



بحوث قسم اللغة الإنجليزية



Pragma-linguistic Devices Used in Real-estate Advertisements in Egypt

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الملخص باللغة العربية:

تتناول هذه الدراسة تمثيل الأدوات اللغوية التداولية في إعلانات العقارات التي عرضت في شهر رمضان في مصر 2024 من خلال منظور تداولي ولغوي. فشركات الدعاية يمكنها أن تخدع كل الناس بعض الوقت، وبعض الناس كل الوقت، لكنها لن تستطيع خداع كل الناس كل الوقت وهذا ما يشكل تحديات لشركات الدعاية والتسويق حيث أن الإعلانات أصبحت تشكل أمراً حيويًا في حياتنا اليومية، فهي لا تصف المنتج أو الخدمة فحسب، بل أصبحت ضرباً من ضروب الترفيه أيضاً. نحن نعجب بالإعلانات المصممة بعناية وإبداع والتي تظل في ذاكرتنا، والتي تُظهر خبرة المسوق ولغته الجذابة. من هنا تهدف هذه الدراسة إلى تقييم اللغة المضللة المستخدمة في الإعلانات من خلال مقارنة تداولية، وتحديد ما يسمى بالفخاخ التداولية والتي تمد المشاهد ببيانات ترويجية مضللة تعمل على تغيير الطبيعة الحقيقية لسلعة أو منتج ما. يعد فهم أنماط اختيار الفخاخ التداولية في الإعلانات أمراً بالغ الأهمية، لأنه يكشف كيف يمكن للمسوقين تغيير السياق التجاري والتسويقي من خلال اللغة. ويجب أن يكون المستهلكون على دراية بهذه الفخاخ اللغوية لاتخاذ خيارات استهلاكية مدروسة.

الكلمات المفتاحية: التحليل اللغوي التداولي، الخطاب الإعلاني، الخطاب التسويقي، الإعلانات

العقارية، الإعلانات المضللة.

Abstract:

This paper examines the representation of pragma-linguistic devices in Ramadan's real-estate advertisements in Egypt 2024 through a pragmatic and linguistic lens. While some consumers could swallow deceptive language in ads, this desire is not unanimous, posing challenges for businesses. Advertising appears to be vital in everyday life. It not only communicates information but may also provide enjoyment. We admire well-designed, unforgettable, witty, creative, and artistic advertising, demonstrating the marketer's expertise and engaging language. This study aims to assess and combine the literature on misleading language represented through a pragmatic approach, specifically pragmatic traps. Pragmatic traps are misleading promotional statements that alter the true nature of an item or product. Understanding the choice model of pragmatic traps in advertising is crucial, as it reveals how marketers can change a commercial's co-text and narrative through language. Consumers should be aware of these linguistic traps to make educated consumption choices.

Keywords: Pragmatic-linguistic Analysis, Advertising Discourse, Marketing Discourse, Real-estate Advertising, Misleading Advertising.

1. Introduction:

Pragmatic traps in advertising are a global issue affecting consumers. Businesses pay hundreds of millions of pounds annually on marketing, emphasizing the importance of marketing in contemporary businesses (Clark, 2010). Misleading or deceptive depictions of the texture of society in advertising might contribute to

clients' confusion (Lin, 2012). Marketers may adopt persuasion techniques to build a good picture of what they are selling, but this can be deceiving if the item in question fails to fulfill the advertised promises.

Gourkar (2023) argues that one major issue with advertising is the prevalence of fraudulent and deceptive content. The Egyptian government adopted "The Consumer Protection Law", (2018) to restrict misleading advertising activities, encourage balanced industrial growth, and guarantee consumer rights. Article number 2 of the law is stipulated as follows:

"The right to obtain all correct information and data about the services or products that he purchases uses or is provided to him."

Despite laws, some advertisers continue to create false ads for profit. Therefore, it is useful to investigate the following questions: How do fraudulent advertisements trick consumers with pragma-linguistic devices? How do pragma-linguistic devices impact the consumer's understanding of advertisements? This study addresses deceit in marketing language to increase customers' awareness, and the capability to detect "pragmatic traps" used by marketers. Marketers compete to excel in persuading customers through language to attain their profit goals. Yet not all commercials are realistic and genuine, and consumers can get pulled into pragmatic traps and linguistic illusions. Pragmatic traps are deceptive promotional statements that alter the true nature of an item or service. This study examines pragmatic traps in marketing by using Ramadan's advertisements in Egypt in 2024.

Ramadan is the only religious occasion when family members watch TV together in the early morning (Suhor) and evening (Mugrib/Iftar) for a whole month. Given the sheer number of the TV audience, these times are quite profitable for marketers. Most businesses focus on those periods when advertising levels are at their highest (Mazhar, 1998). Ramadan is a unique time for Egyptians to decide how they feel about a certain advertisement, product, or service. Efficacy in messaging in advertisements might therefore arise to ensure that customers may have a favorable or detrimental perception of a brand as a result of the negative brand image that is reflected to consumers through an advertisement. Customers may get disengaged from an item, for example, if they have a bad impression (Linghong, 2006). This would reduce the impact of certain negative advertisements of untrusted products or services.

With advertisements of real estate, mobile telecommunication services, and other products, the holy month of Ramadan is the peak of advertising time in the year in Egypt. The advertising companies reach many clients. The exploration and analysis of these advertisements are based on the way the corporations employ pragmatic traps in their advertising. The impact that these traps have on consumers and how advertisers persuade consumers of their hidden messages are further goals of this research.

Research Questions:

The present research attempts to address the following questions:

1. From a language standpoint, what are the pragmatic traps utilized in Ramadan real estate TV commercials?
2. In what ways do the chosen TV ads highlighted pragmatic traps strengthen or weaken their persuasiveness?

2. Literature Review

a- Linguistic studies on deceptive advertising:

Legally speaking, advertising language must be truthful and should forbid irresponsible or unlawful actions that would confuse or defraud consumers. Regarding actuality, some advertisers purposefully or unconsciously craft their promotional material so that it is effortlessly interpreted as misleading customers.

Some pragmatics scholars have focused their attention on investigating deception in advertising language. For instance, Chen (2017) discovered that advertising frequently uses pragmatic assumptions “strategically” to trick customers. Qian (2015) exposed the deceit underlying several advertising words by using common instances from the standpoint of pragmatic principle. Jiang (2008) demonstrated how certain marketers used conversational implicature to grab viewers’ attention, pique their curiosity, and ultimately influence them to purchase the promoted goods. On the other hand, the implicature’s implied promise is misleading. Guo (2008) emphasized that, although the use of ambiguous language can aid advertisers in achieving their promotional objectives by making the language more appealing and convincing, it also goes against Grice’s Cooperative Principle (1975), leading to a discrepancy between the

advertisement's text and reality, which may be construed as deceitful and misleading for consumers.

b- Advertisement areas accused of deception:

In general, fraudulent advertisements can be classified as either untrue or deceptive. Deceptive marketing occurs when a marketer actively confuses consumers by providing inaccurate information about products' features, or attributes (Qian, 2015). For instance, an advertisement for weight loss pills promises that a new method for treating obesity eliminates the need for surgery and does not require physical exercises, or strict dietary plans. The advertisement also claims that the pills are reliable and appropriate for all ages and can restore normal weight to those with obesity after only 4 weeks allowing patients to permanently overcome obesity.

