

Utilization of Conversational Maxims and Relevance Theory: Analysis of Bilawal
Bhutto's Interview

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ABSTRACT

This study was designed to investigate the reasons that cause the violation of Grecian Maxims and Relevance that are often violated by politicians during their interviews. For this purpose, the researchers chose a video conversation of a VOA interview with Mr. Bilawal Bhutto Zardari, chairman of the Pakistan People's Party. There were 2 active persons taken as the topic. The purposive sampling technique was used. The samples were a man and a lady. The descriptive and analytical qualitative method was used in the data analysis. There were two techniques used: observation and interview for collecting data. Later, the data were composed; the recorded talks (the length of both discussions is approximately 7 minutes and 15 seconds) were fixed. The outcomes presented that the maxim of quality was violated (2) times, the maxim of quantity (3), the maxim of relevance (3) and the maxim of manner (1). It is renowned that Relevance Theory played the most prominent part since the utterer deliberately applied "ostensive clues" in order to get his listeners to "reconceptualise" Pakistan from "the attacker" to "the responsible state." The sense of balance between the processing efforts needed to understand the past background and the high reward made him inform people's opinions and certify optimal relevance.

Keywords: *Conversational Maxims, Violation, Relevance, Interviews, Pragmatic Analysis, Political Discourse, Pakistan Politician, Ostensive-Inference, Effort-Effect.*

INTRODUCTION

The recent study includes an examination of the inference-based framework for considering the mental clarification of linguistic and violation and flouting of Grecian maxims by Mr Bilawal Bhutto Zardari, in an interview with journalist Ayesha Tanzeem for the VOA on 12 March 2019. In this paper, the main focus is on two frameworks; firstly, Paul Grice (1975) introduced maxims of manuscript Logic and Conversation as "Cooperative Principles or conversational maxims. On the other hand, Relevance Theory was developed by Dan Sperber and Deirdre Wilson in the influential 1986 manuscript, Relevance: communication in addition to cognition. It was later studied in another edition issued in 1995. Taking proof from other people, it indicates an active part in the discussion of kinds of maxims. Interactive individuals deliver evidence that is suitable and express the fact, give exact data and attempt to stay connected and clear. According to Grice (1975), advises that for taking a fruitful and better discussion, utterers must achieve the exact maxims. At this point, observation of the principles is to admiration, truth, method, evidence providing, and the importance of the material solved by Grice. As states by Grice, mutually utterer and hearer show an essential part in the accomplishment of any conversation. Al- Hamadi et al. (2009) recommend the purpose hides a few data or deliver more

information. Uncertainty, the representatives need to confuse the issues of the conversation, they reply inappropriately; sometimes they say something ambiguously. It is very clear that the logic of a speaker cannot be straight planned to its structural meaning as recommended by Relevance Theory. The fixed and planned meaning in language fills the gap according to the person's capacity for inference. Relevance theory exposes the reality of how politicians' language is explained and understood to get the meaning of their statements. Dayanthi (2017) opines that Politicians ignore making straight speeches to preserve an expression. They believe that the audience will catch whatever they say. In this connection, they investigate that they must succeed over people. They generally speak about things that are difficult to understand as a result. The manipulating language used by Politicians that's what shows amazing skill. According to this perspective, the response in an accurate sense does not actually mean. Language is a weapon of power used by politicians to convince or manipulate the audience.

Significance of the Study

This study project can be valuable for analysing the Pakistani Politician Interview at Higher Educational Institutions and Universities in terms of filling the gaps between contexts and their relevant meaning. The study can be descriptive because it gives a deep understanding of analysing the political interview through the case work of one Pakistani interview. The interpretive or analytical research has a broader scope for Pragmatics, Semantics and Political Discourse to analyse the political factors. Generally, there is less attention given to Pakistan's political perspectives. Besides, this research is important in leading to political development and effective learning results for students of linguistics or scholars, respectively, which can make their political innovations, strategies, and policies seek the attention of the audience more realistically.

