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Cognitive - Pragmatic Analysis of Conversational Strategies Used in a Selected Kurdish TV Talk Show: A Case Study of 'Legel Ranj – with Ranj'

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Abstract

This research investigates conversational strategies in the Kurdish TV talk show “Legel – Ranj – with Ranj” from a cognitive-pragmatic perspective. The twentieth century has observed an increasing interest in talk shows that offer both information and entertainment. However, studies on the category of talk shows are limited. So, this research aims to (1) examine whether turns are evenly distributed among guests and audience members, (2) analyze how cognitive principles such as global and local strategies function within the conversation, and (3) investigate whether the host seeks to raise public awareness through the discussion. Due to the need for a comprehensive analysis, mixed methods are implemented. The global strategy is the analytical part, which was examined qualitatively. Simultaneously, a quantitative examination of the local strategy occurs. Results indicate that, at the cognitive level, maintaining a coherent and mindful conversation depends on local strategy that ensure each statement aligns with and supports the overall framework. Meanwhile, the global strategy provides the necessary structure and objectives. This combination enables the conversation to achieve its main goals and remain organized. An examination of selected excerpts from the talk reveals that the host frequently frames discussions to share insights, educate, and engage participants regarding the topic's significance. Consequently, the host seeks to enhance public awareness.



About the Journal

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1. Introduction

According to Sperber and Wilson (1995), cognitive pragmatics incorporates the study of the linguistic dimensions of language use within the frameworks of cognitive science. Clark (1996) describes cognitive pragmatics as the exploration of the psychological processes and mental conditions that facilitate human communication. This research focuses on conversations in a selected Kurdish TV talk show through the lens of cognitive pragmatics. Rymes (2009) defines conversation as the act of exchanging thoughts and emotions, which occurs during typical human interactions within specific cultural and social contexts—such as when individuals greet one another or engage in questions and answers. Furthermore, this research aims to examine whether conversational turns are evenly distributed among guests and audience members, analyze the functionality of cognitive principles like global and local strategies within the conversation, and investigate whether the host intends to raise public awareness through the discussion. The methodology is based on the conversation model presented in Bruno Bara's book, "Cognitive Pragmatics: The Mental States of Communication," and employs both qualitative and quantitative methods. Additionally, while writing this research, several research questions have arisen that require answers, including (1) How effectively have conversation strategies been employed within the context of the talk? (2) To what extent do guest participants utilize specific conversation techniques to influence viewer perceptions? and (3) What are the primary mental effects the host employs to express appreciation toward the participants?

2. Theoretical Background

2.1 Cognitive Pragmatics

According to Sperber and Wilson (1995) cognitive pragmatics incorporate the study of the linguistic dimensions of language use, all within the frameworks of cognitive science. cognitive pragmatics in the view of (Clark, 1996) is the exploration of the psychological processes and mental conditions that facilitate human communication. Gernsbacher (1997) states, that one of the main concerns of cognitive pragmatics is to identify the skills and thought processes necessary for effective communication. This includes considering how people decide what to say to convey specific meanings and how listeners understand what is said based on context. For example, studies have shown that speakers often use common knowledge and surrounding context to ensure that their messages are understood, while listeners rely on this context to understand their meaning. The main thinking skills involved in communication include the activation of memory and knowledge. Speakers and listeners use their stored knowledge, such as cultural norms and personal experiences, to make sense of the interaction. This includes holding references and accessing relevant information from memory. In addition, inference and reasoning are essential to interpret meanings that are not directly expressed, as in the case of metaphors or idioms. For example, to understand sarcasm, listeners have to infer what the speaker really means, which involves taking into account the context and tone of the speaker. Meanwhile, Carston (2002) emphasizes that cognitive pragmatics delves into the cognitive mechanisms and principles that influence how meaning is constructed and understood within a given context. In addition, Bara (2010) describes cognitive pragmatics as a subset of pragmatics that centers on the mental states and cognitive elements involved when individuals engage in conversation. (Bara, 2010; Sperber and Wilson, 1995). Their works emphasize the importance of knowledge sharing and teamwork in effective communication.

2.2 Conversation and Conversational Strategies

Conversation to Rymes (2009) is the act of exchanging thoughts and emotions. It could happen during normal human interaction incorporated within particular cultural and social setting, like when people greet one another or ask and answer questions. Bara (2010) describes conversation as "a social activity requiring a cooperative effort of a minimum of two participants, who knowingly and intentionally interact in establishing the purpose of their interaction." Ludwig Wittgenstein (1953), originally argues that using the power of language like taking part in a game. He describes this notion as a "language game." By introducing the term "game," he highlighted that speaking a language represents an activity or a "way of life." This wide term encouraged him to investigate

many different uses of language, illustrating its natural flexibility. For example, asking questions, expressing gratitude, making an oath, praying and greeting, (cited from Bara ,2010). Covered by the idea of conversation analysis there is the global structure and the local structure in dialogues. In terms of global structure each conversation is made of three strategies an opening strategy as (Mawi,2018) claims is the stage that the talk programs are made accessible to people in general for the first time. As referring to the general framework of speech interactions. According to (Martinez,2000) opening strategy forms the first unique part or transaction. Every conversation commences with the opening, which is the first move towards getting to the crux of the issue being discussed. The body strategy in a talk show as (Martinez,2000) states, mainly offers a platform for interaction, where players participate in a turn-taking way, principally by asking and responding to questions. The achievements are evaluated in terms of their subject content as well as in terms of how they affect the developing interactive "game" the participants are playing. Thus, right after the first introductory phase, the conversation changes to the second phase, which starts and develops as the host interacts with the members in the different areas of argument, question-answer phases that upward the subject. The closing strategy according to (Schegloff and Sacks, 1973) cited from the work conducted by (Mawi,2018) marks the final stage in the talk show. Similar to opening, closing forms an essential part of the framework of spoken interaction and has been defined as events-in-the talk. The conclusion of talk show follows convention that is significantly unlike from those used in regular conversation, in which any participant gets to start the closing. In terms of local structure as it is determined by Sacks, Schegloff and Jefferson (1974) conversation is made up of turns., and each turn is a set of speech acts delivered by the same actor. Taking turns is an important part of the local structure of a conversation. The connection between speech acts in the same turn is also controlled by local structure. So, a turn can be made up of more than one speech act, and the set of these acts is what makes it a turn. Furthermore, another main idea involved in local structure is adjacency pairs in which it controls the connections between turns that happen one after the other.

