audience to destroy the hearer's face without sacrificing his own (Brown and Levinson,1987:68).

2.4.2.2 Positive Politeness
Positive politeness is concerned with the positive face of the hearer. It encompasses three broad mechanisms with fifteen strategies that are aimed at minimizing face threatening of both the positive self-face of the speaker and the hearer's positive face. According to positive politeness, the speaker is concerned with the hearer's wants, for instance, by treating him as a member of an in-group, a friend, an individual whose wants and personality traits are known and liked. The probability of a face threatening act is decreased by assuring that the speaker wants at least some of the hearer's wishes, such as when the speaker considers the hearer to be close to him in important ways, such as in terms of in-group privileges, responsibilities, and aspirations, or by suggesting that S likes the hearer so that the face threatening act does not indicate a negative assessment of the hearer's face (ibid.:70).

2.4.2.2.1 Claiming common ground
This broad mechanism has eight outcomes or strategies by which the speaker claims "common ground" with the hearer by showing that the speaker and the hearer both members of the same group of people who share specific wants, including goals and values. There are three ways to make this claim: **first**, the speaker can express that some want of the hearer's is admirable or fascinating to him. **Second**, the speaker may emphasize common group membership, emphasizing that both the speaker and the hearer belong to a group of people who have similar desires. **Third**, when the speaker asserts a shared perspective with the hearer without mentioning in-group membership (ibid.:103).

2.4.2.2.2 Conveying that the speaker and the hearer are cooperators
Brown and Levinson (1987:125) define the second major class of positive-politeness strategies as conveying that the speaker and the addressee are cooperatively engaged in relevant interaction. If the speaker and the hearer cooperate, they will have common interests, and may share the same goals in some domain, resulting in face threatening act redress to the hearer's face.

2.4.2.2.3 Fulfill the hearer's want
This is the final positive-politeness strategy, in which the speaker tries to specifically redress the hearer's face by satisfying some of the hearer's desires, thereby implying that he (the speaker) wants the hearer's desires for the hearer, in some particular respects.

2.4.2.3 Negative Politeness
Negative politeness, according to Brown and Levinson(ibid.:70), is a collection of strategies aimed primarily at satisfying or redressing "the hearer's negative face, his fundamental desire to maintain claims of territory and self-determination". Negative politeness, therefore, is essentially avoidance-based or evasion strategy. Negative-politeness strategies are realized when the speaker recognizes and respects the hearer's negative-face preferences and will not interfere with the hearer's freedom of action. As a result, "negative politeness is characterized by self-effacement, formality and inhibition, with attention to very restricted aspects of the hearer's self-image, centered on his desire to be unimpeded."

2.4.2.4 Off-record Politeness

By employing this strategy, the speaker can take the advantage of getting credit for being diplomatic and non-coercive. Second, he can evade the charge for the possibly face-damaging interpretations. Moreover, he can give the hearer an opportunity to be seen to care for the speaker. In other words, he can test the hearer's reaction indirectly (ibid.:71). A communicative act is done off record if it is conducted in such a way that it is not possible to attribute only one specific communicative intention to the act. As a result, if the speaker wants to do a face threatening act, but doesn't want to take the responsibility for doing it, he can do it off record.