The advertisement's claims are unrealistic and intentionally misleading. Deceptive marketing uses specific language and structures that confuse consumers and create unreasonable expectations of marketed items (Qian, 2015).

Transparency is a fundamental value that should be followed when doing business. However, some business owners prefer to disregard this idea. However, customers are unable to confirm any of these allegations. Some firms employ public figures, academics, and official institutions to garner attention (Chen, 2017). Famous people are exploited for their popularity among the general public, starring at telecommunication companies and compound residence advertisements.

c- Characteristics of Deceptive Marketing Discourse:

The issue of pragmatic traps in advertising has been extensively researched in the domains of advertising and linguistics. According to Tseng (2018), they are described as language and semantic devices employed in advertising to steer customers' choices. The several forms of pragmatic traps employed in commercials and their effects on the recipient's buying habits have been studied in the past.

Tseng (2018) identified the usage of ambiguity in marketing as a pragmatic trap. Ambiguity may disorient consumers and generate incorrect perceptions about a product (Romaneko, 2014). Using ambiguous phrases like "pure", "organic", or "luxurious" in marketing might be deceptive as they do not abide by legislative requirements (Zhang, 2010). This concept suggests that advertisers may employ ambiguous language in commercials to convey various meanings, creating a pragmatic trap for consumers. Advertisers strive to build favorable connotations associated with their product or service without making explicit statements that might be questioned.

Linguistic ambiguity in advertising through exclusion contradicts Grice's Maxims of Communication (1975). For instance, it may flout the quantity maxim, which states that speakers must supply sufficient information to communicate their message. Advertisers that use ambiguous, or exclusionary language may neglect to give sufficient details for consumers to properly comprehend the significance of the advertisement.

Furthermore, linguistic ambiguity may flout the principle of relevance, which states that speakers should convey information pertinent to the issue in question. Using unclear wording in advertisements might divert attention away from the intended purpose. According to Wang (2015), advertisements might lead to

misleading connections between products or services by disconnected themes.

Linguistic ambiguity as a pragmatic trap in advertisements might lead to the “misperception” trap. Misperceptions of advertisements can lead to erroneous assumptions about an item or service among consumers (Chen, 2018). Customers might perceive linguistic ambiguity in advertisements for dietary products as implying extreme weight loss or major alterations, which might not be correct. By being aware of pragmatic traps, customers can be better equipped to critically evaluate advertising messages and make informed decisions about the products or services they choose to buy. Dahl’s (2010) approach emphasizes the need for clear and unambiguous language in advertising and cautions against breaching the Gricean Maxims of Communication by using linguistic ambiguity recognition. Recognizing these pragmatic traps empowers customers to assess advertisements and make educated purchasing decisions.

Tseng (2018) identifies another form of pragmatic trap which is using falsely optimistic wording in ads. Marketers typically employ a positive tone to generate a good perception of their item, even if it includes disadvantages (Tseng, 2018). Commercials may utilize terms like “sugar-free” to imply a food product is low in calories, even if it includes high quantities of sugar or saturated fats (Liu, 2003).

Liu (2003) proposes two types of pragmatic traps that might result from using falsely optimistic wording in advertisements. The “false expectations” trap arises when buyers have unrealistic expectations about a product or service, or when an advertisement gives advantages that cannot be achieved. This can cause frustration, unhappiness, and even injury if the item or product

has medical or security complications. Also, the “covert prices” trap involves advertisements that conceal or minimize the real expenses of an item or product. This might result in unanticipated charges for consumers or a feeling of being exploited.

Liu’s (2003) approach emphasizes the repercussions of using misleading wording and recognizing pragmatic traps which helps clients make educated decisions and avoid being deceived.

Additionally, pragmatic traps are linguistic tactics that lead audiences to accept advertising messages without a thorough examination. These tactics may include euphemisms, linguistic ambiguity, and overstated statements. Tseng (2018) contends that the employment of pragmatic traps in marketing impacts both consumer choices and social debate (Chen, 2017).

Tseng (2018) identifies another form of pragmatic trap which is psychological appeals in marketing. Marketers frequently utilize appeals to emotions, such as comedy or terror, to affect customers’ conduct. Commercials may utilize comedy or horror to convey a product’s attraction or need.

A key component of marketing is to attempt to change customers’ behavior. Pragmatic traps linguistically and semantically employ the main marketing strategies to influence customers’ behavior (Duan, 2009).

There are several categories of pragmatic traps in advertising, such as the use of vague or misleadingly optimistic wording and emotive solicitations. Because it breeds doubt or perplexity in the minds of consumers, the use of linguistic ambiguity in advertising might result in erroneous or deceptive perceptions about the product (Fang, 2003). Since it employs positive language to generate a good

picture of an item even when it has bad features, deceptive optimistic language in advertising can also result in incorrect or deceptive impressions (Dyer, 2009). Since they play on the sentiments of the customer, sentimental appeals like comedy or fright can also have an impact on their behavior (Fang, 2003).

Semiotics is one theoretical framework that may be used to analyze pragmatic traps seen in advertising. The analysis of symbols and indications and the way they are employed to convey meaning in commercials is known as semiotics (Emodi, 2011). The numerous linguistic and semantic techniques utilized in commercials to sway customer behavior can be found through semiotic examination (Li, 2012). Semiotic principles, for instance, may be used to study the use of confusing or deceptive optimistic language in ads. Semiotics refers to signals or signs that are intended to evoke erroneous or misleading notions in the minds of consumers (Geis, 2010). This could not directly relate to the current study, though.

It is worth noting that economic and cultural variables can have an impact on the debate surrounding advertisements. Commercials are utilized to support or contradict social conventions and are an indication of the mindsets and principles of the culture in which they are produced. For instance, marketing for cosmetics frequently upholds an image of bodily attractiveness that may be unreasonable or out of reach for a large number of individuals. Accordingly, fast food chain commercials frequently encourage an ideology of ease and immediate satisfaction, which may encourage harmful dietary practices.

Research has demonstrated that, although commercials' ability to persuade, viewers occasionally are not readily convinced.

According to some research, viewers may even deliberately counteract the persuasiveness of commercials by applying analytical skills and challenging the marketer's promises (Becker, 2010). Furthermore, a variety of elements, including the viewer's mental processing style, the content's relevance, and the reliability of the source, might influence how successful advertising is (Bell, 2001).

To sum up, advertising discourse is a complicated and dynamic area with broad ramifications for both enterprises and the community in general. The examination of advertising discourse helps us comprehend the many approaches taken by marketers and how they affect culture. We may learn about the many methods and techniques used by companies to sway customer behavior by looking at the linguistic manner in which content is used in advertisements. In the end, the discourse of advertising has grown to be an essential part of today's advertising as companies try to adapt to the shifting needs of their audience in an environment that is getting increasingly digitalized and internationally open up.

d- Pragmatic Traps

According to Chen (2019), pragmatic traps are false or deceptive advertising statements that misrepresent the truth about the item or service being provided are.