3-Methodology and Data Collection

This research employs a mixed-methods, integrating both qualitative and quantitative analyses. The global strategy serves as the analytical component of the research and is examined qualitatively. In contrast, the local strategy is analyzed quantitatively by measuring the number of turns taken. The data collection for this research is based on the oral conversations from the selected TV talk show in the Kurdish language, "Legel Ranj—with Ranj." The program is a weekly talk show that airs on the Rudaw broadcast and digital news network every Sunday at 9:00 PM. The show's central figure is the presenter, Ranj, who invites significant news making figures to discuss the week's major issues. It is a current affairs program that not only highlights important topics but also aims to create news by encouraging guests to share new insights. Guests can come from various backgrounds, including celebrities, politicians, authors, entertainers, business leaders, scientists, and philosophers. The talk is available for download from Rudaw's Portal channel, and the selected episode was originally aired on Thursday, January 23, 2025, under the title "Dujmine şarawekanî naw qap u pêdewîstîyekan—The Invisible Enemies in Dishes and Supplies." Bruno Bara's conversation game features guide the transcription and analysis of the discussions. The analysis focuses on a total of ten minutes, consisting of the first five minutes and the last five minutes of the talks. Bara's theory, which focuses on the mental states of an individual, guided the deliberate selection of the talk show. Furthermore, numerous steps were followed throughout the data analysis. At the beginning, specific excerpts are selected and analyzed based on the model used for analyzing the talk shows. Second, comprehending the sense of each excerpt in the videos. Then, categorizing the data into conversational strategies according to Bara's theory. At the end, the excerpts are analyzed to achieve the research aims, considering various aspects of conversation strategies, like the introduction, body, and conclusion, along with the number of turns taken between the host and other participants. Additionally, how are the adjacency pairs fulfilled from the perspective of cognitive pragmatics?

4. The Background of the Talk

On Thursday 23rd of January 2025 Ranj Sangawy in his distinguished TV talk show discusses a very crucial matter under the title “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies”. Ranj hosted four main experts in the field of nutrition and chemistry talking about the devastating danger of using pre – and polyfluoroalkyl substance which globally known as “PFAS” a chemical substance found in most of daily household uses. The guests were:

1 – Guest 1, Head of Department of Nutrition, Erbil Medical University

2- Guest 2, Professor of Industrial Chemistry and Lecturer at Salahaddin University

3- Guest 3, Specialist in Food Engineering and Production

4- Guest 4, Director of Research and Organizational Affairs in Erbil Chamber of Commerce and Industry

PFAS is a dangerous substance used to extend the life of goods, this type of substance is present in some plastics, cleaners, women's hair dye and children's toys. It weakens the immune system and destroys good stomach bacteria, weakening our immune system. In addition, this dangerous substance possibly causes obesity and hormonal disorders. PFAS. There are some papers used in fast food wrapping that are dangerous because they are coated with PFAS. Even pizza cartons are covered with PFAS, which is dangerous.” Some pots are also covered with dangerous with it.

5- Data Analysis

5.1 The Global Strategies Utilized in “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies” are:

5.1.1 Opening Strategy

The talk starts with a very clear introduction about the subject matter. The comprehensive preface sets the talk apart. Due to the significance of the topic, the presenter allocates a special time to provide such a comprehensive introduction. The host wants to increase awareness about a dangerous substance in the context of the topic. In the first excerpt, after extending greetings, the host sought to capture the attention of both the live audience and viewers watching the show on television regarding PFAS, a toxic substance that infiltrates our daily lives without our awareness. However, the host did not introduce the participant guests; instead, he prioritized the significance of the issue. In excerpt two, the host started the talk without mentioning names of the guest participants; he immediately reminded viewers that university professors are the invited guests of the current episode. In excerpt three, the host for the second time welcomed the present audience and expressed his gratitude for their attendance. The term "thanks" at the very beginning does not convey to the viewers that the conversation has concluded. Conversely, it demonstrates the value of their attendance in the debate.

Excerpt one, host: berêzan silawtan lêbêt. Hîwadarim bitwanim serinctan rabikêşim berastî emro bas le babetêkî zor wîrd û hestyar ekeyn.....

Host: hello dears. I hope today I will be able to draw your attention to talk about a very sensitive and significance topic

Excerpt two, host: ew careyan mamostayanî zanko hawaryan lê hestawe.

Host: this time the university professors loudly communicate.....

Excerpt three, host: xoşewîstan, bexêrhatin serçawekanim, supas bo amadebûnî hemû layektan.

Host: dears , I warmly welcome you, thank you for your presence.

5.1.2 The Body Strategy

Following about 2 minutes and 28 seconds of a thorough introduction, the host continues a more in-depth exploration of the topic, and to provoke the topic further, the main part of the talk, as in excerpt four, commences with a scientifically related break from the topic. It is worth mentioning that the break is typically a commercial part unrelated to the purpose of discussion. Here, in this talk, the break provides convincing facts that motivate guests and participants, asking the audience and viewers to critically explore PFAS, the toxic substance, and to investigate various strategies to reduce its potential risks. For example, exploiting advertisements on TV channels to instill awareness among citizens, especially women, because they are the primary concern of this matter

and are more harmed and exposed to malicious diseases as a result of the use of these toxic substances. Furthermore, the break facilitates the audience's analysis. In other words, it raises many questions, like how we didn't know about the toxic substances' bad points. On the other hand, the audience may think that this issue should be taken to the parliament and discussed as an important health issue. The break also prompts viewers to think over the significance of the subject matter.

