

# **LANGUAGE IN INDIA**

**Strength for Today and Bright Hope for Tomorrow**

**Volume 12 : 8 August 2012**

**ISSN 1930-2940**

**Managing Editor: M. S. Thirumalai, Ph.D.**

**Editors: B. Mallikarjun, Ph.D.**

**Sam Mohanlal, Ph.D.**

**B. A. Sharada, Ph.D.**

**A. R. Fatihi, Ph.D.**

**Lakhan Gusain, Ph.D.**

**Jennifer Marie Bayer, Ph.D.**

**S. M. Ravichandran, Ph.D.**

**G. Baskaran, Ph.D.**

**L. Ramamoorthy, Ph.D.**

**Assistant Managing Editor: Swarna Thirumalai, M.A.**

## **Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of Spoken Language Performed between Customers and Shop Assistants**

**Asim Khresheh, M.A. in Applied Linguistics**

**Areej Saraiyreh, B.A. in English-Education**

### **Abstract**

This study aims to identify the types of communication strategies followed by Jordanian customers and shop assistants in their use of the language of commercial transactions in Jordan. Doing so reveals their social beliefs and cultural norms about commercial transaction.

Tape- recordings of 217 conversations were obtained from 33 shop assistants. Customers were divided according to their ages, sexes, and educational backgrounds whereas shops assistants who were all males were divided according to their ages and educational backgrounds.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyreh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Discourse analysis shows certain groups of the participants are more apt than others to employ certain strategies. For example, female and male customers from the middle age group (36-59) and old age group (60-75) employ more follow-up strategies than male and female customers from the young age group (25-35). Also, female customers particularly from the old age group (60-75) and middle age group (36-59) employ a strategy of persuasion more than male customers from all age groups.

The study also shows that some strategies were used by shop assistants in response to those used by customers. That is, when a strategy of persuasion is employed by semi-illiterate female customers from the middle and old age group, shop assistants often use swearing or oath words to employ a strategy of apologizing. Additionally, when customers ask more questions about the commodities, young shop assistants often resort to the use of technical terms related to these commodities to employ a strategy of persuasion.

**Keywords:** Discourse analysis, communication strategies, sociolinguistics, social conventions, cultural beliefs.

## **1. Introduction**

Most people's communication is conducted in spoken language. Such a language is used in all aspects of life and considered as a primary means of oral communication in which people express thoughts and beliefs, collaboratively build interpersonal relations, and mutually exchange different meanings of utterances and thus perform different behaviors. Tannen (1985, p. 213) states that "in order to accomplish any public or private goal, people have to talk to each other."

Discourse analysis has been used in this study because it is concerned with exploring language in use. That is, how language is actually exchanged within organized process of interaction between certain participants under definable context. Analysis of language in use is not merely concerned at word or sentence levels but it is more used to realize language stretches and beyond the sentence (Coulthard 1977; Edmondson 1981; Schiffrin 1987; Stubbs 1983; Van

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Dijk & Kintsch 1983). So, it can be said that discourse analysis may be used to explore communication strategies as employed by the participants in their natural use of language.

When discourse analysis is used to identify such strategies in one of the most frequently and naturally used languages, exploration of the customers and shop assistants' cultural and social norms is possible. "The sociolinguistic root of discourse analysis is indisputable which is influenced by social cognitive factors and that language should not be analyzed as fragmented units which are detached from their social contexts" (Al-Kahtany, 1996. P. 5).

Data collection is conducted in three areas of Jordan, i.e., the capital Amman, and the southern and northern districts so as to explore the whole participants' beliefs in Jordan. "Recognition is needed that such things as the place of silence, appropriate topics in conversation, forms of address, and expressions of speech acts (e.g. apologies, requests, agreement, disagreement, etc.) are usually not the same across cultures and that these are perhaps more important to effective cross-cultural communication than grammar, lexis, or phonology" (Smith, 1987, p. 1).

Equally important, language of commercial transaction reflects highly argumentative style of speaking between customers and shop assistants. This is clear in their bargaining about buying and selling commodities. It goes without saying that argument is one way to solve many problems amongst people. Thus, being familiarized with how it works is important. It may enable one(s) to confess others about some idea and improve the bad style of some good ideas to be convinced and plausible (Grasso et al, 2000). It is beneficial, therefore, to know how argumentation proceeds between Jordanian customers and shop assistants.