The following is a description of the possibly deceptive "pragmatic traps" analysis model that is based on Chen's (2019) contribution to the "pragmatic traps" classification.

1) *Deictic Pragmatic trap:*

Deictic terms include "I", "today", "here", and "the preceding section". Levinson (1983) notes that identifying referents might be

challenging without context. In sentences like “I like the city of New York,” it is unclear who the “I” refers to without context. Knowing where someone is in their speech or writing allows us to understand where the “here” in “I like living here” refers. Deictic phrases rely heavily on context for effective usage and interpretation.

The contextual reliance on deictic expressions is susceptible to misuse because of the disparity and ambiguity concerning contextual information. Assume that a manager puts a memo (I will return in 10 minutes) on the door after leaving the office to take care of something. As the message employs the deictic term of time “in (a period of time)”, whose comprehension demands a specific reference point in that scenario, namely the manager’s departure time, he may theoretically return at any moment since nobody knows when he left the office.

Marketers can include deictic terms in their marketing even if they are unaware of the deixis principle. Signs such as “sale for three days” are well-known to consumers, which could be interpreted as “business termination”, or “new season”, etc. Sometimes street vendors may even exclaim, “The last three days.” a statement which poses the following question: Which day is the “third day”?

While the street vendor may be holding “a clearance sale” over the last three days, clients often discover that these are not the actual “last three days” of a clearance sale. Some clients will purchase the things before “the last 3 days” expire, even though most of them are not so gullible as to believe the statements literally. To put it another way, this linguistic strategy is effective.

Further down, marketers purposefully conform to a type of consumer social psychology known as “last-coupon psychology,”

which is why a “deictic trap” like “the last X days” might attract the attention of some customers. Before even determining whether the product is something they truly need, some individuals rush to buy it out of worry that they might not get another chance to obtain it.

Naturally, if the message is fake, then “the last three days of the clearance sale” contradicts the Maxim of Quality (Grice, 1975), thus such adaptation is not genuine cooperation. The issue is the fact that this type of behavior is not considered helpful as it is intended to intentionally mislead customers rather than express a specific conversational implicature (Leech, 1981).

As Culpeper (2011) remarked, in many situations, time deixis has been intentionally utilized to express unclear or imprecise temporal details, and it is not uncommon to see similar effects occur in commercials. Some of the examples provided give proof of this observation.

2) Presuppositional Pragmatic Trap:

The term “presupposition” refers to the speaker’s preconceptions before making a statement, as well as the necessary circumstances and foundations for successful interaction. Generally, pragmatic presupposition encompasses any language environment and communication backdrop.

Contextual pragmatic presuppositions must be understood by both sides or the broader public. Semantic analysis alone cannot prove presuppositions, which are subjective assumptions made by speakers about what they are communicating. Only by connecting the statement to the person speaking, the person listening, and the context can it be completely and precisely comprehended.

The reason for this is that presupposition can occasionally be defined as the speaker's subjective presumption that the listener may not be aware of the speaker's presupposition in a certain situation; in other words, the speaker may purposefully "throttle" the hearer's mutual awareness of presupposition. The speaker alone owns the presupposition's meaning because of the disparity of contextual knowledge. What the speaker assumes to be true, the listener is expected to accept as well.

Business owners might utilize the asymmetric "loophole" of presumption in ads to deceive customers. Some adverts utilize the presuppositional trigger ("Why...?"). An advertisement for a juice brand may ask, "Why is X juice organic?" because the company began using organically planted fruits in its production process. The tagline implies that the X Juice is organic, beginning with naturally planted fruits. In theory, this assumed knowledge is true. However, the producer may utilize the presumption approach to present incorrect material as factual, as they are the only ones who know for sure. By doing this, he or she will offer customers a "hint" that X juice is well manufactured, has excellent quality, and is widely popular. This kind of suggestion has the power to encourage people to purchase the goods by appealing to their referred to as "herd mentality."

"Limited quantity" is a promotional phrase that marketers frequently use, purchase it immediately. The fact that the creator of the message is the only one who knows whether the amount is "limited" or does not create an issue for the authentication of the presumptive information in the utterance. Some marketers presume details but do not always divulge information that is already known.

Rather, they do so to stir up and take advantage of customer fear in order to boost their profitable endeavors.

Similar to a “deictic trap,” a “presuppositional trap” is unethical and unlawful since it intentionally flouts Grice’s (1975) Cooperative Principle’s Quality Maxim.

3) *The Pragmatic Trap of Implicature*

Implicature is an interpretation that goes behind what is expressed in a language in real life. It consists of two types: conversational implicature, which depends on the context, and conventional implicature, which is activated by a certain language form. The second type can be separated into two categories: particularized conversational implicature, which requires both the linguistic context and specific contextual information, and generalized conversational implicature, which only requires the linguistic context.

Advertisements frequently intentionally exploit conventional implicatures to raise sales. As an illustration “The final period of sale for villas in compound X before summertime”.

As consumers, we are all mindful that the standard assumption is that the price is less than what was anticipated or previously promised when someone claims that products or services “only” (or “just”) cost a specific amount of money. If this were true, then this would be OK; but this is not always the case. When buyers read the term “only,” they frequently assume that the price listed is the lowest that it can be. Businesses may use this deceptive strategy to effortlessly mislead customers. This will definitely put pressure on the prospective homeowners that the campaign is aimed at, “forcing” them to buy as quickly as possible. There will be no more sales before

the Spring Festival, as indicated by the phrase “last time... before...”. This is another example of a typical implicature that will definitely put pressure on the prospective homeowners that the campaign is aimed at, “forcing” them to buy as quickly as possible. But who can truly be certain that this is the “last time” that the villa in X compound will be available for purchase before summertime? That is the dilemma.

These are two more discriminating examples from advertising slogans:

Example 1: X perfume: Man’s sensation

Example 2: Toilet paper from X: A wise decision for ladies

Example (1) makes the implication that any guy who wears the promoted perfume will experience a sense of manhood, whereas those who do not partake in this experience will not feel their masculinity. Example (2) makes the implication that any woman who picks that specific brand of toilet paper is intelligent, implying that others who do not choose this brand are not.

4) The Pragmatic Trap of Ellipsis

The Economy Principle is typically followed in spoken interaction (Chen, 2007). Of course, utterances are rife with ellipses. Ellipses fall into one of two categories: linguistic pragmatic ellipsis as well as ellipsis. The former speaks of grammatically motivated omissions, as when the subject of an imperative sentence is omitted. In the latter case, the removal of “attend the meeting next Sunday” from the response “Yes, I will” to the inquiry “Will you attend the meeting next Sunday?” is indicative of omissions driven by communicative goals such as efficacy and emphasis.

The speaker can communicate his points more clearly, succinctly, and immediately by leaving out certain unnecessary details. For instance, in the conversation, “Where did you find the wallet? – In the restroom,” the reply chooses not to say, “I found the wallet,” yet this nevertheless enables the other person to swiftly and precisely get the information needed.

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Pragmatic ellipses in advertising language can be used for “another” purpose. Marketers may employ ellipses in particularly “shrewd” ways to deceive customers and persuade them to purchase their product. Similar elliptical traps in commercials were revealed by Catenaccio (2008). A commercial for a water heater, for instance, can mislead a buyer into believing that he will receive a second water heater for free if he purchases one. In actuality, the only freebie a consumer receives after purchasing a water heater is a toothbrush! The “one” that is given away for free is not the same as the “one” that is purchased.