Excerpt four, host: sereta ba seyrêkî em raporte zanistîyey Rûdaw bikeyn..

Host: first let's take a look at this scientific report prepared by Rudaw

5.1.3 The Conclusion Strategy

The ending part of the talk lasts around three minutes, throughout which the host requests each guest participant to express their final thoughts in just a sentence. Limiting an individual from delivering their concluding words on a subject is regarded as a difficulty, since the speaker must be very careful and intelligent in selecting appropriate content within the allotted time. In excerpt five, the host invites the first guest to present his last word, after which he requests concluding remarks from the other participants, respectively. In excerpt six, the host concludes the conversation by extending his sincere thanks and expressing wishes for a life filled with peace. The host, however, wants to add something but stops to close off the conversation. It is unknown why the host stays away from stating his thoughts, either due to time constraints or the belief that his comments might call for some additional thought.

Excerpt five, host: risteyekt lê werdegrim, yek riste bo xelk, çîyan pê elêy?

Host: provide me with simply one sentence that represents what you convey to people.

Excerpt six, host: zor supas bîneranî hêja. Pêm waye bay ewende zanyarî têdaye... Hîwadarim hemutan selamet bin. Xwahafiz.

Host: esteemed viewers I sincerely appreciate you. I believe it contains a great information. I pray you are all secure. Farewell.

5.2 The Local Strategies Utilized in “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies” are:

5.2.1 Turn – Taking

Number of Turns Per Minute in Legel Ranj - with Ranj : “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies”. The host, guest participants, reporters, and attendees take turns based on the information, notes, comments, and topic explanation.

Table (1) Number of turns per minute in the first five minutes.

Minutes	Host	Guest	Reporters
1	1	-	
2	1	-	6
3	-	-	6
4	1	-	4
5	2	-	-

The first column indicates the number of minutes, while the next columns indicate the extract of the guest participants and reporters' turn-taking per minute from the talk. The assignment of provided turns is different due to various degrees of proficiency among agents. However, the presenter, who serves as the moderator of the discussion, takes 5 turns within the first five minutes of the talk and speaks for around 2 minutes and 16 seconds, while the reporters dominate the conversation during the first five minutes, so they take 16 turns and speak for about 3 minutes. The guest participants appear to have no opportunity to offer their opinions. This phenomenon can be understood within the theoretical framework of cognitive pragmatics because the host attempts to build relationships and show engagement, especially when dealing with new settings. Additionally, the host's intention to create an enjoyable environment may lead to assigning more roles to a reporter, which can showcase his character or proficiency and potentially enhance the confidence and acceptance of the guest participants.

Table (2) Number of turns per minute in the last five minutes.

Minutes	Host	Guests	Studio attendees
1	-	-	1
2	2	-	-
3	2	2	2
4	1	3	-
5	3	-	-

The first column indicates the number of minutes in the last five minutes, while the subsequent columns represent the number of turns taken per minute by the host, guest participants, and studio attendees during the discussion. In the final five minutes of the debate, the host dominates the conversation by taking eight turns. This behavior reflects the host's knowledge, broad thinking, and awareness of the ongoing disaster in the country. The host's concluding remarks can be considered a message to those concerned, urging unity in the fight against everything that threatens our health, as the destruction of health equates to the destruction of the entire country.

In contrast to the initial five minutes, the guest participants take more turns to articulate their final thoughts on the topic. They are mindful of their expressions and strive to organize their opinions to alleviate mental stress for themselves and the audience. This involves using clear language, storytelling, and visualizations that simplify complex concepts. Additionally, the studio attendees contribute three turns to enhance the discussion by sharing their perspectives and seeking solutions from the guest participants, who offer unique strategies for mitigating this hazardous material. The studio attendees view the guest participants as a source of hope, believing they may find ways to eliminate these harmful substances. Furthermore, as television is a public platform, they aim to have their concerns recognized by the authorities, who are expected to address this issue with seriousness.

5.2.2 Adjacency pairs

After almost five minutes, throughout which the talk started as a cultural norm, the host extends his greeting for the second time to warmly welcome viewers and to prepare the guests, audience, and viewers for the next stage, which is talking about the main subject matter of the day and showing the seriousness of the topic. However, the host did not await a reciprocal response, because opening remarks were directed to the general audience, which is why no single person was responsible for responding. Consequently, the adjacency pair's prerequisites remain unfulfilled. While greeting, the host simultaneously asks the first participant whether they believe that "Dujmine şarawekanî naw qap u qaçax—the invisible enemies in dishes" is an appropriate expression, as illustrated in excerpt seven. The guest in excerpt eight believes that the statement is accurate, especially when he affirms in excerpt nine that it is indeed an essential problem related to environmental pollution, which leads to an adjacent request being acknowledged by an adjacent response pair. Furthermore, in excerpt ten, the host responds to a suggestion from the guest with an adjacent pair of acceptances, as shown in excerpt eleven. In this talk, the host uses a specific strategy by immediately asking a question to the first guest after greeting them. This approach aims to save time and capture the guest's spontaneous thoughts without allowing them a moment to think.

Excerpt seven, host: silawtan lêbêt. Dktor basî dujmine şarawekam kird. Em derbrîne durste?

Host: hello there. Doctor, I have talked about invisible enemies. Is this expression correct?

Excerpt eight, guest: belê be dilnîyewe.

Guest: Yes, definitely.

Excerpt nine, guest: tebhen ême xoman dezanîn

Guest: of course we know

Excerpt ten, guest: hîwadarim êweş wek kenaly rudaw, ême amadîn yarmetîtanbdeyn, ke çon

riklam bo bisnis klas eken êmeş komelêk şty jingeytan edîne ba frîş bê boman blawkenewe.....

Guest: I hope that you, as the Rudaw channel, we are ready to assist and provide information on various environmental matters. So, how do you advertise for business class. Please broadcast the advertisements, even if they are free.