3. The Eclectic Model of Analysis

The present study adopts an eclectic model for its own analysis. An eclectic model is a term which denotes that the researcher has used more than one approach in his own analytical part in a way that suits his data selection and the nature of the data selected model. From all the aforementioned, a proposed model can be constructed to facilitate analyzing the data of the current study. The model is consists of Grice's (1975) Cooperative Principle, Brown and Levinson's (1987) Politeness Principle and Martin's (2014) use of figures of speech. It is as shown in the figure below:
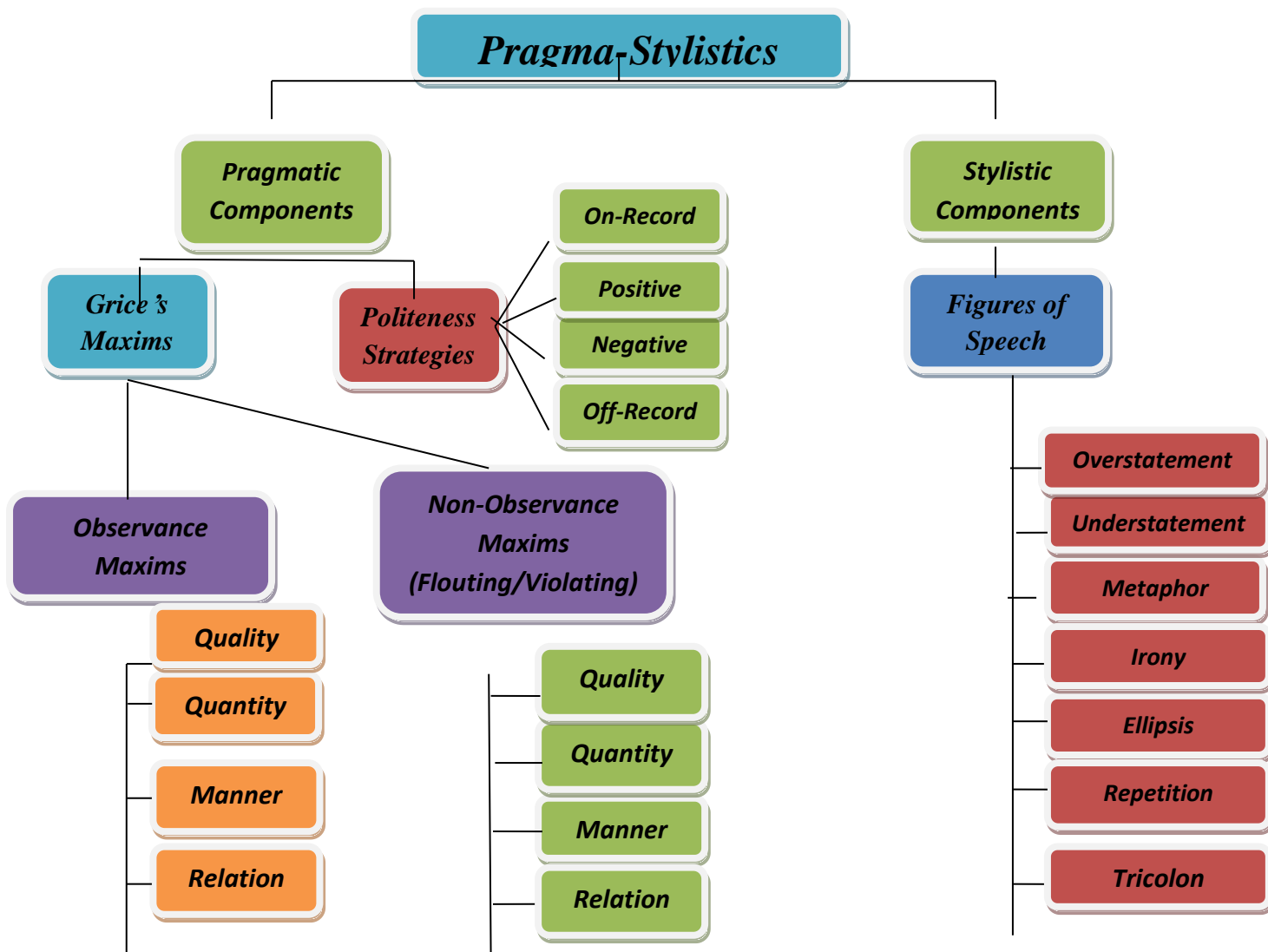
Figure (1) The Pragma-Stylistic Model of Analysis

4. Data Collection

The data of the present study are collected from three extracts, which are randomly selected to be representatives for the whole selected data "Peace Accords between UAE and Israel in the American Media"; a tweet of an American president (US president Donald Trump), an extract of political interview on selected American TV channel (MSNBC), and an extract of selected American newspaper(The New York Times).

4.1 The Qualitative Pragmatic Analysis
4.1.1 The Tweet Analysis
Tweet of President Donald J. Trump   August 13, 2020.

" (1) HUGE breakthrough today! (2) Historic Peace Agreement between our two GREAT friends, Israel and the United Arab Emirates!"