This is an example of a typical deceptive advertisement since, in accordance with the standard interpretation of the grammatical structure, what is given away for free and what is purchased should be the same; otherwise, the elliptical framework could not be used. Commercials giving away gifts with products or services should specify the kind and number of gifts being

offered. Regretfully, certain marketers sometimes disregard this in their haste to increase profits. Business owners purposefully use enticing marketing verbiage to lure visitors into their establishments while omitting to disclose the prerequisites for a certain offer. Their success is mostly because many customers have the mentality and inclination to bargain. The people who can grasp and comprehend this psychology are generally the sellers.

Businesses have knowingly broken the Maxim of Quantity (non-informative) in terms of the Cooperative Principle, and the non-cooperation brought on by this non-informative technique is very unethical behavior. Catenaccio (2008) emphasized that beneath the surface of the economy lurks something evil. False commercials with unclear contextual assumptions are common in the retail, real estate, and catering industries, among other areas. This might cause consumers to lose faith in these types of commercials. They could also undermine the company's trustworthiness.

5) The Pragmatic Trap of Ambiguity

If there is no context, each statement might be unclear. When a statement (or phrase) leaves room for more than one interpretation, it is considered ambiguous. As an illustration:

- a- (The black hands were finally chopped.)
- b- (That's a chicken that can be eaten, or it's a bird that eats like a horse.)

Variations in a word's meaning, pronunciation, or spelling can lead to ambiguity. For instance, the term "black hands" in (a) may signify either a person engaging in corruption and bribery or a set of hands that have been smeared. Additionally, specific language structures or modifications that lend themselves to many

interpretations may also contribute to ambiguity. In (b), for instance, a reader can relate to a chicken that is edible as well as one that has a voracious appetite.

As a result, there are two types of ambiguity: lexical ambiguity and structural ambiguity (also known as syntactic ambiguity).

Linguistic and pragmatic ambiguity are two different perspectives from which ambiguity may be identified. Language-related variables cause the former, whereas contextual factors cause the latter. Instances (a) and (b) serve as illustrations of language ambiguity.

c: Tom is someone you know?

d: I am friends with him.

There are two ways to understand (c)'s query in the discussion above. There are two possible interpretations of this: either (c) is attempting to find out if (d) is acquainted with Tom, or (c) is implying that (d) should seek Tom for assistance or something else. Likewise, two similar interpretations might be made of (d)'s response. The first is to pretend to (c) that he knows Tom, and the second is to tell (c) that since Tom is his buddy, he can assist (c).

The aforementioned approach makes clear that pragmatic ambiguity refers to the meaning of the illocutionary act or conversational implicature, whereas linguistic ambiguity deals with the understanding of the hypothetical substance or the exact significance of words.

6) The Pragmatic Trap of Fuzziness

Many terms, including “red,” “big,” “high,” and “flat,” are ambiguous. Fuzzy refers to the situation when a category's traits are distinct in the center and progressively hazier in the periphery, or

when there is no obvious line separating one category from another that is adjacent. For instance, the color “red” has several variations. Because the distinctions between “red” and “yellow” and “red” and “black” are subtle, some individuals may describe something as red while others might describe it as yellow. Here is another example: “big.” “Big” and “small” do not naturally fall into two categories; instead, they exist on a continuum. It is difficult to tell what sort of mouse is big or little since an elephant, no matter how small, is always larger than a mouse.

A dating ad is an example, ambiguous terminology is frequently used as below:

Healthy male, 70 kgs, 174 cm, graduate, Libra, 1983; owns a car and a house. devoted and compassionate. The female must be between 160 and 165 centimeters tall, not above 60 kgs, born in Cairo, a junior college graduate, and single between 1990 and 1998.

This brief marriage commercial features a “healthy male” who describes himself in general terms like “devoted” and “compassionate.” It is genuinely difficult to define the semantic extent of these phrases, and different individuals may comprehend them differently. A home may be enormous or tiny, and a car may be high-end or average, so even the phrase “owns a house and a car” contains some ambiguity. Consider a girl who has decided to see this man. She would be dissatisfied to discover that he lives in a bachelor’s flat and drives a standard car. She should not, however, draw the conclusion that he lied while presenting himself.

On the surface, using ambiguous language in an advertisement’s constrained area is inevitable. This does not appear to be the whole

story, though, since there is sometimes intentional embellishment or omission behind the hazy vocabulary employed. Individuals who utilize marriage ads to find partners and have happy marriages are not the majority. The fact that the real person is frequently very different from the one shown in the commercial is a major factor in this. For instance, a lady is considered to be “good-looking” if her face is less striking but not pockmarked and scarred. In theory, these statements may accurately characterize the concerned individual. The issue is that, in an attempt to “sell” the marriage seeker more readily, the advertisement’s publishers—possibly not the individuals seeking marriage—frequently utilize the “lower limit” of pertinent language. However, the intended partner frequently reads the statements from the median or even the higher bound. This aligns with our predictions stemming from the Pollyanna Principle (Leech, 1981) in everyday communication, which posits that individuals often interpret pertinent information in a positive light. Nonetheless, the endeavor to find a spouse will ultimately be destroyed by the cognitive divide between the two parties.

7) Pragmatic Trap of Politeness

Leech (1981) asserts that in verbal communication, people frequently adhere to the Politeness Principle, which states that we should try to express ourselves as politely as possible to the other person. Many maxims represent this broad principle: tact, charity, approval, modesty, agreement, honesty, decorum, and kindness.

We frequently see in advertising and promotional discourse how cheap pricing might lead to the enticement of some consumers in multiple ways:

- (a) (You only need to....)

(b) (The down payment requires just X pounds.)

The word “only” is used here to assist in illustrating the implicature, which is that advertising is trying to get customers to pay less, which is consistent with the sub-maxim of the tact, which is to reduce the cost to others. This is only a strategy for persuasion. Ultimately, customers bear the full cost of all fees (including additional taxes that they must pay the bank). Furthermore, it can be hard to determine if the discount is advantageous. But whether it is a good thing or not, adding the word “only” will change people’s perceptions.

8) Multimodal Trap

Information is communicated verbally, but it is also frequently accompanied by a range of nonverbal modalities (Wang, 2015). This is true for both everyday language and advertising language. Yet, this study is mainly concerned with the pragmatic linguistic trap in Egyptian advertising.

3- Methodology

Chen’s classification of pragmatic traps (2019) forms the basis of the pragmatic trap analysis paradigm. Out of the advertisements that real estate companies’ owners deliver to their consumers, six advertisements were chosen. The date the advertisements were broadcast on TV was the holy month of Ramadan 2024.

Pragmatic traps used in the advertisements were highlighted based on Chen’s classification of pragmatic traps (2019), it was necessary to ascertain which of the eight types of pragmatic traps are employed to determine which of them the marketer is utilizing. The third step is determining the pragmatic trap usage significance,

or how the marketer intends to utilize it. This might involve rhetorical, satirical, deceitful, or misleading consequences.

