



VIOLATION OF THE GRICE'S MAXIMS IN JORDANIAN NEWSPAPERS' CARTOONS: A PRAGMATIC STUDY

MR MURAD AL KAYED, AMAL KITISHAT & HANA' FARAJ ALLAH

Ajloun, Al Balqa Applied University, Department of English Language and Literature, Jordan

ABSTRACT

The purpose of this study is to investigate the violation of Grice's maxims in cartoons selected from two Jordanian newspapers: *Al Distour* and *Al-ghad* by identifying the types of maxims and the implied meaning behind violation of these maxims. The method adopted by this study is a descriptive qualitative one. The data of the study consist of seven cartoons selected randomly from two Jordanian newspapers: *Al Distour* and *Al-ghad* between January to April 2015. After collecting the data, the researchers analyze them using Grice's conversational maxims. The findings of the study show that Jordanian cartoonists fail to observe all Grice's maxims (quality, quantity, manner and relation) in order to address political, social and cultural issues in Jordan.

KEYWORDS: Applied Linguistics, Cartoons, Grice's Maxims, Implicature, Pragmatics