LITERATURE REVIEW

Conversational Maxim and Relevance Theory assist in discourse analysis. Concerning this, Olawe (2025) conducted the study on a Speech Analysis of Bola Tinubu (2023-2025), Nigerian presidential. This case study focuses on three frameworks: Goffman's theory of face, Brown and Levinson's Politeness theory, and Sperber and Wilson's Relevance theory. By examining four national speeches using the method of qualitative discourse analysis, a researcher identifies how he balances "face" with strategic messaging to make difficult economic reforms more acceptable to the public. The results suggested that the leader set national suffering as a shared moral responsibility to overcome public irritation and build faith. Based on this, the learning presents the Legitimation-as Performance Model, an original three-agenda explanation of how leaders in emerging democracies practice "discursive buffering" and "relational calibration" to convey patience and deflect criticism during periods of disaster. The study conducted by Pineda and Gumban (2025) focuses on how the 2022 Philippine presidential candidates followed Grice's Cooperative Principle during the politician interviews. Using the pragmatics analysis, it found that applicants most frequently observed the principal type of relevance but most regularly flouted the maxim of quantity. The study concludes that while politicians tried to remain pertinent, they often failed to provide the exact amount of detail wanted, leading to general or incomplete responses that may hide a full consideration of the issues.

Additionally, Hanaqtah (2025) analysed the research on how implicature changes when King Abdullah's political speeches are translated from English to Arabic. Using Grice's theory of implicature and a diverse methods approach, the research classifies "shifts" in meaning as addition, omission, and substitution. The outcomes show that translators often favour explicit meanings over implicit ones to increase clarity and politeness, which can sometimes alter the unique intended message. The study highlights the difficulty of preserving a speaker's true intent while navigating different linguistic and cultural guidelines. Concerning this, Mahmoud (2024) conducted a qualitative, descriptive, and analytical research on an investigation of Wilders and Trump's Populism, giving to Van Dijk's Argumentation strategies and Sperber and Wilson's Relevance Theory through critical discourse. By analysing major speeches from 2015 to 2019, the researchers explore how these leaders build credibility while attacking the elite and "out-group." The main findings are Acting "Real," Creating Us versus

Them, the scary strategy, and the hero role. The study concludes that both men use Muslims as villains to position themselves as heroes protecting, ultimately using these ideologies to secure political power.

Nasir and Munir (2024) conducted a study which shows how Imran Khan used both direct and indirect language to stay in control of the political narrative. Hamza and Nordin (2024) conducted a study on deviations in discourse. They further maintained that deviations are used deliberately to conceal harmful evidence, terminate others' rights, avoid plans, continue relationships, distort evidences, and present himself as the top applicant. The study conducted by Muhammed and Mohammed (2023) provides enough linguistic evidence (ostensive) for listeners to easily guess his intentions and for the conversation to stay successful, the utterer and hearer must share the same background knowledge or cognitive context. The study conducted by Hadi and Isa (2023) led to 12 flouted maxims and 8 violated maxims, including lack of evidence, irrelevant response, complex, confused, indirect responses, overstatement, understatement, subject changing, and ambiguous feedback. Social media users and political performers spread fake details to influence the public's point of view, highlighting the need for awareness and regulation for stronger requirements (Ajay and Kilani, 2023). People succeed to express for a lengthy period without truly giving the "particular" evidence mandatory by the interviewer (Rasool et al., 2023). The outcomes of Relevance Theory and Conversational Maxims are more dominant and powerful (Asif et al., 2019).

Additionally, most politicians violate quantity and quality to create a good image before the public (Al-Hamadi & Muhammed, 2009). The maxims of Manner and maxims of Relevance were most violated, while the Maxims of Quality were the most observed in the debate (Laila, 2019). The politicians are talkative people because they give more extra evidence to answer most queries. They want to generate good duplicate in community speaking with talk too much and saying good words, also they do it to get consideration from the audience (Rahmi et al., 2018). Buddharat et al. (2017) consider the maxims mutual production in political discourse. The study conducted by Basa (2017) reveals how communicators manage the conversations to accomplish particular goals rather than strictly follow the cooperative principles.

Theoretical Framework

This research focuses on addressing the gap thoroughly analysis of the Political Interview of the Pakistani chairman party Mr. Bilawal Bhutto Zardari. According to the research gap, it plans to achieve this through the framework of Paul Grice, Dan Sperber and Deirdre Wilson.