This Language is of interest to consider as it is used to achieve the act of buying and selling. "The business of buying and selling is essential ... in every community. Particularly every village, however small, has its own market place and/or at least one or two little shops

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

where some consumer goods can be purchased. The language of buying and selling...lends itself to thorough investigation” (El-Hassan, 1991. p. 32).

However, orally communicative activity is regarded as a record of linguistic output in which language is naturally produced amongst the participants. The researchers, therefore, looks to find appropriate way that enable them to obtain as natural language as possible from the participants’ communications.

Accordingly, in cooperation with 33 shop assistants, the conversations performed at the selected shops were tape- recorded by them without attracting the clients’ attention to such observation. Although the shop assistants are aware that their speech is observed, the naturalness of such communication is created in the shop assistants’ replies to the clients’ spontaneous and unplanned questions about commodities.

The shop assistants were successful to tape- record 217 conversations with clients of three different educational backgrounds and three ages of customers and shop assistants. The study was conducted for both male and female customers and only male shop assistants.

## **2. Purpose of the Study**

This study aims at identifying the communication strategies employed by Jordanian customers and shop assistants in their discourse of commercial transaction. The strategies are identified in the light of different ages, educational backgrounds and two genders of customers and male shop assistants.

It also aims to reveal if such strategies appear in relation to some acts or behaviors or other strategies, i.e. what cause these strategies to occur and what they result in. Besides, it investigates how these strategies are performed in terms of frequency, i.e. is certain strategy

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyreh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

more frequent than others? Commenting on communication strategies in general, Bialystok (1990:14) stresses that “It is easy to decide that speakers engage in a variety of strategies in order to communicate. It is not easy to decide how to identify when strategies have been used, what the strategies are, and why it is that they work (or do not work).”

### **3. Methodology**

An appropriate method for data collection was to tape-record the customers and shop assistants’ communication. This is because “tape-recording of a communicative act will preserve the text. The tape-recording may also preserve a good deal that may be extraneous to the text” (Brown and Yule, 1983, p. 9).

The researchers explained to every shop assistant the reason for tape-recording the conversations so that shop assistants were aware that conversations should be tape-recorded without attracting the customers’ attention to the process of tape-recording. The recording of the conversations was done for three months because the researcher had to obtain conversations that were different in terms of the participants’ ages, sexes, and educational backgrounds. Since the conversations were tape-recorded in local communities where shop assistants live, the shop assistants had the ability to identify to the researcher the customers’ ages, sexes and educational backgrounds in the tape-recorded conversations. On the other hand, the shop assistants’ ages and educational backgrounds were identified by the shop assistants themselves.

The researchers were able to collect 217 conversations from different shops. Each conversation constitutes individual bargaining between one customer and one shop assistant. After these conversations were collected, the researcher transcribed them and then translated them into English. In fact, “transcription is one way we try to get our hands on actual occurrences in order to study social order in fine detail. The crucial point is that we are, in

whatever ways we go about it, trying to proceed by detailed observation of actual events” (Jefferson,1985:26).

The researchers identified three main variables for the participants, namely, their ages, sexes, and educational backgrounds. In terms of the participants’ ages, the data of the study were divided based on three groups: young age group (from 25-35 year old), middle age group (from 36-59 year old) and old age group (from 60-75 year old). Based on their educational backgrounds, the data was divided based on three groups: university graduate, high school graduate, and semi-illiterate. This classification was conducted in the light of both male and female customers and male shop assistants.

Furthermore, regardless of the participants’ educational backgrounds, the number of male customers from the young, middle, and old groups is 33, 38, and 35, respectively, whereas the number of female customers from the young, middle, and old age groups is 25, 45, and 50, respectively. According to the participants’ educational backgrounds, less educated male and female customers are found in the old age group. They are 28 in the old age group of male customers and 42 in the old age group of female customers. On the other hand, educational backgrounds of male and female customers from the middle age group vary. That is, university graduate male customers and high school graduate male customers are 18 and 14, respectively, while university graduate female customers and high school graduate female customers in the same age group are 22 and 17, respectively. Irrespective of the customers’ sex, well educated customers are found in the young age group. That is, university graduate male customers and high school graduate male customers are 25 and 8, respectively, whereas university graduate female customers and high school graduate female customers are 15 and 9, respectively.

