



## An Investigation on The Stylistic Conversational Characteristics of Tejarat Bank Call Center Operators from pragmatic's perspective

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### 1. Introduction

Call centers are often regarded as a reflection of organizations responsible for answering customer inquiries and promoting new products and services. The manner in which call center operators engage in conversations is of utmost importance. Failure to adopt effective communication strategies can lead to verbal challenges, potentially tarnishing the company's brand image and resulting in customer loss. This study falls within the realm of pragmatics and seeks to investigate the conversational attributes of Tejarat Bank's call center operators, both male and female. It employs the principles of Austin's Speech Act Theory, Yule's Speech Act Theory, Grice's Cooperative Principles, and Yule's Principles of Implicatures. The research aims to address the following questions:

1. What differences exist in the frequency of speech act types in conversations between male and female operators at Tejarat Bank's call center?
2. How do the frequencies of implicature types in these conversations differ between male and female operators at Tejarat Bank's call center?
3. What are the variations in the frequencies of speech types between male and female operators at Tejarat Bank's call center?
4. How do the frequencies of Grice's Cooperative Principles differ in conversations between male and female operators at Tejarat Bank's call center?

### 2. Materials and methods

To answer the research questions, a descriptive-analytic research method was employed. Data were collected by recording conversations of 40 operators at Tejarat Bank's call center, with equal representation of females and males (20 each), totaling 124 sentences extracted from 5 to 8-minute calls. The researchers analyzed the data to determine the frequencies of speech act types, implicatures, and the application of Cooperative Principles in these conversations. Using SPSS software (version 21), the researchers estimated the frequency and percentage of these elements and presented the results in tabular format. The Chi-square test was used to evaluate the meaningfulness of differences between the variables mentioned above.

### 3. Results and discussion

The results indicated that in female conversations, the order of speech act

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frequencies was as follows: declaration speech act (16 times), directive speech act (9 times), expressive speech act (18 times), representative speech act (22 times), and commissive speech act (19 times). The respective percentages for these speech acts were as follows: declaration speech act (19%), directive speech act (10%), expressive speech act (23%), representative speech act (26%), and commissive speech act (22%). Additionally, generalized conversational implicature occurred 62 times, particularized conversational implicature 13 times, scalar implicature 14 times, and conventional implicature 70 times. The percentages for these implicatures were generalized conversational implicature (39%), particularized conversational implicature (9%), scalar implicature (8%), and conventional implicature (45%). In these conversations, direct speech was used 19 times, while indirect speech occurred only 2 times. The percentages for direct speech and indirect speech were 91% and 9%, respectively. For Grice's Cooperative Principles, the order of frequencies was maxim of quality (26 times), maxim of quantity (29 times), maxim of relation (26 times), and maxim of manner (32 times). The percentages for these maxims were maxim of quality (65%), maxim of quantity (58%), maxim of relation (57%), and maxim of manner (53%).

In male conversations, the order of speech act frequencies differed. It was as follows: declaration speech act (18 times), directive speech act (19 times), expressive speech act (10 times), representative speech act (11 times), and commissive speech act (17 times). The respective percentages for these speech acts were as follows: declaration speech act (21%), directive speech act (28%), expressive speech act (13%), representative speech act (15%), and commissive speech act (23%). Generalized conversational implicature occurred 82 times, while particularized conversational implicature occurred 19 times. The percentages for these implicatures were generalized conversational implicature (49%) and particularized conversational implicature (12%). In male conversations, direct speech was used 22 times, while indirect speech occurred only once. The percentages for direct speech and indirect speech were 96% and 4%, respectively. For Grice's Cooperative Principles, the order of frequencies was maxim of quality (14 times), maxim of quantity (21 times), maxim of relation (28 times), and maxim of manner (29 times). The percentages for these maxims were maxim of quality (35%), maxim of quantity (42%), maxim of relation (43%), and maxim of manner (47%).

#### **4. Conclusion**

The results of this study suggest that establishing a standardized framework for responses in call center interactions should be rooted in linguistic principles, particularly pragmatics, with a focus on achieving clear and standardized communication. This framework should be built upon linguistic principles, mainly within the domain of pragmatics, to ensure that conversations with customers are unambiguous and conform to established standards. It is advisable to apply the findings of this study, emphasizing the use of commissive, representative, and expressive speech acts, general implicatures, and direct speech to minimize sentence ambiguity and enhance adherence to Grice's maxims principles. These findings can serve as valuable educational resources for training call center operators in conducting conversations that prioritize clarity and efficient communication. Furthermore, the implications of this study extend to the evaluation of employees in call centers. Reevaluating the criteria for employee assessments to align with pragmatics principles can help improve the overall evaluation process.

**Keywords:** Grice's Cooperative Principles, Pragmatics, Principles of Implicatures, Speech Act Theory, The Call Center