   A. Cooperative Principle:
In utterance (1) Trump flouts the (Maxim of Manner) by being ambiguous in using the elliptical forms (Agent &verb). Trump performs the scheme of ellipsis where he omits (It is) before "Huge". Ellipsis here is deliberately used with no intention to mislead the audience. It is not because of the limitation of characters' number in Twitter, since they are still less than 250; but sometimes the implied meaning is more powerful than the clearly stated one. Trump violates the (Quality Maxim) by using overstating expression "HUGE" which overstates the description of the breakthrough. An overstatement is a tropic figure of speech that sheds more light on one specific feature of a particular object. Trump follows the two other maxims by being informative and relevant. In utterance (2) Trump also flouts the (Maxim of Manner) by being ambiguous in using the ellipsis scheme (verb form) and he violates the (Quality Maxim) by using trope of overstatement as in the expression "GREAT" which is capitalized by Trump to characterize the great relationship among USA, UAE and Israel. Here Trump makes use of capitalization to emphasize certain information more than others. It is used like intonation as one can imagine how Trump might pronounce this word while speaking. The other two maxims are observed by Trump by being informative and relevant.
   B. Politeness Strategies:
In utterance (1) the strategy of (Positive Politeness) is proved here through the use of the elliptical forms where Trump "presupposes common ground" with his readers, as he assumes that they can pick up the intended referent through the "shared mutual knowledge". The use of the trope of overstatement as in the expression "HUGE" leads to the strategy of "Off-Record Politeness" as it invites the hearer to create a conversational implicature. In utterance (2) he utilizes the personal pronoun "our" which indicates that "the speaker and the hearer are including in the same activity" which means that they are performing positive politeness by being cooperators.

4.1.2 The Interview Analysis
 (MSNBC) Morning Joe interviews UAE Amb. to the U.S., Yousef Al Otaiba, and Israeli Amb. to the U.S., Ron Dermer December 7, 2020.   7:36 a.m. ET

Joe: (1)Yousef, let ΄s talk about how you get to right now to be the third Arab country to recognize Israel; the first being "Camp David Accords" in 1979, then we ΄ve to wait again till 1994 and wait again till 2020. (2) So, it is a quite step for the UAE, why do you think make that step?

Al-Otaiba: (3) I think for two reasons, Joe. One, the region is changing, the attitudes are changing, the minds are changing, people are tired of conflict, people are tired of ideology, they want the same things people want, they want opportunities, they want jobs, they want hope. In the UAE there is a great public support for this. (4) A poll was done in the UAE just for young Emiratis between (18-24) years (89%) of Emirati young people support the Abraham Accords. (5) I think there is a recognition that the region is moving in different direction and with a different minds' acts, and I think we took advantage of that. (6) The second reason, this happened now, 26 years after the Jordanian peace deal and the debate of annexation was going to arrest the progress with Israel.(7) We see more over cooperation with Israel, and we took advantage of the situation and create a "win win" deal ultimately for us, Israel, and the United States.

A. Cooperative Principle:

In utterance (1) all "Grice's Maxims" are observed. In utterance (3) Al-Otaiba flouts the "Quantity Maxim" by being informative more than it is required as in "the region is changing", "the attitudes are changing" and "the minds are changing", and as in "they want opportunities", "they want jobs" and "they want hope" and also by using the scheme of repetition as in the expressions above. Repetition is one of the main important figures of speech. It means a recursion of certain expressions to get the reader/hearer's attention to focus on some idea. Also the maxim of "Manner" is flouted by being ambiguous and unorderly. in utterance (7) "Quality Maxim" is violated by Al-Otaiba by using overstatement trope and exaggerate interest as in "more over cooperation" and "ultimately". Al-Otaiba also uses the scheme of tricolon when he describes the peace agreement as "create a (win win) deal ultimately for us, Israel, and the United States".