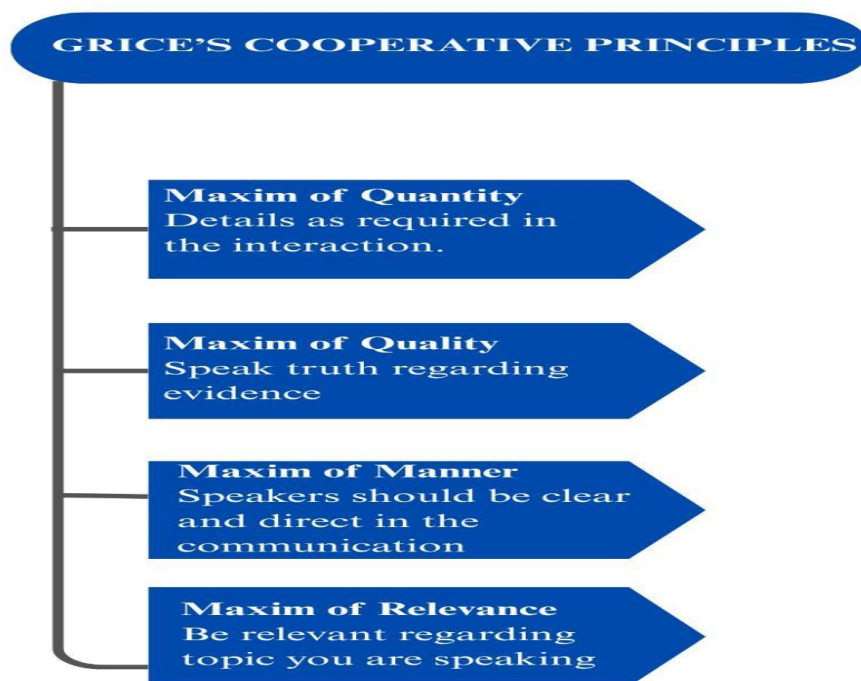
Grice'S Cooperative Principles

To promote human thoughts and construct their social relationship, communication with others is essential through the daily use of language. The mode of communication is supposed to follow a certain order to communicate effectively. To make every word and discussion meaningful and pleasurable, specialists like Grice offered values that could make active communication possible. Grice (1975) promoted that every conversation should be constructed on a "Principle of Cooperation," also called the "Co-operative Principle." This belief warrants utterers to make their conversational involvement as essential, at the phase at which it happens or is required, by the recognised intent of the exchange in which they are involved. Kachru and Nelson (2006) added that the co-operative principal offerings an overall, socioculturally neutral context for establishing what speakers do when they begin a discussion. Yule (2006) said that in this principle, utterers are cooperating with each other in the sequence of the conversational exchange. The Linguist Herbert Paul Grice established a method of communication designed for fruitful interaction known as the Cooperative Principle (CP) "Construct the discussion's input, including it, on the level it occurs, through recognised determination otherwise way like dialogue exchange in the time you are involved". The language utterances have more roles than they say. To him, the meaning of a given utterance is the entirety of its associates with the common information of the utterer and the listener in relation to the Conversational Principle (CP) as stated through Grice's (1975). According to Pual Grice planned the collection of maxims to explain principles that people

automatically follow in instruction to help and instruction to create talkative efforts, discussions that are effective.

Table: 01 Types of Maxims

Maxim of Quantity	Participants essential to deliver the right quantity of evidence as mandatory.
Maxim of Quality	The participants speak truth with evidence based and accurate information.
Maxim of Manner	The participants speak effective communication because of clear, concise and brief.
Maxim of Relation	All evidence specified by the participants in a discourse should be carefully related to the subject under argument