Excerpt eleven, host: pêşniyareket leserserman.....

Host: your suggestion is accepted

6- Results and Discussion

The researcher found that in the host's intuitive awareness of language usage promotes the upkeep of continuity and structure in the conversation, guaranteeing the show's objectives are accomplished while controlling the level of thinking for all participants. The host is assumed in a state of intention, consciously constructing the circumstances, organizing the topic, and stimulating the audience for the upcoming discussion. This implies thoughtfulness and determination, as the host decides to share the information and the way used for presentation. Efficient turn-taking convey an impression of equality and inclusivity. When all participants are aware of their ability to speak up and respond, it develops positive sentiments and respect among them. The body of the talk begins with a break relevant to the subject, which serves as a cognition signal, indicating to both guests and viewers that what follows will be important and thematically connected. This break also functions as a reset, effectively managing and enhancing the audience's attention on the main topic. It facilitates the development of essential background knowledge and sets expectations. Additionally, a subject-relevant break effectively captures attention, reduces anxiety about thinking, and aligns the mind's capabilities. Furthermore, the guest participants have the opportunity to comment in the final five minutes of the talk. During this time, they may experience feelings of validation and satisfaction. Studio attendees who were unable to speak may feel disappointed or deprived of the opportunity to share their final thoughts. Additionally, researches have implemented all appropriate conversational strategies, including an introduction, body, and conclusion at the global strategies level. At the local strategies level, turn-taking and adjacency pairs are also utilized. The guest participants used certain conversation tactics like criticism and suggestions to cognitively influence their impressions of the viewers. In addition, the host used specific expressions to appreciation such as, (silawtan lêbêt - hello there), (zor supas - thank you very much), (Xoşewîstan, dears), (herbijit - long live), (destxoşbêt- well done).

7- Conclusions

Due to the host's deliberate authority and cognitive filtering that prioritizes competence, turn allocation in conversation is inherently uneven. At the cognitive level, sustaining a coherent and mindful conversation relies on local strategies that ensure each statement aligns with and supports the overarching framework, while global strategies establish the structure and objectives. This combination assists in achieving the primary goals of the conversation and maintaining its organization. Observations indicate that the host often frames discussions to share knowledge, educate participants, and highlight the topic's significance. Consequently, the host aims to raise public awareness.

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شيكارييه كي پراگماتيكي مه عريفى بؤ ستراتيجي گفتوگو که له بهرنامه يه كي ديارى كراوى ته له فيزيونى كورديدا به كارها تووه: ليكوليه وه يه ك له سهر بهرنامه ي "له گهل رهنج"

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پوخته

ناونيشانى ئەم ليكوليه وه يه بريتيه له "شيكارييه كي پراگماتيكي مه عريفى بؤ ستراتيجي گفتوگو" که له بهرنامه يه كي ديارى كراوى ته له فيزيونى كورديدا به كارها تووه: ليكوليه وه يه ك له سهر بهرنامه ي "له گهل رهنج". شيكاري بهرنامه گفتوگو ئاميزه كانى ته له فيزيونى له ئيستادا به شيوه يه كي سه رنجراكيش و كاريگه رتر گه شه ده كن. له سه ده ي بيسته مدا خولياى بينينى بهرنامه كانى گفتوگو ته له فيزيونى زياديكر، كه هه م زانبارى و هه م به سهر بردينى كاتى خوشيان پيشكه شه ده كرد. هه رچه نده پيناسه كردنى ئەو جوړه به شدار بيوونه له گهل بهرنامه گفتوگو بيه كان كاريكى سه خته، كه هه نديك جار وه ك گفتوگو يه كي تيكه ل پيناسه ده كريت، ئەم جوړاو جوړى و فره ييه ديارده يه كي سه رنجراكيشى پيده به خشيت. ئەم ليكوليه وه يه تيشك ده خاته سهر ستراتيجييه كانى گفتوگو له روانگه ي پراگماتيكي مه عريفيه وه له بهرنامه هه ليزير دراوه كه ي ته له فيزيونى كوردى له گهل رهنج دا.

هه ليزاردنى بهرنامه كه پشت به ناسراوى پيشكه شكار و سروشتى گفتوگو به كارها تووه ده به ستيت. پراگماتيكي مه عريفى وه ك تيمايه كي ناوه ندى بؤ شيكردنه وه ي بهرنامه گفتوگو كانى ته له فيزيونى كوردى به كار ده هينريت. له م ليكوليه وه يه دا تويزه ر هه ول ديدات ستراتيجي گفتوگو به كارها تووه له بهرنامه گفتوگو ته له فيزيونى كوردى شى بكاته وه، چونكه گفتوگو كه له ژماره يه ك توخمى ستراتيجي پيكها تووه كه گفتوگو كه ريكده خات و په وتى كاراده كات. ئامانجى ئەم ليكوليه وه يه شيكردنه وه ي بهرنامه گفتوگو كانى ته له فيزيونى كورديه له روانگه ي پراگماتيكي مه عريفيه وه به له بهر چاو كرتنى نمونه ي يار بيه كانى گفتوگو. ليكوليه وه كه ريبازى تيكه ل به كار ده هينريت بؤ پيدا ويستى ئەه نجامدانى تويزينه وه. گفتوگو كه له كه نالى ته له فيزيونى رووداو كراوه، چونكه رووداو يه كي كه له كه ناله به ناوبانگه كان كه ئەه م ش متمانه و شكوى باب ته كه به رز ده كاته وه، و بينه ران هان ديدات به رده وام بينه رى كه ناله كه بن. سه ره راي ئەه وش، ميوانه كان و ئاماده بووانى ستوديو ده رفه تيان پيده ريت بؤ چوون و ديدگانان بخرنه روو به پشتيه ستن به زانبارى و ليهاتوويى زانستيان.

وشه ي سه ره كييه كان: پراگماتيكي مه عريفى، گفتوگو، شيكاري گفتوگو، بهرنامه ي گفتوگو ته له فيزيونى كوردى .