4- Analysis

The real estate sector has gained popularity in Egypt, grabbing the attention of nearly everyone. To sell houses and garner respect among the public, real estate agencies have transformed the real estate industry into a competitive environment. Housing advertising is a leading indication of market rivalry and company activities in Egypt especially during Ramadan. Monitoring advertising discourse in the real estate market allows direct observation of promotional methods and public psychological manipulation.

Consider the New Administrative Capital, one of Egypt's largest and most developed cities. Property ads are prominently displayed everywhere, including large billboards. Egyptian channels especially in Ramadan show many real estate advertisements.

Data Collection and Procedures

This section examines the pragma linguistic aspects of six advertisements shown during Ramadan in Egypt in 2024.

Making a manuscript for each advertisement was the first step, then translating it into English if the original text was in Arabic. Highlighting the pragmatic traps is the third step.

- *Commercial 1: Eelaf Residence*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: 1st Millennial Compound in Egypt.*
- *Pragmatic Trap types:(Ambiguity Trap, Fuzziness, Trap, and Politeness Trap).*



*The 1st Millennial Compound in Egypt.
in Ramadan 2024*

The above snapshot represents the violation of the quantity maxim since the phrase “1st Millennial Compound in Egypt” suggests that no other age group or demographic category lives there, which is implausible. The usage of “millennials” in the message suggests that other customers are not eligible for this compound, making the implicature type employed in the message a standard type. Creating a sense of uniqueness and gratitude for the customers receiving the offer is the pragmatic benefit of the implicature. The upcoming section is a comprehensive analysis of the manuscript of the advertisement (Eelaf residence, Egypt’s first millennial compound, 2024):

Manuscript:

- أنا دلوقتي داخل إيلاف ريزدنس, كومباوند جميل جدا في التجمع الخامس, إيه رأيكوا...؟
- كيو أر كود يا فندم..
- نص المكان كوميرشال إريا ومطاعم
- كيو ار كود يا فندم
- يا ابني انا وشي هو ال كيو ار كود -
- وش حضرتك مش هيقرا معايا على الجهاز -
- كيو ار كود يا فندم
- دي بقى ملاعب بادل, هي الموضة, هي و ال اوفر سايزد هوديز
- عندهم شوينج سنتر جميل اوي فيه كل البراندات العالمية
- الله حلو الكلب ده اوي
- اظن ان فيه ميديكال سنتر الناحية دي كمان
- يا سلام ع اليوجا -
- بيلاتز
- ب إيه؟
- بيلاتز -
- الاتنين زي بعض
- لأ طبعا -
- خلاص خلاص خلاص
- وعندهم كمان أوت دوور جيم وبيلاتز -
- يوجا, دي حاجة ودي حاجة -
- دي حاجة ودي حاجة -
- ايلاف ريزدنس أول ميلينيال كومباوند في مصر -

Translation

- I am now inside Elaf Residence, a very beautiful compound in the Fifth Settlement. What do you think...?

- QR code, sir.

-
- Half of the place is commercial area and restaurants....
 - QR code, sir.
 - Son, my face is the QR code
 - It won't be scanned on the device, sir!
 - QR code, sir!
 - These are the padel courts, they are the trend, along with the oversized hoodies.
 - They have a very nice shopping center with all the international brands.
 - God, this dog is so cute!
 - I think there is a medical center in this area as well.
 - Wonderful yoga!
 - Pilates.
 - What?
 - Pilates.
 - They're both the same
 - Of course not!
 - Okay, okay, okay.
 - They also have an outdoor gym and Pilates
 - It's yoga, both are different.
 - Both are different...
 - Elaf Residence, the first Millennial compound in Egypt.

One may argue that the purpose of using these kinds of statements is to trick clients into thinking they are getting a great deal, which would boost targeted client retention and encourage customers to return. The examination of the phrase "Elaf residence, the first millennial

compound in Egypt” emphasizes how crucial it is to comprehend the practical use of language in advertisements since it has a big influence on how consumers interpret and react to a given message.

Advertising has always included a disproportionately small number of older customers representation (Al Sowail, 2011). Although definitions of older customers’ starting ages vary, they are frequently divided into two categories: “young-old” (over 60) and “old-old” (75+) (Al-Olayan & Karande, 2010). As for the term “millennial”, it sounds like “million,” but its origins are in the Latin word mille, which means “thousand.” Initially, it meant “about a millennium” or “about a period of 1,000 years.” The 21st century and the new millennium are still used in this way: On the other hand, those who were born between the early 1980s and around 2000 are the generation to whom it is most frequently applied. All marketing classes, however, make a strong impression of the significance of segmentation, targeting, and positioning. There is just one key lesson to be learned from this, which is that companies are unable to cater to every market segment. Instead, they must choose the market segment they can effectively serve and concentrate on. However, this implies that marketers have to use discrimination when determining which market to target; selecting one market segment frequently entails excluding another (Ang, et al, 2007).

As for analyzing the adopted motto in this advertisement, a fuzziness trap is detected as the phrase “the first millennial compound in Egypt” is not clear and unlimited focusing solely on consumers of specific characteristics may lead to feelings of exclusion among individuals who do not fit the brand’s targeted audience.

From the very beginning of the advertisement, many pragma-linguistic traps are detected. The valet is asking the actor who is an elderly man in the advertisement representing his personality as an actor about the “QR code”. This demand “QR code, sir!” has been repeated three times without clarifying the reason behind it, leaving recipients wondering, what is the goal behind keeping asking about it? Is it a kind of privacy check for the community inside the compound? Is this compound only for residents and no guests are allowed to get in? Is it only for millennials as stated in the motto? Too many questions raise the equivocation level creating a linguistic ambiguity trap for viewers. The actor goes on to describe the advantages of the compound by saying “These are the padel courts, they are the trend, along with the oversized hoodies.” The previous statement gives the repetitive hint that those who live in the compound are only youthful and updated ignoring other age groups in any normal texture of a given community forming a linguistic conversational implicature trap for the audience. The advertisement goes on by picturing the celebrity walking by a dog and expressing his admiration for it. The celebrity falls, and then rises up to say “I think there is a medical center in this area as well.”, a statement which is considered a pragmatic ellipsis trap as the speaker deliberately omitted the fact that he needs instant medical care as a result of falling down to focus on the fact that the compound has a medical center, which as a matter of fact is not considered as a privilege rather than a must-have in any neighborhood. The elderly celebrity goes on to wander the compound to find a group of young ladies exercising, he impressively comments “Wonderful Yoga!”, one of the ladies corrects him by saying “Pilates”, a kind of meditation and stretching

exercise that emerged over a century in a gym in New York City (“pilates,” n.d.), which means that it is not new or only concerned with one age group. The celebrity comments by saying “Yoga and Pilates are the same”, the ladies disagree by saying “No, of course not!”, in another scene the celebrity meets another young group of ladies practicing Pilates, and he starts to compliment it as Pilates, one of the ladies shouted “It’s yoga, both are different”, the celebrity mimics the young lady sarcastically and disrespectfully by repeating her own words, “both are different “, which is considered a politeness pragmatic trap. The advertisement ends with the celebrity saying “Elaf Residence, the first Millennial compound in Egypt”, an utterance that poses many questions as mentioned above at the beginning of the analysis.