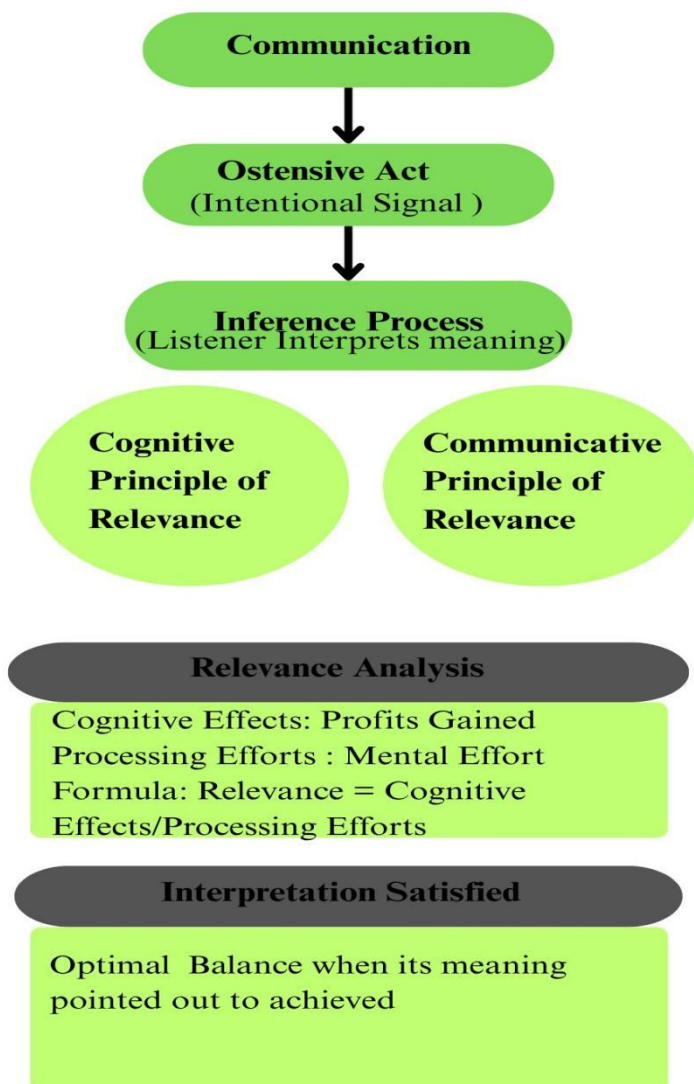


Flow Chart No: 01 Grice'S Cooperative Principles

Relevance theory by Dan Sperber and Deirdre Wilson

Pragmatics is broadly known as a branch of linguistics which is concerned with linguistic practice and the understanding of meaning in situation. Contrasting semantics, which studies meaning as an innate aspect of language terminologies, pragmatics explores how meaning is created through contact between utterers and listeners within detailed social, cultural, and situational surroundings. Political discourse has a solid power on formative people's opinions and principles. The purpose of persuasion is most noticeable in political dialogues, interviews, governmental arguments, party agendas, and information ingredients, where it is central not only to offer data but also to persuade hearers, suggest positive goals and belief in oneself, expressive and intelligent effect on the social order's opinions around trials, sound for action. Language that helps as a symbol of unity with the rest of the culture can be a significant

instrument for launching political limitation, financial or public judgment. According to a political interview, Relevance Theory by Dan Sperber and Deirdre Wilson describes why we regularly touch a representative “didn’t respond to the query,” yet we still walk away with a very exact impression of them. This theory is inspired by Paul Grice's cooperative principle. A political interview is an exclusive procedure of ostensive-inferential communication because they contain a dual viewer: the questioner and the community audience. According to Dan Sperber and Wilson, there are two principles: communicative and cognitive. Firstly, each word originates with a "belief of optimal relevance." When a politician states these resources, the viewers automatically adopt the response as worth the effort to pursue. Secondly, the Cognitive Principle states that we need the most data (cognitive effect) for the least mental work (processing effort). Sperber and Wilson argue that communication is inferential. In politics, speakers often leave things unsaid to allow different groups to draw their own "relevant" conclusions.



Flow Chart No.: 02: Relevance Theory by Dan Sperber and Deirdre Wilson

Research Gap

The research studies have examined political speeches, interviews, talk shows, political newspaper cartoons, debates, podcasts, political discourse and its elections. However, limited research has focused on Pakistani political interview perspectives. Most existing research studies identify violations but do not analyze how audiences infer meaning and relevance strategically. In this context of Pakistani political discourse, the present research aims to address this research gap by examining strategies used by Bilawal Bhutto Zardari in the two frameworks, such as Paul Grice's Cooperative Principles and Relevance Theory by Dan Sperber and Deirdre Wilson.

Research objectives

1. To identify instances of maxim observance and flouting in the interview.
2. To interpret the cognitive inferences generated from these flouts using relevance theory.
3. To examine the importance of ostensive communication in political interviews.
4. To investigate the most frequently used maxims in selected data.

Research questions

1. How are Grice's conversational maxims or cooperative principles observed during the Bilawal Bhutto Zardari interview?
2. What cognitive inferences arise from the maxim flouting's observed, as described through relevance theory?
3. What role does ostensive communication play in political discourse?
4. What kinds of maxims flouting or violating are generated, and which maxim is used frequently?