تحليل معرفي - براگماتي لاستراتيجية المحادثة المستخدمة في برنامج حوارى تلفزيونى كوردى مختار: دراسة حالة له گهل رهنج - مع رهنج

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المخلص

تتناول هذه الدراسة تحليلاً معرفياً براغماتياً لاستراتيجية المحادثة المستخدمة في أحد البرامج الحوارية التلفزيونية الكردية المختارة، وذلك من خلال دراسة حالة لبرنامج "له گهل رهنج - مع رهنج". يكتسب تحليل البرامج الحوارية التلفزيونية أهمية متزايدة في الوقت الحالي، نظراً لجاذبيتها وتأثيرها الفعال في التواصل والإعلام. شهد القرن العشرون اهتماماً متزايداً بالبرامج الحوارية التي تجمع بين تقديم المعلومات والترفيه. ورغم صعوبة تحديد نوع التفاعل في هذه البرامج بدقة، والتي تُوصف أحياناً بأنها محادثة "هجينة"، إلا أن هذا التنوع يمنحها جاذبية خاصة. تتركز هذه الدراسة استراتيجياً المحادثة من منظور براغماتي معرفي في البرنامج الحوارى التلفزيونى الكردى المختار "له گهل رهنج - مع رهنج"، حيث يعتمد اختيار البرنامج على مدى معرفة المُضيف وطبيعة المحادثة المُستخدمة. تُشكل البراغماتية المعرفية عنصراً جوهرياً في تحليل البرامج الحوارية التلفزيونية الكردية. تهدف هذه الدراسة إلى استكشاف استراتيجيات المحادثة المستخدمة في هذه البرامج، حيث تتضمن الحوار مجموعة من العناصر الاستراتيجية التي تُنظّم التفاعل وتُحافظ على تدفقه. ومن خلال منظور براغماتي معرفي، تسعى الدراسة إلى تقديم تحليل معمق لهذه البرامج، مع الأخذ بعين الاعتبار نموذج الألعاب المحادثة لفهم طبيعة الحوار وتفاعلاته. تعتمد هذه الدراسة نهجاً مختلطاً نظراً لأهمية تنوع الأساليب البحثية في تحقيق تحليل شامل. وقد توصلت النتائج إلى أن الحوار اجرت على قناة رووداو التلفزيونية، وذلك بسبب شعبيتها الواسعة، مما يعزز مصداقية الموضوع وقيمه البحثية، كما يشجع المشاهدين على التفاعل المستمر مع القناة. إضافة إلى ذلك، يتمتع المشاركون من الضيوف وحضور الاستوديو بفرصة تقديم وجهات نظرهم وفقاً لخبراتهم الأكاديمية ومعارفهم العلمية، مما يساهم في إثراء النقاش وتحقيق فهم أعمق لموضوع الدراسة.

الكلمات المفتاحية: البراغماتية المعرفية، المحادثة، تحليل المحادثة، برنامج حوارى تلفزيونى كوردى.

Appendix

The following are the script of “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies”

A- The Transcription of the First Five Minutes

The host - به‌پێزان له‌هه‌رکۆبێن سلاوتان لیبیت، هیوادارم بتوانم سه‌رنجتان رابکیشم به‌ راستی ئەم‌رۆ باسی بابەتیکی زۆر ورد و هه‌ستیار ئەکەین که ئەم باسی که ئەم شه‌و له‌سه‌ر شاشه‌ روداو ده‌یبین، به‌راستی له‌سه‌ر زۆریک له‌ شاشه‌کانی میدیاکانی دنیا به‌رده‌وام زانیاری ئەپده‌یت کراوی نوێی له‌سه‌ر ده‌ره‌چیت. ئەویش تاییه‌ته‌ به‌ قسه‌کردن له‌سه‌ر ئەو دوژمنانه‌ی که هه‌شتا به‌داخه‌وه له‌ ولاتی ئیمه‌دا وه‌ک پێویست نایان ناسین، رۆژانه له‌ رینگه‌ی قاپ و قاچاغه‌کانمانه‌وه دینه‌ ناو ماله‌کانمانه‌وه، دینه‌ سه‌ر سفره‌کانمان. خۆتان ئەزانن نه‌خۆشیه‌ جیاوازه‌کان له‌ شیرپه‌نجه‌ و بیگره‌ تاوه‌کو نه‌خۆشیه‌ جیاوازه‌کانی تر، له‌م ولاته‌دا زۆریکی له‌ هه‌لکشان دایه‌. هه‌لکشانه‌که‌ش په‌یوه‌ندی به‌وه‌ هه‌یه، به‌راستی ئەو ولاتانه‌ی که داو و ده‌زگای تاییه‌تمه‌ند و پر له‌ پسپۆریان دروست نه‌کردوه‌ و نه‌یان به‌ستۆته‌وه به‌ ئەکادیمیایه‌کانی ولاته‌وه، به‌راستی هه‌چ زیاده‌گویییه‌ک نیه‌ ئەگه‌ر بلیم ئەبن به‌ زبڵدانی ولاته‌ به‌ره‌م هه‌ینه‌ره‌کان. به‌داخه‌وه که هه‌ریمی کوردستانیش له‌مه‌ بیه‌ش نیه‌. هه‌فته‌ی پێشوو باسی ئەوه‌مان کرد که ئیمه‌ سوپه‌رمارکیتی زۆر ولاتین. خۆزگه‌ هه‌ر سوپه‌رمارکیته‌ بوونایه، به‌لام به‌راستی خه‌ریکه‌ ئەبین به‌ ولاتیک وه‌کو ئەوه‌ی که ئیمه‌ هه‌چ نه‌زانین، وه‌کو ئەوه‌ی که ئیمه‌ هه‌چ رۆشنییرییه‌کی ئەوتۆمان نه‌بیت، وه‌کو ئەوه‌ی که ئیمه‌ حکومه‌تمان نه‌بیت، وه‌کو ئەوه‌ی که ئیمه‌ زانکۆمان نه‌بیت. هه‌زاران جووری موادی خراب دیته‌ ئەم ولاته‌وه که کاریگه‌ری له‌سه‌ر جگه‌رمان هه‌یه، کاریگه‌ری له‌سه‌ر گه‌شه‌ی مناله‌کانمان هه‌یه، کاریگه‌ری له‌سه‌ر منالی ناو سکی دایکه‌کانمان هه‌یه. جا کاریگه‌ری له‌سه‌ر چی نیه‌؟ کاریگه‌ری له‌سه‌ر پێستمان هه‌یه. ئەم جاره‌یان مامۆستاکی زانکۆ هاواریان ده‌هه‌سته‌. ئەمه‌ بلندگۆی خه‌لکه‌، بلندگۆی ئەوانه، بلندگۆی ئیوه‌یه. چوار دکتۆر لیژهن، هه‌ر یه‌کیکیان له‌ گوشه‌یه‌که‌وه قسه‌ له‌سه‌ر ئەم پرسه‌ ئەکەن. له‌گه‌ل ئەو قوتابی و خۆیندکاره‌ خۆشه‌ویستانه، به‌خه‌ر هاتن سه‌ر چاوه‌کانم، سپاس بۆ ئاماده‌بوونی هه‌موو لایه‌کتان. سه‌ره‌تا باسی راپۆرتیکی ئەم راپۆرتیه‌ زانستییه‌ی روداو بکه‌ین، ئینجا له‌گه‌ل میوانه‌کانم قسه‌ ئەکەم.