- *Commercial 2: SAADA Residence*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: I’m Georgina and I choose happiness in its greatest details, I choose SAADA*
- *Pragmatic Trap types: (Presuppositional Trap, Fuzziness, Trap, ambiguity trap, Implicature trap, Ellipsis Trap, Multimodal trap).*



Image 2: A snapshot from SA'ADA Residence Advertisement in Ramadan 2024

The above snapshot is taken from the advertisement of SA'ADA residence shown in Ramadan 2024. The chosen celebrity is Georgina Rodriguez an Argentine-Spanish influencer and a model who has nothing to do with the texture of Egyptian society. It is worth noting that the advertisement was taken indoors, there was no single shot recording the real scenery of the compound which is considered a multi-modal trap. The ad starts with the female celebrity walking down a catwalk in a model-like saunter. Notably, the ad focuses on the celebrity model rather than the characteristics of the compound. The upcoming section is a comprehensive analysis of the manuscript of the advertisement (Georgina X Sa'ada new Cairo - horizon Egypt developments, 2024):

Manuscript:

-Georgina: Some people are content to just take whatever they get. For me it's all about the quality in the details, starting with, location.

=Chorus: Check

-Georgina: , and a lot of greenery

=Chorus: Check

-
- Georgina: ,and a swimming lagoon just like Cancun
 =Chorus: Check
 -Georgina: Office with the buzz
 =Chorus: Check
 -Georgina: Commercial zone
 =Chorus: Check
 -Georgina: Safety
 =Chorus: Check
 -Georgina: Fun
 =Chorus: Check
 -Georgina: I'm Georgina and I choose happiness in its greatest details, I choose SAADA

The first statement the celebrity starts the ad with is “Some people are content to just take whatever they get. For me it’s all about the quality in the details”. This statement gives a preconception that the residence has top-quality features that do not exist in any other existing residence, a thing that raises the consumers’ expectations which represents a presupposition pragmatic trap. The advertisement proposes a checklist of ideal features the compound has, the celebrity goes on in an un-interactive dialogue with a chorus by only saying the word “Check” or the mentioned feature does exist, without mentioning details or any further description, which represents an ambiguity pragmatic trap, and fuzziness pragmatic trap.

The chorus is listing one item at a time from the checklist list of the features of the compound starting with “Smart design” a phrase that represents unclear, unmeasurable, and foggy picture since the advertisement scenes were shot indoors, which does not give any

hint to the expected consumer to see a glimpse of what a smart design could be, which is regarded as fuzziness pragmatic trap. The ad goes on to describe “a swimming lagoon just like Cancun”, by detecting the meaning of Cancun, the dictionary of Oxford Languages, (“cancún,” n.d.) is derived from the Mayan name kàan kun, composed of kàan ‘snake’ and the verb kum ~ kun ‘to swell, overflow’. Two translations have been suggested: the first is ‘nest of snakes’ and the second, less accepted one is ‘place of the golden snake’, meanings that do not conform with the positive image the advertisement aims to deliver which is regarded as an ambiguity pragmatic trap.

The advertisement goes on with listing the features of the workplace environment inside the compound as an “office with the buzz”, in Oxford Languages dictionary the word (“buzz,” n.d.) refers to many indications, most of them are related to gossip and rumors, that is if it is a slang, which is the language of the ad. As a formal word, it refers to being unstable, busy, or abnormally hyperactive, which are all terminologies that convey discomfort and unease, the choice of this word in this position represents an implicature pragmatic trap.

The celebrity continues to list the advantages of the residence in a monotonous tone listing “safety”, and “fun” as general, broad, and abstract terms without any illustration or context which is considered an ellipsis pragmatic trap.

The ad ends with the celebrity saying, “I’m Georgina and I choose happiness in its greatest details, I choose SAADA”, the word “happiness” has a very broad meaning and could not be encompassed in the few things mentioned above which constitutes to the viewers a fuzziness pragmatic trap. The phrase “I choose happiness in its

greatest details” dwarfed the connotation of happiness to be only about the checklist mentioned in the ad which is mere materialistic, and has nothing to do with other priceless meanings of happiness, which is considered an ambiguity pragmatic trap.

- *Commercial 3: Doray Bay*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: Doray Bay, a kilometer of memories*
- *Pragmatic Trap types: (Deidictic Trap, ambiguity Trap, presupposition Trap, fuzziness trap, Ellipsis trap).*



Image 3: A snapshot from Doray Bay Advertisement in Ramadan 2024

As illustrated below, the manuscript goes as follows: (Doray Bay – Ras el-Bar by MBG Developments, 2024).

Manuscript

فاكر زمان المصيف في رأس البر
يوم الخميس لمة العيلة حوالين الراديو

أو قدام فيلم عربي في سينما صيفي
 في دوراي باي راس البر طعم الذكريات الحلوة راجع ثاني
 راجع بسحر أكثر
 بلمة أكبر
 بمستوى ثاني
 دوراي باي كيلو متر من الذكريات

Translation

Remember the days of the summer resort in Ras al-Bar?
 family gathering around the radio on Thursday?
 Or, in front of an Arabic movie in a summer cinema
 At Doray Bay Ras El Bar, the taste of sweet memories is coming
 back
 with more magic
 Larger gatherings
 With another level
 Durai Bay is a kilometer of memories.

Analysis

Apparently, this ad is targeting nostalgia, but what is intriguing here is the targeted audience or prospective customers. The ad starts with some questions “Remember the days of the summer resort in Ras al-Bar?”. The ad starts with a celebrity actress walking on the beach and passing by some flashback scenes. The phrase “Remember the days?” is ambiguous and unclear, since it is imprecise and does not clarify the exact era a viewer should recall, the entire first statement is considered a deictic pragmatic trap. The second question “Remember family gathering around the radio on Thursday?” is

ambiguous, is Thursday for some generations considered special? Does it have special memories for some? Is the celebrity addressing the generation who was young when Om Klthoum was having a concert on Thursday on Egyptian radio, or is she addressing younger generations? All these queries raise an ambiguity pragmatic trap to emerge on the surface. The advertisement goes on to focus on the concept of nostalgia in the following statements, “At Doray Bay Ras El Bar, the taste of sweet memories is coming back, with more magic, larger gatherings” are vague and do not describe any attributes of the compound, it only stresses on recalling memories and dwelling in the past, this constitutes a fuzziness pragmatic trap. The statement “with another level” is incomplete, it seems it has been shortened or cut down, it does not provide the viewer with what kind of level the compound will provide, this is considered an ellipsis pragmatic trap.

The slogan of the advertisement highlighted the state of ambiguity enshrined in each statement. “A kilometer of memories” is no surprise an equivocal statement representing an ambiguity pragmatic trap.