RESEARCH METHODOLOGY

The researchers used the two theoretical frameworks that analyzed violation and relevance in the selected data of the Pakistan political interviews, which identify the deep understanding of the particular study.

Research analysis

The researchers investigated the reflection of violation and relevance found in a Pakistan political interview posted on the YouTube channel VOA NEWS (Voice of America NEWS). The data was collected from the YouTube channel of America. The researchers selected the medium of data for this interview from YouTube because it contained violations of maxims and relevance in the selected data. The data analysis identified instances of maxim observance and flouting in the interview, interpreted the cognitive inferences generated from these floutings using Relevance Theory, examined the importance of ostensive communication in political interview and investigated the most frequent used of maxims in selected data.

Participants

There were two participants in the interview, one was a male, Bilawal Bhutto Zardari, and the other was Ayesha Tanzeem, who conducted the interview.

Data Collection

The data is in descriptive form since the data is in the utterance form. Conducting a research, a few stages are managed by researchers to find the information, including initial note verbal information into orthographic form. The researchers changed the medium of communication into a composed work. Secondly, they found the violations and relevance in conversation. Thirdly, they compiled the results and finally they presented the results.

Inter Coding

The intercoder is a Pakistani politician and the chairman of a political party named the Pakistan People's Party. He got his early education from the German school in Karachi. After that, he went to Dubai for higher secondary education. He went to Oxford University, where he studied modern history and received a Bachelor's Degree in Art. Bilawal Bhutto Zardari had lived most of his life abroad that is why his Urdu accent is not that good. He is famous for his silly mistakes in Urdu while communicating to others.

FINDINGS

This section focuses on how interview discussions were analysed in search of response on the representative's conversation to analyse data using the two frameworks, Grice's conversational maxim and Relevance perspectives. Some interview excerpts are given as follows.

Q.1: Let's talk in general about Pakistan's foreign policy, and now it's how it's dealing with different countries. Do you think Pakistan is able to balance between Iran and Saudi Arabia, for example?

Respondent "Umm the Pakistan People Party always believes in a very activist foreign policy and most of our historical foreign policy in Pakistan's events and achievements in history of Pakistan has happened during Pakistan People Party government. As far as Saudi Arabia or Iran or any other of our neighbors are concerned, I think that the government does need to do more to engage our neighbors if they have not engaged all our neighbors in the way that they shout have done I believe by that."

Gricean Analysis: Maxim of Relevance and Quantity

In this response, we can see that Bilawal is talking about his Political Party, which is not related to the question, and the length of his reply is too long compared to the question.

Relevance Theory Analysis: **Mr. Bilawal Bhutto Zardari** never addresses directly. He always gives his party history where ostensive stimulus is considered. The hearer infers that the recent government is weak or less active without him addressing it directly. He used high effort (Processing Effort) because of connecting the history and conflict between Iran and Saudi Arabia. The audience or public believed Bilawal Bhutto Zardari proved that he was a superior politician compared to other politicians.

Q.2: Do you mean they haven't engaged with Iran because of Saudi Arabia?

Respondent: "This, I believe, at the moment there is a minister in Iran on the government side, but no, it's unbelievable that they have engaged or are interested properly with Iran about the present and previous government, same with Afghanistan and India. According to the present government, we have better engagement with China."

Gricean Analysis: Maxim of Quantity and Manner

Researchers observed that the interviewer questioned about Saudi Arabia and Iran, but the interviewee was talking about other countries, which is a direct violation of the manner and quantity maxims.

Relevance Theory Analysis: It shows Direct Explicature and Low effort (Processing Effort) for the listener and audience to understand he is disapproving of the government, because the audience receives the facts according to Bilawal Bhutto's point of view regarding this query, which specifies cognitive effect. The main outcome of this query displays that Optimal Relevance is most used due to the maximum clarity and minimum effort.

Q.3: So, talking of China, do you agree and disagree with the view that CPEC is a form of financial imperialism?