Reporters - فه‌ره‌نسا رۆبه‌رووی زۆری رژانی ماده‌ه‌ کیمیاییه‌ هه‌میشه‌یه‌یه‌کان، له‌ نیو ئاو و ژینگه‌ی ولاته‌که‌ی ده‌بیته‌وه. ئەمه‌ کارگه‌یه‌کی کۆمپانیای کریستله‌ لیژره‌ پێویستییه‌کانی چیشخانه‌ له‌ پۆلا دروست ده‌کەن که به‌ ماوه‌یه‌کی زۆر ده‌مینه‌وه. دوای په‌سه‌ندکردنی یاسایه‌ک له‌ نیسانی 2024، له‌ په‌رله‌مانی فه‌ره‌نسا که به‌کارهێنانی ئەو پێویستییه‌ی ماده‌ی هه‌میشه‌یه‌یه‌کان، تێدایه، سنوردار ده‌کات. فرۆشی کۆمپانیایه‌کی زیادی کردوه‌. به‌لام، ئەمه‌ راسته‌، بۆ یه‌که‌مجار له‌و کاته‌وه‌ی له‌ په‌رله‌مان یاسای سنوردارکردنی ماده‌ه‌ هه‌میشه‌یه‌یه‌کانی په‌سه‌ند کرد. له‌و کاته‌وه‌ خواست له‌سه‌ر ئەم به‌ره‌مانه‌ زیادی کردوه، ئیمه‌ سوود له‌وه‌ ده‌بینین، چونکه‌ کۆمپانیایه‌که‌مان به‌وه‌ ناسراوه‌ تاییه‌تمه‌ندی له‌ به‌ره‌می دروستکراوه‌ پۆلادا هه‌یه. به‌ره‌پرسیانی فه‌ره‌نسا ده‌یانه‌وێت به‌و یاسایه‌ له‌ شه‌ش سالی دروستکردن، هه‌ناردنه‌کردن و هاورده‌کردنی هه‌ر به‌ره‌میک قه‌ده‌غه‌ بکه‌ن که ماده‌ی کیمیایی هه‌میشه‌یه‌یه‌کان

ئەو ماده‌یه‌ که به‌ پیفاس کورت ده‌کرینه‌وه، سه‌رووی 100 سال به‌شیکیان، سه‌دان سالیان ده‌وێت بۆ شیبوونه‌وه. **Reporters** - ئەم ماده‌یه‌ له‌ دروستکردنی چه‌ند به‌ره‌میکدا به‌کارده‌هێنرین، له‌وانه‌ پاکه‌ره‌وه‌کانی مال، جلوه‌رگ، به‌رگی خواره‌مه‌نیه‌کان، قه‌رکه‌ر و بۆیاخ و چه‌ندین به‌ره‌می دیکه‌.

Reporters - به‌هۆی زۆری به‌کارهێنانه‌وه، به‌شیکێ دهریاچه‌ و سه‌رچاوه‌ ئاوییه‌کانی فه‌ره‌نسا پێسبون. هاتوین نمونه‌ی ئاو وه‌رگیرین. نمونه‌کان پێشانی ده‌ده‌ن که رێژه‌یه‌کی زۆر ماده‌ی کیمیایی هه‌میشه‌یه‌ی تێدایه‌. چه‌ند جاریک هه‌مان نمونه‌ و لیکۆلینه‌وه‌کانمان دووباره‌ کرده‌وه، هه‌مان ئەنجامی هه‌بوو. وه‌ک سه‌رۆکی شه‌ره‌وانی موساک گرنگی زۆر به‌ گونده‌که‌م ده‌دم. ئەوه‌ روونه‌ که رێژه‌یه‌کی زۆری پیفاس له‌ ئاوه‌کانی موساکدا هه‌یه‌. پێم وایه‌ ئەگه‌ر له‌ ناوچه‌کانی دیکه‌ش بگه‌رێن هه‌مان ئەنجام له‌ویش ده‌بینین. ئەمه‌ کاریگه‌ری گه‌وره‌ی له‌سه‌ر پێسبونی ژینگه‌ هه‌یه‌. پێسبونی ئاو و خاک به‌ ماده‌ه‌ هه‌میشه‌یه‌یه‌کان، زیان به‌ رۆح و گیاندارای دهریایی و

وشكاني دهگه يه نيت. نه گهر مروښ هه خواردن و خواردنه وه يه ك بخواه كه مادده ي هه ميشه ي بهر كه وتيبت، توشي چهندين نه خوښي ده بيت، له وانه: شيرپه نجه ي مه كم، شيرپه نجه ي پروستات، شيرپه نجه ي جگر، شيرپه نجه ي په نكرياس، نه زوكي و لاوازيونى سيستمى بهرگرى. **The host** - بهر يزان جاريكي تر سلاوتان ليبت. دكتور باسي دوزمنى شاروهم كرد. نه م دهر برينه ت پي دروسته؟ **Guest#1** - به لئيه دلنيايي وه.