B. Politeness Strategies:

In utterance (1) "Positive Politeness" strategy of "involving the speaker and the hearer in the same activity" is used by means of the expression "let's" which means that the speaker and the hearer are cooperators. In utterances (3) and (4) the "noticing the hearer's wants" strategy of " Positive Politeness " is utilized by Al-Otaiba where he shows that he is aware of people's need for living in peace and safety, getting opportunities and jobs. The strategy of "Negative Politeness" is utilized here by Al-Otaiba through using the passive voice "was done" to show that " the speaker does not like to impinge on the hearer, which means impersonate". In utterance (7) Al-Otaiba employs " Positive Politeness " when he "claims common view" between him and people, and when he uses "exaggerate interest" by using expressions like "ultimately". Again he conveys that the speaker and the hearer are cooperators by being "optimistic" he sees more cooperation and takes more advantages of this deal, and he sees that "the speaker and the hearer are involved in the same activity". Also he "gives reasons" why UAE cooperates with Israel and that he "fulfills the hearer's wants" through giving gifts which is strengthening the relation with Israel by creating the "win win" deal ultimately for UAE, Israel and the United States.

4.1.3 The Newspaper Analysis

THE NEW YORK TIMES: "Israel and United Arab Emirates Strike Major Diplomatic Agreement". By: Peter Baker, Isabel Kershner, David D. Kirkpatrick and Ronen Bergman. Published August 13, 2020.

Israel and the Emirates have long maintained a thinly veiled secret relationship over mutual interests, and the idea of formalizing it had come up several times over the past year. But the

two sides essentially took it into the open after six weeks of indirect talks through Jared Kushner, the president's son-in-law and senior adviser, culminating in Thursday's phone call between Mr. Trump, Mr. Netanyahu and Mohammed bin Zayed, the crown prince of Abu Dhabi and de facto ruler of the United Arab Emirates.

The deal gave Mr. Trump a much-welcomed breakthrough at a time when he has been struggling at home with a deadly pandemic and economic collapse amid a re-election contest that polls show he is losing. Both Israel and the Emirates, each for its own reasons, were happy to credit Mr. Trump to advance their positions in Washington, and the president plans to stage a celebratory White House signing ceremony in coming weeks.

The delicacy of the accord was on display after the announcement as the Emiratis maintained that it was contingent on Israel living up to its pledge to forgo annexation even as Mr. Netanyahu emphasized that it was only a temporary pause in deference to Mr. Trump. But both sides were playing to domestic constituencies to minimize concessions and officials expressed optimism that the deal would hold.

 A. Cooperative Principle:
 In the first paragraph the "Quantity Maxim" is violated when referring to "Muhammad Bin Zayed". The authors' contribution is more informative than it is required as they can use only the UAE Crown Prince title or his name, but they use both of them; also the "Maxim of Manner" is flouted by the writers when they metaphorically compare the relations between UAE and Israel to a thinly veiled object, as they say "thinly veiled secret relationship". The writers use the trope of metaphor, which is an implied comparison, to show the similarity between these two unrelated things. The other two maxims are obeyed by the writers. In the second paragraph all "Grice's Maxims" are observed, but the "Quality Maxim" is flouted by using the trope of irony when the authors describe Trump ironically as "struggling at home with a deadly pandemic", whereas in the third paragraph, all "Grice's Maxims" are followed.

 B. Politeness Strategies:
A strategy of "Negative Politeness" is utilized in the first paragraph when the speaker raises the hearer and "don't coerce and give deference" by using titles before names of presidential figures, as in "Jared Kushner, the president's son-in-law and senior adviser, Mr. Trump, Mr. Netanyahu and Mohammed bin Zayed, the crown prince of Abu Dhabi and de facto ruler of the United Arab Emirates".
In the second paragraph the strategy of "using in-group markers", which is a Positive Politeness strategy is employed here by the authors when they mention "the president" without mentioning his name, as he is known by the hearer through the shared mutual knowledge between them. The strategy of "Off-Record Politeness" is used by means of "irony trope" which "generates a conversational implicature". In the third paragraph a strategy of "Positive Politeness" is performed by means of "giving reasons" as the speaker gives reason why "the Accord was on display after announcement….because the Emiratis maintained that it was contingent on Israel..".

4.2 The Quantitative Analysis
Depending on the qualitative analysis which is conducted in the previous sections, below is the quantitative analysis which is aimed to solidify the results statistically.