- *Commercial 4: The ARK*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: The ARK will change the settlement.*
- *Pragmatic Trap types: (fuzziness Trap, implicature Trap, politeness Trap, ambiguity trap, presupposition trap, and multimodal trap).*



Image 4: A snapshot from The ARK Compound Advertisement in Ramadan 2024

As illustrated below, the manuscript goes as follows (The Ark featuring Akram Hosny & Reem Moustafa, 2024):

Manuscript

، مشروع مبهر is a new project based on new standards ارك يا افندم -
 =ايه تعريفك لكلمة مبهر ؟ ابهرني, بيعلي المشروع
 واحنا في نص شارع ال 90 يعني احنا بالطببط retail- Residential, commercial-
 في قلب التجمع
 =انا ساكن في اكتوبر
 -عندك بقى تحت كورت ياردز مطاعم ومحلات في البيتزاز

- = بيتزاز؟ انا البيتزا بتاعتي بجبها مارجرينا
- طب حضرتك تحب نص على الماكيت؟
- = اه يلا
- تحفة المشروع حلو قوي بس هيبقى كده بالظبط؟
- = ايوه يا فندم بس ده مش الماكيت. ده الماكيت.
- عصام الحضري شاف الكلام ده؟
- = اليونيتس عندها هاي سيلينج , نظام زمان وعندك تحت دروب اوف اريا
- انت شغال مرتب ولا كوميشن
- = على مساحة 91 فدان
- اه بس الحلوق ضيقة شوية
- = لا وايه سبع دقائق من المطار
- صالة كام
- = عندك بقى وان بيدروم 2 بيدروم, بينت هاوس, شغل فنادق
- ده حضرتك بقى موضوع الليفلز اللي بقولك عليه
- = دي عربية مين
- لا دي مش بتاعة حد دي جرافيكس
- = انا على تكة, انا فاضل تكة واشتري
- والمفاجأة ان حضرتك هتبقى جار النجمة ريم مصطفى
- = ينفع ادفع على خمس سنين؟ قولي ينفع
- ينفع
- ذا ارك التجمع هيتغير

Translation

The Ark, sir, is a new project based on new standards. A dazzling project. -

What is your definition of the word dazzling? impress me. Sell on the project=

- Residential, Commercial and Retail, and we are in the middle of 90th Street, meaning we are exactly in the heart of the community.

= I live in October

-There are restaurants, courtyards, and pizzazz.

=Pizzazz? I love my pizza as Margherita

-Would you like to have a look at the maquette?

=Yeah, sure

-The project's masterpiece, it is beautiful and powerful, but will it be exactly like that?

=Well, but this is not the maquette, this is the maquette

-Did Issam El-Hadary see this?

=Units have high ceilings like old days and are based on many levels.

-Are you salary paid? Or only commissions?

=On an area of 91 acres

-Yes, but the door openings are a little narrow

=It is seven minutes from the airport

-Which terminal?

=You have one bedroom, two bedrooms, penthouse, exquisite service, and these, sir, are the levels that I am telling you about.

-Whose car is this?

=No one's, it's only graphics.

-I'm about to buy, very close, try to convince me.

=The surprise is that you will be the neighbor of the star Reem Mostafa

-It works, I'll pay over five years. Say, it works

=It works

“The ARK will change the settlement”

Analysis

The advertisement starts with two real-estate agents sitting with the celebrity actor in an office trying to convince him to purchase a unit in the compound. The female real-estate agent talks to the actor in the beginning in English language “The ARK, sir is a new project based on new standards”. The other male agent completes the sentence his co-worker started with by saying “A dazzling project”. The word (“dazzling,” n.d.) is an adjective which means according to Oxford Languages dictionary an extremely bright thing that could blind someone temporarily. According to the residence website, this compound has not been executed yet, it does not even exist (People of Ark, 2024). The word “dazzling” which is a strong adjective to describe something that does not exist is considered a fuzziness pragmatic trap in the ad.

The ad goes on with a one-to-one conversation between the real estate agent and the actor convincing him to purchase a unit until the actor asks the agent about the maquette of the compound and asks the agent if Essam Al-hadary has seen it, which is an out of context phrase and has nothing to do with the content of the advertisement which represents an implicature pragmatic trap. The advertisement goes on in the same vein, the agent continues to demonstrate the qualities of the compound and the actor keeps interrupting him with out-of-context questions until he asks him about his payment and whether it is salary-based or depends only on

commissions. a question that lacks decorum and represents a politeness pragmatic trap.

The conversation goes on, and the agent says that the compound is only 7 minutes away from the airport, the actor replies “Which terminal?”, another answer that increases the vagueness of the ad to form an ambiguity pragmatic trap. The actor tries to terminate the conversation by telling the agent “I’m about to buy, very close, try to convince me” ignoring the list of the features of the future compound listed by the agent and revealing his lack of interest. To complete the absurd scene an actress emerges, and the agent says, “The surprise is that you are going to be a neighbor of the star Reem Mostafa”, a statement which constitutes an inquiry; do everyone who would purchase a unit in this future compound will be a neighbor of the female celebrity? An inquiry that represents a presupposition pragmatic trap and increases the unrealistic expectations of the viewers. The ad ends with the slogan “The ARK will change the settlement” another vague statement that does not illustrate what kind of change this future compound would add to the settlement, which adds another ambiguity pragmatic trap.

- *Commercial 5: Palm Hills*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: Palm Hills, the Pride of an Address.*



Image 5: A snapshot from The Palm Hills Compound Advertisement in Ramadan 2024

As illustrated below, the manuscript goes as follows: (الدنيا صغيرة)
(2024, بس بالم هيلز كبيرة)

Manuscript

سلمى!

شريف ازيك

انتي رحتي فين؟ بقالي كتير أوي مشفتكيش.

أنا نقلت بالم هيلز

إيه ده أنا كمان بالم هيلز. الدنيا صغيرة أوي

خلاص هشوفك هناك باي

هناك فين؟!

سلمى؟

آسف افكرتك حد تاني

٧it's okay

سلمى سالم

سلمى سالم فيلا كام حضرتك؟

B 16 3/ 5

أفندم؟

على أربعة؟

سلمى

padel tennis ممكن كشف الحجوزات بتاع الملاعب كلها

ليه حضرتك؟

سؤال وجيه

أصل الجيت دي للأونرز بس

تمام تمام أنا هجرب جيت تاني .. شكرا

نورتنا يا فندم

بقولك .. مشفتش واحدة كده شعرها مفلفل

حضرتك احنا في فبراير .. محدش غيرك هنا

خالص

خالص

الدنيا صغيرة بس بالم هيلز كبيرة

Translation

Salma!

Sherif, how are you?

Where did you go? I haven't seen you for ages.

I moved to Palm Hills

Oh, me too, Palm Hills. The world is so small.

Okay, I'll see you there, bye.

Where is there?!

Salma? I thought you're someone else.

It's okay.

Salma Salem

Which villa?

16 3/4

Sorry, sir

3/5

Selma

Is it possible to check the reservations for all Padel, and tennis courts?

Why, sir?

Good question.

This gate is only for owners.

Okay, I will try another gate. Thank you.

Happy with your visit, sir.

Haven't you seen anyone with curly hair?

Sir, it is February. No one is here.

No one?

No one.

The world is small, but Palm Hills is big.

Palm Hills, The Pride of an Address

Analysis

This ad is unique in addressing the viewers to make the compound it promotes appealing. It presents a man who is infatuated with a girl who he has seen for few seconds to look for her all over the compound, day and night, summer and winter, in the playgrounds, nightclubs, and everywhere. The last statement in the ad is “The world is small, but Palm Hill is big”, a statement which carries within it a lot of exaggeration, which is considered a fuzziness pragmatic trap.