ته بهن خومان دزاني نيمه گوره ترين چيشه ي ئيستا نه ماددانه نه وه يه كه يه كيكه له مادده سهره كيه كاني پيسكردي زينگه. كه رهنگه خه لكيكي زور وا بيزانيت كه پيسكردي زينگه ته نها نه وه يه، نه دو كه له بيبي، پالاوگه نه وتيه كان، سوتاني نه و ئو توميلا نه، گازه كان كه له ئو توميلا نه دهرده چي. به لام نه وه ي كه نيمه به راستي باسي ده كين له و بابه تيا، نه وانه بيبيان ده لين سيكندهر ي پولوتانتس (Secondary Pollutants)، نه وانه ي كه بابليين به شيوازي ناراسته وخو تيكه له به زينگه دهن. جا چ له ريگه ي هه واوه بي، چ له ريگه ي ناوه وه بي يان له ريگه ي خاكه وه كه تيكه له دهن كه سهرچاوه كه ي نه زانراوه به راستي. له وانه يه رهنگه له نه نجامي چهن كارليكي كيمياوي نه وانه بچنه ناو سيستمى زينگه وه. **The host** - باشه نيمه خيرمان نه گات نه وه به ميله ته كه مان بلين؟ **Guest#1** - به ته ئكيد به ته ئكيد نيمه خوي خوي نيمه **The host** - مه به ستم نه وه يه نيمه يه عني 35 ساله حوكمي خومان نه كه ين. يه عني ممكن نيي كومه له داووده زگا دروست بكه ين كه به راستي نيمه له برى نه وه ي بهر ده وام هاوار بكه ين خه لكينه خوتان بپاريزن، بيان پاريزن

B- The Transcription of the Last Five Minutes

Studio attendees - ته مشايه كي دكتوره كاني نافرته ان بكه ين به تايبه تي هورمونات زور زور قهره بالغه، ياني دكتوره كاني هورمونات وا بونه مليونير. هيچ ماليكي كوردستان نيي نافرته تيك تائيسا نافرته ي نه بي هورموناتى تيك نه چوبى. ياني ئيستا كه نافرته كان له روى موو و ريش و ته رتبه ت شهر له گه ل پياوه كان نه كهن. له سه نته رى ليزره كان هه ر به بهر ناو كه ون. ياني ئيستا كه نه مه بچين نه وه هه موو كواليتي و شته چاك بكه ين، نه دي كه ي حكومه ت دي ناوه كه مان لو چاك بكا؟ يان كه ش و هه وا يه كه؟ به راي تو هه ولير شويني زيانه ئيستا؟ به يان يان هه لده سي له گه رد و كه لي هه ر چاوت نابيني. ئيره شويني زيان نه ماوه هه ر به جدي، پتويسته بچينه گونده كان. نه وه هه موو شه ريكا ته هاتوونه، شه ريكا ت ئو كه ي پتويستمان پتبه بيه نه ده ري شار، ئيره شويني زيانه، شويني شه ريكا ت نيي. ده ست خو ش. **The host** - هه ر بژيت. خو نه وه پرسيار نه بوو، خوي نه وه تيبينييه ك، قسه يه كي زانستيانه ي، عاقلانه ي خانميكي ژيري كورد بوو، بويه ناراسته ي كه سي ناكه م.

Studio attendees - به لي. سهره تا ده ستخوشي بهرنامه كه تان لي نه كه م. و سوپاسي دكتوره بهر يزه كانيش نه كه م كه به جواني باسي زهره ر و زيانه كاني نه و ماده پلاستيكيانه يان كرد. به لام پرسياره كه ي منيش هه مان نه و پرسياره خاتوونيه كه كاك دكتور له سهره تا قسه كاني باسي نه وه ي كرد كه هاوالاتي خوي بهر پرسياره له بو نه وه ي خواستي زوره له سهر نه و كه لوپه لانه ي كه هه رزانن و كواليتيان نزمه. بويه له هه مان كاتيشدا باسي نه وه ي كرد كه بازركانه كان نه و كه لوپه لانه دينن له سنوره كان به كومه ليك فلتير تپهر دهن، نه و كات داخل هه ريم ده كرين. **The host** - ده ستخوش، هه ر بژيت.

Studio attendees - پرسياره كه م ليره دا يه نه وه يه نه گه ر هاتوو ريگري له و كه لوپه لانه بكرت خه لك له بازار ناچار نابي نه و كه لوپه لانه نيينه؟ ناخر نه و كه لوپه لانه كه كواليتيان نزمه له چيوه به ده ستي نه كه وي ت نه گه ر هاتوو ريگري لي بكرت له سنوره كان.

The host - سپاس براى خوشه ويستم. زور سپاس و به خير هاتن سهر چاوه كانم. رسته يه كه ت لي وه رده گرم، يه ك رسته بو خه لك، چييان هه يه؟

Guest participant 1 - به لي. وه لا نه و واليم به لا نه ك هه ر ته نها ده زگا كان و لايه نه په يوه نديداره كان بو سه لامه تي كواليتي خوراك مسئوليته يان له سهره، فعلاً هاوالاتي خويه تي بريار نه دات چي باشه به كارى بيبي و چي خراپه ليبي دوور كه وي ت.