4.2.1 Conversational Maxims Analysis

Concerning the Cooperative Principle of Grice and its four maxims, Table (1) and Figure (2) show the percentage of the writer/speaker's observance and non-observance these maxims in the selected media; the Relevance Maxim is highly followed in all types of media with the percentage of (25%) in the tweets and (24.99%) in the newspapers and in the interviews. The Quantity maxim comes in the second step, and then comes the maxim of Quality and the maxim of Manner. In relation to the flouting of the four maxims in the texts of the three selected media, the statistical analysis shows that the maxim of Manner is highly exploited by the speakers/writers of these media as it scores (25%) in the tweets and (8.33%) in the newspapers and the interviews.

On the other hand, the Quality maxim is highly violated in the three selected media as the tweeters violate the Quality maxim with the percentage of (25%), whereas the writers in the newspapers and the speakers in the interviews equally violate the Quality maxim with the percentage of (8.33%) for both of them.

Table (1): Conversational Maxims in the Texts of the Selected Media

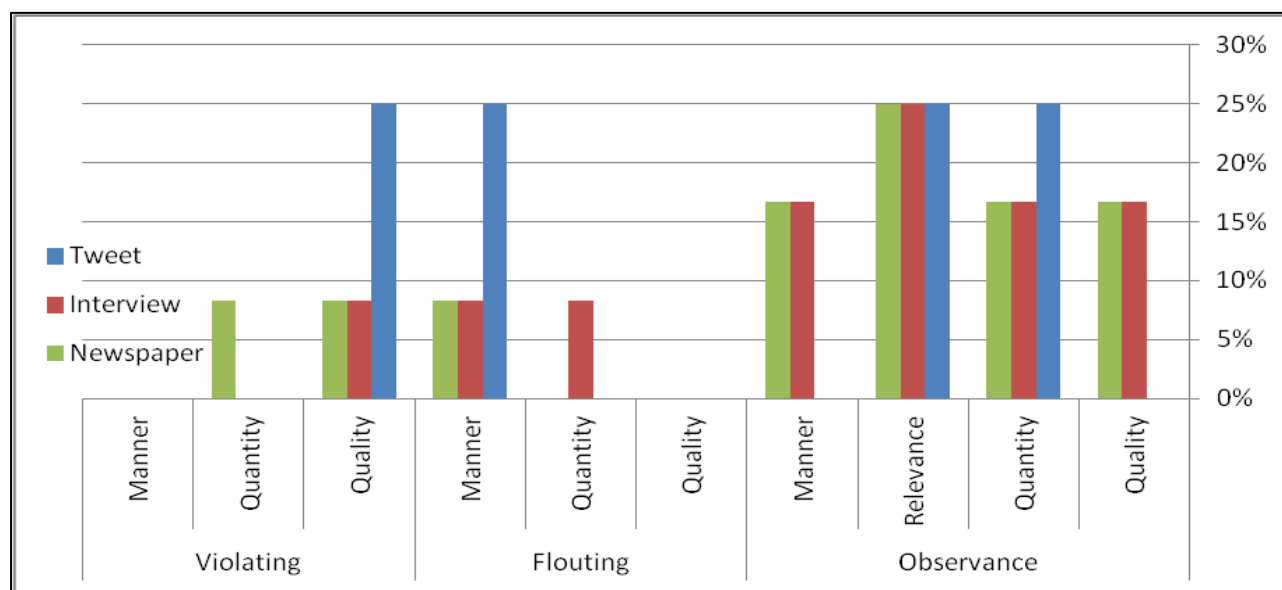| Cooperative Principle			Tweet		Interview		Newspaper	
			F	P	F	P	F	P
Observance		Quality	0	0%	2	16.66%	2	16.66%
		Quantity	2	25%	2	16.66%	2	16.66%
		Relevance	2	25%	3	24.99%	3	24.99%
		Manner	0	0%	2	16.66%	2	16.66%
Non-observance	Flouting	Quality	0	0%	0	0%	0	0%
		Quantity	0	0%	1	8.33%	0	0%
		Manner	2	25%	1	8.33%	1	8.33%
	Violating	Quality	2	25%	1	8.33%	1	8.33%
		Quantity	0	0%	0	0%	1	8.33%
		Manner	0	0%	0	0%	0	0%
Total number			8	100%	12	100%	12	100%

Figure (2): Conversational Maxims in the Texts of the Selected Media

4.2.2 Politeness Strategies Analysis

With reference to Politeness strategies, Table (2) and Figure (3) show that three super-strategies of politeness are performed in the discourse of these three selected media. Positive Politeness, Negative Politeness and Off-record Politeness are employed in these selected media.