Respondent: “You know what anything is funny the U.S lecturing the world and financial imperialism I think that lets contextualize everything the one belt one ruled initiative the reinvigoration and reintroduction of the new silk road is I think a revolutionary idea it project China soft power economic power in encourages trade and integration and economic development across the region and the problem that the Pakistan had with the one leg one road on the Pakistan People Party came into power it’s that we didn’t have a piece of the pie Pakistan was not a part of the one world rude and that’s when the bucks lungs peoples party campaigned and worked towards the China Pakistani economic corridor that is now fundamental part of the one belt one road initiatives or approach was that if we were able to encourage economic development in a Fatah in Balochistan in areas most hit by terrorism and extremism and that world help us in winning overs the hearts and minds of the victim of extremism and I don’t believe its imperialism. In my opinion, United states and any other authority who now thinking about pulling out of Afghanistan instead of being jealous sufficient to bring down the seat buck or one belt and one road come and do in good old capitalist way perhaps a Pakistan in Afghanistan should insist that the us is going to abruptly pull out of Afghanistan than they must be a Marshall plan for South Asia and that way they could also project this economic soft power within the region I believe they are legitimate question about perhaps transparency or debt associated with CPEC but I believe that the potential here is something that we can’t let go. This is China’s only access to the warm water and it will be through Pakistan people arise question about how were building all this infrastructure will we be able to actually have the trade to do that fair enough at the moment or exports to China abysmal but I hope that we do build that sort of trade relationship and I hope we are able to pay back these loan and I believe we will do”.

Gricean Analysis: Maxim of Relevance and Quantity

Here again, we see a pretty long discourse by Bilawal, which violates the maxim of quantity. At the start, we noticed that the host asked him about CPEC, but he started with a funny laugh and made fun of the USA.

Relevance Theory Analysis: The response reflects the use of maximisation of relevance and a sarcastic ostensive cue. The inference elements classify that the U.S. has no right to communicate about financial imperialism. Processing effort is the main element that listeners understand that making fun of the U.S. is actually a defence of CPEC. Cognitive effect concludes that contextual implicature examines that the U.S has an objection to CPEC, which means it’s beneficial for us. This statement, “piece of the pie”, identifies the use of metaphor as optimally relevant. It gives a high cognitive effect for practically zero mental cost. He assumes the listeners of VOA (the Western community) know the history of the Marshall Plan. Inference investigates that he proposes the U.S owes Pakistan a huge economic cleanup for the Afghan conflict. The outcome demonstrates the weak implicature because it indirectly defends the matter of China /CPEC.

Q.4: What can Pakistan do to make sure war doesn’t break out within you?

Respondent: “Well, I think that Pakistan has made sincere efforts for de-escalation. We have shown the utmost maturity, perhaps more maturity than we can be expected of any other nation under such circumstances, and have not been reluctant to retaliate as of yet. I believe that the Modi government has really shattered all international precedents and norms when it comes to the Palama attack in his

aftermath, we condemn violence on all side the Pakistan people party does not believe it violence but to exploit a domestic even if you call it a terrorist attack a domestic terrorist attack that was by a Pakistan based group that's easy to say not so easy to prove and how can you claim I understand when if its perhaps a non-state actor from another country entering India you can prove they came from somewhere else and therefore although I don't believe that the nation state should be held responsible for actions of non-state actor but I understand it is in internationally precedence set and in that context perhaps they did be in other case but in this case as I said in parliament there is no cases a justification this was a citizen of Indian occupied Kashmir conducting attack within Indian occupied dish me other terrorist group across the world or within Pakistan may try and claim credit there is been they didn't provide the explosives they didn't provide any training they have no accessto Indian controlled territory within and disputed territory between India and Pakistan possible nuclear powered conflict for an voting but this contemptable awareness raisingnot only of a terrorist attack.”

Gricean Analysis: Maxim of Relevance and Quality

In the whole conversation, Bilawal is representing Pakistan, but here he is talking on behalf of the Pakistan People's Party. That is a violation of relevancy, and on the other hand, he is talking about an area in India, namely “PALAMA”, but he pronounced it wrong, which is a violation of quality.

Relevance Theory Analysis: Mr. Bilawal Bhutto Zardari is not just responding to a query; he is recontextualising the Pulwama incident. Pakistan presented “Maturity”, and India was always “Immature.” He implements a complex shortcut to modify the perspectives on how the world sees the war. The term “Maturity” acts as an ostensive stimulus that forces the audience or hearers to reflect on Pakistan as a calm, responsible state and a nuclear power. This mandatory approximately cognitive work (Processing Effort) is because the world has to remember the history and incidents that connect them with Bilawal Bhutto. The achievement of this work is cognitive effect, where the hearer updates her/his knowledge regarding the historical issues and their conflicts. In this way, the audience understands and corrects the mindset concerning the Pakistani state as a peaceful country. He successfully shifts the blame and updates the knowledge of the audience. Here, we have achieved the Optimal Relevance.