Ranj-رسته‌ی جه‌نابت؟

Guest Participant 2–وه‌لا من به‌راستی په‌یامم ئه‌وه‌یه‌یه‌که‌م جار ئه‌و به‌ره‌مانه‌ زور گرنه‌گه‌ یه‌کیک له‌وانه‌ جه‌نابت با ست کرد که ئه‌گه‌ر هاتوو بۆ نمونه‌ که‌س جه‌مال نه‌گرێ ئه‌وه‌یه‌ که‌ خه‌لکیش که‌ هه‌یه‌ جی‌ مه‌الی بگرێ که‌ ئه‌وه‌ی که‌ ئیمه‌ به‌ پنی ئه‌وه‌ی که‌ کاتی به‌رنامه‌که‌ بۆ خه‌لکمان روون کرده‌وه‌، خه‌لکیش سوودی لێ وه‌رگرت، به‌لام هیوادارم ئیوه‌ش وه‌ک که‌نالی رووداو ئیمه‌ ئاماده‌ی یارمه‌تیتان بده‌ین، که‌یایه‌ چۆن، چۆن ریکلام بۆ بزنی کلاس ئه‌که‌ن ئیمه‌ش کۆمه‌لیک شتی ژینگه‌بیتان ئه‌ده‌ینی ئه‌گه‌ر هاتوو به‌ فریش بی بۆمان بلاو که‌نه‌وه‌. باوه‌رت بی من بینیمه‌ له‌ کلاسیکو هه‌یه‌ له‌ ولاتان بۆ نمونه‌ یاری کلاسیکو هه‌یه‌ له‌ ناوه‌ندی یاریگا شتیکی نیشان ئه‌دا ریکلامیک نیشان ئه‌دا که‌ بابه‌تی ژینگه‌ی تیدایه‌، ئه‌وه‌ش...

The host –خۆت ئه‌زانی ئیستا ئه‌وه‌ی که‌ جیگه‌ی کردۆته‌وه‌ به‌ مجاری سه‌ره‌کی له‌ تیگه‌یشتنی خه‌لکی کوردستانه‌ خۆت ئه‌زانی رووداو، زانیاری وه‌رده‌گریت، به‌لام پیشنیاره‌که‌ت له‌سه‌ر سه‌رمان. و ئه‌م به‌رنامه‌یه‌ش چه‌ز ئه‌که‌م بزانی هه‌تا وه‌کو موجاریک هه‌بیت له‌سه‌ر ژینگه‌ به‌رده‌وام خستومه‌ته‌ پیش موجاره‌ سیاسییه‌کانه‌وه‌. ئه‌گه‌رچی خه‌لکیک هه‌یه‌ وا ئه‌زانی مسه‌لا باسکردنی سیاسه‌ت و ئه‌م شتانه‌ گرنه‌گه‌ره‌. طبعاً سیاسه‌ت وه‌ک هونه‌ری ئیداره‌دان بۆ ژیانیکی باشتی پیرۆستری شته‌، به‌لام به‌خوا سیاسه‌ت وه‌ک ئه‌م شه‌ره‌ ده‌نوکه‌ی من چه‌زم له‌ به‌رنامه‌ی سیاسی نییه‌. یه‌ک رسته‌ مامۆستای خۆشه‌ویست.

Guest Participant 3–له‌ راستیدا په‌یامی من ئه‌وه‌یه‌ بۆ بازرگانه‌کان ئه‌وه‌یه‌ که‌ پابه‌ند بی به‌و به‌رپرسیاریه‌تیانه‌ی که‌ باسمان کرد وه‌ له‌ هه‌مان کاتیش هاوالاتیان وریابن له‌وه‌ی شته‌ باشه‌کان هه‌لبژێرن وه‌ له‌سه‌ر هه‌ر شتیکی زانیاریان نییه‌ زانیاری کۆ بکه‌نه‌وه‌ و بریاری دروست بدن.

The host –ئه‌گه‌ر یه‌ک رسته‌ که‌ زور زور له‌ دلته‌بی به‌ ژنی کوردی بلێی چی ئه‌لێی؟

Guest Participant 4: –و به‌ هه‌موو اجتماعانی کوردستان. یه‌که‌م شت من ده‌مه‌وی بلیم زیاتر گرنه‌گی به‌ توێژینه‌وه‌کان بدریت. ئه‌و توێژینه‌ باشانه‌ که‌ ده‌کری له‌ زانکو به‌...

The host –ئیمه‌ ده‌سه‌لاتی جیا به‌ جیا کردوه‌.

Guest Participant 4–به‌لێ، حکومه‌ت... به‌لێ، توێژه‌ر لێره‌ که‌وانه‌ ئیمه‌ توێژه‌ری باشمان هه‌یه‌ به‌س پالپشتیمان نییه‌. پالپشتی چونکه‌ له‌بۆ توێژینه‌وه‌کان پالپشتی زیاتر بریه‌ن ئیداری ئه‌وی ده‌ویتن، مادی ده‌ویتن. وه‌ هه‌روه‌ها تا چه‌ند بلاو ده‌کریته‌وه‌ له‌ناو برین کۆنفرانسات شتی وا باس ده‌کریته‌وه‌. وه‌ هه‌روه‌ها هوشیاری ته‌ندروستی، هوشیاری تاک زور زور گرنه‌گه‌. ئافه‌رتان، هه‌موو هه‌موو که‌سیک نه‌ک هه‌ر ئافه‌رتان، هه‌موو توێژی کۆمه‌لگا ده‌بی زور زور به‌ هوشیاری ئاگای له‌ ته‌ندروستی خۆی هه‌بی.

The host –زور سپاس بینه‌رانی عه‌زیز، پیم وایه‌ بری ئه‌و ئه‌ندازه‌ سانیا‌ری تیدایه‌. هیوادارم هه‌مووتان سه‌لامه‌ت بن. خواحافیز. سپاس.

The following is the link of the selected Kurdish TV talk show legel Ranj – with Ranj: “Dujmine şarawekanî naw qap u pêdewîstîyekan -The invisible enemies in dishes and supplies. Accessed in 3rd of April 2025 <https://www.rudaw.net/sorani/onair/tv/episodes/episode/lagal-ranj---qap/26022025121801>