The super-strategy of conveying the speaker and the hearer are cooperators and the super-strategy of claiming common ground, which are Positive Politeness strategies, are highly performed in the texts of these selected American media with the percentage of (33.33%) in the tweets and the interviews and (25%) in the newspaper for both strategies. The super-strategy of Negative Politeness is highly performed in the newspaper with percentage of (25%). On the other hand, the super-strategy of Off-record Politeness is highly employed by the tweeters, as it scores (33.33%) in the tweets.

Table (2) Politeness Strategies in the Texts of the Selected Media

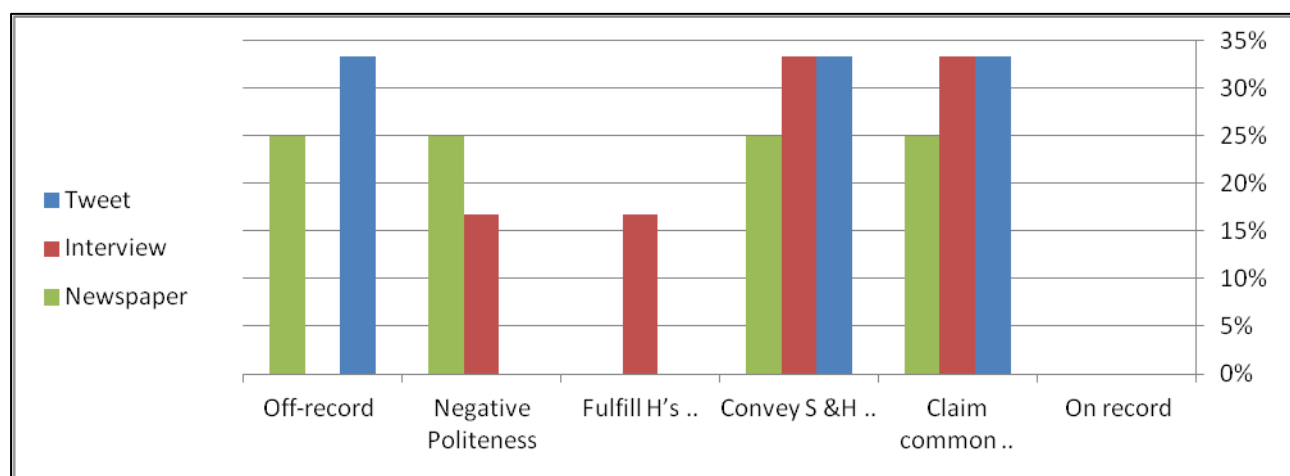| Politeness Strategies		Tweet		Interview		Newspaper	
		F	P	F	P	F	P
Bald on record		0	0%	0	0%	0	0%
Positive Politeness	**Claim common ground**	1	33.33%	2	33.33%	1	25%
	Convey S &H are cooperators	1	33.33%	2	33.33%	1	25%
	Fulfill H's wants	0	0%	1	16.66%	0	0%
Negative Politeness		0	0%	1	16.66%	1	25%
Off-record		1	33.33%	0	0%	1	25%
Total number		3	100%	6	100%	4	100%

Figure (3) Politeness Strategies in the Texts of the Selected Media

4.2.3 Figures of Speech Analysis

Concerning the tropes and the schemes that are performed in the texts of these three selected American media, the statistical analysis demonstrates that the trope of overstatement is the most frequently used trope. The overstatement trope is performed with the percentage of (50%) by the tweeters in the tweets and with the percentage of (33.33%) by the speakers in the interviews, whereas in the newspaper the tropes of metaphor and irony are performed only once with the percentage of (50%) for each.