Q.5: What are your problems with mainstreaming of certain militant groups whose policy is to mainstream them, and what do you think is the alternative?

Respondent: “So, I don't understand the concept of mainstreaming it is something. I hear about it from television and from various members of the ruling party, and I do not believe that it is in line with the national action plan, the discussion, and the unanimous division of parliament. So, I didn't understand and don't believe that it should be state policy. Obviously, the Pakistan People's Party has a very humanitarian outlook. Every individual should be guaranteed human rights, but considering mainstreaming and contribution for those who are constructing policy, it must be considered before we discuss the reintegration. Obviously, the initial stage shout has been ADI militarised; nobody is engaged or occupied.”

Gricean Analysis: Maxim of Quality

Here we see that at first Bilawal says that he doesn't understand the concept, and then he talks on topic.

Relevance Theory Analysis: In this analysis, “I don't understand” is an Ostensive Act of rejection. He clearly signals that its waste of time or garbage. The main elements of inference show that the title of anti-religion will give by the audience, so he protects himself by using the term “Humanitarian.” Because of the communication principle, he saves the strongest sentence for the end. It gives us the importance of Optimal Relevance to the overall interview of Mr Bilawal Bhutto Zardari. It also shows low effort and maximum clarity due to being highly informative and well-structured (Processing Effort Cognitive Effect).

Interview Question	Response Summary	Maxims Flouted/ Violated	Maxims Flouted/ Violated	Ostensive	Processing Effort	Cognitive Effect	Inference
Let's talk in general about Pakistan foreign policy and now it's how its dealing with different countries do you think Pakistan is able to balance between Iran and Saudi Arabia for example?	Compare Pakistan foreign policy and Pakistan People Party achievement. Give more importance to his party.	Relevance Quantity	and	Connect history legacy.	High Effort	High Effect	Expert Leader.
Do you mean they haven't engaged with Iran because of Saudi Arabia?	Lack of Engagement with other Countries except China.	Quantity Manner	and	Poor Engagement	Low Effort	High Effect	Recent Government is lack of experience.
So, talking of China do you agree and disagree with the view that CPEC is a form of financial imperialism?	He expressed his opinion in sarcasm way that U.S has no right to lecture us on financial imperialism.	Relevance and Quantity	Relevance and Quantity	Used ironic tone.	Medium Efforts	High Effect	CPEC is a national argument.
what can Pakistan does to make sure war doesn't break out within you?	Shift the blame and update the knowledge of the audience globally.	Relevance Quality	and	Change the mindset of audience such as terrorist to nuclear state.	Medium Effort	High Effect	Pakistan as a "calm," "responsible," "nuclear state."
What your problem with mainstreamin of certain militant groups whose policy is to mainstream them and what do you think is the alternative?	Must focus on education and improve or change mindset of the people but give priority to De-weaponization. Give the concept of first step of mainstreaming.	Quality		For mainstreaming Set the rules first.	Low Effort	High Effect	Set the concept of the top priority.
Total:		09					

Table no 02: Combined results of Grice's Cooperative Principle and Relevance Theory

CONCLUSION

Overall, the pragmatic and political discourse analysis of Mr Bilawal Bhutto Zardari's VOA interview through both Grice's Cooperative Principle and Relevance Theory by Sperber and Wilson discloses an extremely strategic approach to a political interview. The research analysis shows that there are kinds

of maxims: quality, quantity, manner and relevance. We found out that Bilawal Bhutto violated the conversational maxims in most of the conversation. He answered to 5 questions of the host in the show, and in each question, Bilawal Bhutto used the maxims. The maxim of quality (2), the maxim of quantity (3), the maxim of relevance (3) and the maxim of manner (1). Relevance theory outcomes specify a main support on Ostensive Stimuli to achieve the international viewers' awareness. By purposefully increasing the processing effort in certain historic backgrounds, the utterer accomplished an important cognitive effect: The review of framework. This fruitfully shifted the viewers' pre-existing beliefs, accomplishing Optimal Relevance by Pakistan as a calm, nuclear power, responsible and mature state or country. From this study, we came to know that politicians mostly violate the maxims and relevance for their own advantages.

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