The ad ends with the slogan “Palm Hills, the pride of an address”, the word pride is out of context to be related to a place or a residence which represents an implicature pragmatic trap. The word pride is also unmeasurable, general and abstract which forms an ambiguity pragmatic trap.

- *Commercial 6: The MARQ*
- *Type of the advertisement: video*
- *Source of the video: the official channel of the real estate corporate on YouTube*
- *Used Slogan: The MarQ Communities The Best Place on Earth*
- *Pragmatic Trap types: (fuzziness Trap, deictic Trap, and ambiguity trap, multi-modal trap).*



Image 6: A snapshot from The MARQ Communities Advertisement in Ramadan 2024

As illustrated below, the manuscript goes as follows: (The marq communities – the best place on Earth, 2024).

Lyrics

يا أجمل لحظات في العمر عايشينها
 صورة ع الحقيقة أحلى من اللي راسمينها
 حتى السما اللي فوقنا فجأة طابليتها
 أيامنا الجاية أحلى وبأينة طلتها
 أحلى مكان على الارض ده هنا ويا ناس بنحبها بتحبنا
 واهو مش ناقصنا حاجة تانية
 وكأننا ملكنا الدنيا
 واهو مش ناقصنا حاجة تانية
 حتى الخيال ما بقاش من الفرحة قدنا
 احلى مكان على الارض ده هنا ويا ناس بنحبها بتحبنا

Translation

Oh, the most beautiful moments of your life that you are
 experiencing

The picture in reality is better than the one we painted

Even the sky above us suddenly expanded

Our coming days are better and brighter

The best place on earth is here, and the people we love, love
 us back

We are not missing anything else

As if we owned the world

We are not missing anything else.

Even our reality is filled with joy more than our imagination

The best place on earth is here, and the people we love, love
 us back

Analysis

The ad starts with the slogan “The MARQ communities, the best place in earth” which is considered an overstatement and represents a fuzziness pragmatic trap. The ad does not have a conversation, it is a song with lyrics describing the state of the actors and actresses who represent the community living in the compound who are merrily laughing all along the ad without an apparent reason in an indoor studio. All the scenes that picture the compound’s greenery or scenery are all made up graphics because the real compound is not constructed yet. The celebrities in the ad are wearing fancy clothes all along the ad with expensive jewelry and amplified partying atmosphere which gives a hint of the social standard targeted from the marketers. The song starts with this line “The most beautiful moments of your life that you are experiencing” a line which represents a deictic pragmatic trap since it does not specify which moments in particular are the best. From the very beginning of the ad, a viewer feels confused about the product or the service being presented, is it fashion-oriented or a toothpaste for over whitening the teeth, the lyrics of the song adds up on the confusion, “The picture in reality is better than the one we imagined”, “even the sky above us suddenly expanded”, and “Even our reality is filled with joy more than our imagination”, are all dreamy lines about surreal place that does not exist yet which strongly represent ambiguity and fuzziness pragmatic traps.

Below is a table illustrating the frequency of pragmatic traps detected in each ad. The top two ads with the biggest percentage of pragmatic traps are (SA’ADA) and (The ARK), Doray and MARQ were in the second level of the number of pragmatic traps. Elaf and

Palm Hills ads were in the third level of the number of pragmatic traps.

Ad	Pragmatic Trap Type								Percentage
	Deictic trap	Presuppositional Trap	Implicature Trap	Ellipsis Trap	Ambiguity Trap	Fuzziness Trap	Politeness Trap	Multimodal Trap	
Elaf									37.5%
SA'ADA									75%
Doray									50%
The ARK									75%
Palm Hills									37.5%
MARQ									50%

Table: The percentages of the pragmatic traps in real-estate ads in Ramadan 2024

5- Discussion:

It is not too difficult to notice that the aforementioned advertising employs a variety of techniques to convey that the residences are exclusive for a certain financial standard of the society, including phrases like “only for owners” and “limited” to emphasize that the residences are not available anywhere, anytime, or when the chance is too good to pass up. Apart from those tactics, they also possess the subsequent pragma-linguistic characteristics:

- a- When discussing real estate, they employ terms like (foreign-style home), (mansion), (garden mansion),

and (model demonstration area) that are opulent, sophisticated, and classy.

b- To characterize property advertising language, they employ hyperbolic language such as “immortal,” “superb,” “beyond the market,” “ultimate,” “super elevated,” “vintage,” “most prominent,” “extravagant,” and “panoramic.”

c- Exclamation marks are used to add energy to general sentences.

These property market pragma-linguistic terms diverge greatly from daily used language. They are far from being quite simple to draw attention to. They encourage people's desire for a cozy and light-filled home while accommodating their housing needs. This is not, in reality, the most important point. What matters most is that, as reports in various media outlets have shown, the quality of a significant portion of the house differs significantly from what is advertised based on certain owners' experiences (Chen, 2018). When the elegant verbiage of these real estate advertising is removed, what's frequently left behind is shoddy workmanship.

The real estate itself is essentially taken into consideration in the housing ads described above. Other adverts take into account the neighborhood where the house is situated. Cook (2001) appropriately and clearly illustrates how certain real estate marketing either exaggerates or beautifies the surrounding area.

The cooperative principle proposed by Grice (1975) states that verbal communication should adhere to the maxim of quality, which is to express what you know to be true and refrain from making claims for which you have insufficient evidence—unless you have an

accusation to make. There are developers of real estate who are dishonest. Do they seem to be making an implication? This is untrue. Neither the Maxim of Quality nor the fundamental Cooperative Principle are adhered to by them initially. Grice states that there are two reasons why someone may choose not to abide by the concept. The first explanation is that you can't collaborate. For instance, confidentiality concerns prevent a press conference spokesman from cooperating and sharing an essential bit of factual information. It is an example of choosing not to cooperate. The second explanation has to do with a speaker purposefully lying to fulfill a goal. Real estate advertisements have some ulterior interests for not cooperating. Their goal is to deceive the public to forward their cause of propaganda.

Additionally, it appears that using honorific language in advertisements is a tactful way for advertisers to show their respect for customers, but this type of politeness is not based on sincerity. Instead, it is motivated by profit. Real estate professionals essentially trade politeness for profit.

6- Conclusion:

This study examined the pragma-linguistic characteristics of a significant amount of advertising data using a variety of pragmatic theories, exposing several typical “pragmatic traps” that might be present in commercials. Additionally, it focused on a few strategies used in real estate market commercials to raise consumer awareness and identify the unscrupulous intentions underlying manipulative and deceitful marketing language.

Egypt's businesses must collaborate and compete in the same local and global marketplaces as the country enters a new phase of

development. In this competitive era, a company's ability to maintain its integrity is essential to its long-term success. This is the exact reason why some businesses have embraced the motto “develop by integrity, endure by quality” (Li, 2008). But sometimes, slogans are just that—slogans, implementing them is what matters most. Businesses should take proactive measures to adjust to the changing environment, set up a disciplined system for ethics management, and ultimately strive for beneficial results for customers, the community, and themselves.

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