On the other hand, the scheme of repetition and tricolon are performed only once in the interview with the percentage of (33.33%) for each, whereas the scheme of ellipsis is performed twice with the percentage of (50%). The above findings are shown in Table (3) and Figure (4) below:

Table (3): Figures of Speech in the Texts of the Selected Media

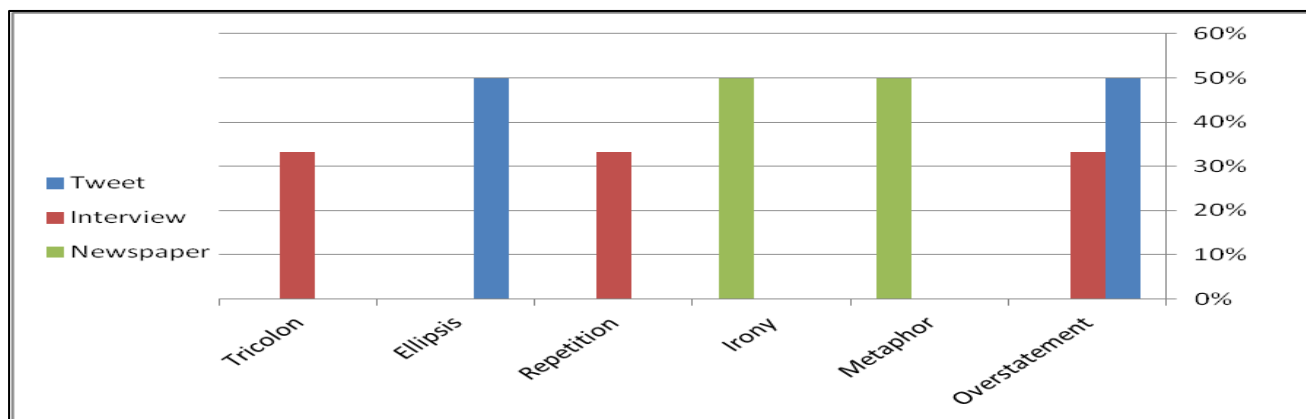| Figures of Speech		Tweet		Interview		Newspaper	
		F	P	F	P	F	P
Tropes	Overstatement	2	50%	1	33.33%	0	0%
	Metaphor	0	0%	0	0%	1	50%
	Irony	0	0%	0	0%	1	50%
Schemes	Repetition	0	0%	1	33.33%	0	0%
	Ellipsis	2	50%	0	0%	0	0%
	Tricolon	0	0%	1	33.33%	0	0%
Total number		4	100%	3	100%	2	100%

Figure (4): Figures of Speech in the Texts of the Selected Media

5. Conclusions

On the basis of the analysis conducted by this study and the findings arrived at, the following conclusions have been drawn accordingly to check the validity of the hypotheses of the present study:

1. The first hypothesis which indicates "The maxim of quality is predominantly exploited in the texts of these media" is proved as shown in Table (1) and Figure (2). Implicature plays a significant role in the selected data of the three types of American media as it features the writer/speaker's language and style. The blatant breaching of "Quality Maxim" is highly employed in the data as the writer/speaker intends not to say the truth to invite his/her readers/ hearers to work out an implied meaning which is stronger than it is conveyed directly. Overstatement, irony, metaphor, tricolon, repetition and elliptical forms are some of the strategies of the pragmatic style of these selected American media.

2. The second hypothesis which states "The positive politeness strategy is the most frequent in the political discourse of the three types of media, is validated as explicated in Table (2) and Figure (3). The positive politeness strategies of "claiming common ground" and "conveying the speaker and the hearer are cooperators" are highly employed due to the use of the personal plural pronouns as tools to build solidarity and maintain support through "including the speaker and the hearer in the same activity".

3. The third hypothesis which reads "Overstatement may be found in the texts of these types of media more than any other figures of speech" is verified in Table (3) and Figure (4). In using the overstatement trope, the speaker/writer makes the subject as more important or as an expression referring to exaggeration and emphasis. The use of figures of speech is highly useful for the speakers/writers to explain and to make their phrases powerful in meaning. Furthermore, figures of speech are mostly used by speakers/writers to imply meanings behind the real meaning of words and phrases particularly to convey a remarkable effect on the hearers/readers or to make a notable sentence that is easy to be recalled.

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