Moreover, shop assistants who are all male are divided, as customers, into three age groups. They were 13 in the young age group, 11 in the middle age group, and nine in the old age group. According to their educational backgrounds, there are 16 shop assistants from the high school graduates group and 17 semi-illiterate shop assistants.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

The researchers, through discourse analysis, described how certain communication strategies, as employed by the participants in their language in use, varied in the process of commercial transaction according to their ages, sexes, and educational backgrounds. It should be pointed out that paralinguistic signs, i.e. movements of the body and facial expressions were not included in the study because they were performed in the absence of the researcher.

#### **4. Literature Review**

Communication strategy was defined by Mefalopulos & Kamlongera (2004, p. 8) as “a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches”. They asserted that such a strategy would not be achieved if the communicator did not have specific objectives in mind, i.e. the speaker should set the goal behind communication in order to create a language strategy.

The previous Definition, however, emphasized the exploration of functions created by the speaker and his/her interlocutor through their meanings negotiation. This was actually advocated by researchers such as Brown & Yule (1983), Coupland (1988), Fillmore (1985), Gee (2011), Halliday (1978) and Hoey (1983). Coulthard (1977), for instance, stressed that

The first and most important step is to distinguish what is said from what is done; that is discourse analysis must be concerned with the functional use of language. Thus, for all discourse analysts the unit of analysis is not the grammatically defined clause or sentence, although the unit may very frequently consist of one clause or sentence (p. 7).

Similarly, van Dijk (1985) claims that

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

One of the prevailing features of this new discipline of discourse analysis appears to be the explicit account of the fact that discourse structures, at several structures, may have multiple links with the context of communication and interaction (p. 1).

On the other hand, persuasion is used to refer to “a set of claims in which one of them- the premises- are put forward so as to offer reasons for another claim, the conclusion,” Govier (2010, p. 1). Many researchers related persuasion to the process of argumentation and is regarded as important condition to argue about certain idea (Walton 1992; Perloff 2002; Hosman 2002).

To the best of our knowledge, no studies have been conducted to investigate the strategies exchanged in the discourse of commercial transaction in Jordan and Arab countries. Nonetheless, it has been investigated in terms of etiquettes exchanged between customers and shop assistants to explore the participants’ cultural norms. El-Hassan (1991), for example, explained how shop assistants and customers in Jordan exchanged utterances of greetings and compliments at the beginning and end of conversations. He, however, investigated how such utterances were performed based on verses of the holy Quran and the Prophet Mohammad’s sayings or traditions.

However, language of buying and selling has been investigated in western countries in different instances. Howcroft, et al. (2007), for example, investigated the relationship between business owners and their banks. Through interviews with 24 participants, they concluded that the use of internet improved the quality of such a relationship. Hui and Toffoli (2002) examined the relationship between perceived uncontrol and consumer attribution which followed encounter service. The results showed that “the level of uncontrol is positively related to the triggering of attributions” (p. 1825). Jayawardhena (2010), however, studied the relationship of service encounter quality with the customers’ satisfaction and loyalty to the institute. He found out that the quality is the result of both.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants



Furthermore, Jefferson and Lee (1981) went further to explore the notion of talk that constituted troubles in encounter service. They accordingly claimed that advice- seeker usually received and accepted advice. Besides, they found “participants to a Troubles-Telling attempting to rationalize their talk; to provide for it as more than a merely phatic exchange, with what turn out to be problematic attempts at problem-solving” (p.421).

Kuroshima (2010), on the other hand, analyzed conversational practices between a chef and consumers in a Japanese restaurant. He maintained that “these conversational practices are vehicles for the construction of relationships between a restaurant chef and customers in a cross-cultural and cross-linguistic environment. Privileging progressivity in such sequences is argued to be a vehicle for the construction of affiliative chef–customer relationships in which mutual understanding is a ‘trusted’ outcome” ( p. 856).

Whereas Lamoureux (1988) analyzed conversational procedures related to rhetorical strategies in service encounters so he described greetings combinations, allocation of server attention, bids for service, resolution of the service, payment, and change- making.

## **5. Findings and Discussion**

It was clear that when the customer entered a shop, he/she opened the discourse with the shop assistant. This practice stands in contrast to the Western cultures such as the British culture. El-Hassan (1991:34) points out that “It is the customer who initiates the greeting as he enters the shop, not the shopkeeper. This is a cultural norm which may stand in contrast to that in, say, the British culture where the salesman often begins by greeting the customer.”

However, it was observed that 14 shop assistants used a language that expressed a kind of courtesy towards customers. Undoubtedly, this specified an important strategy of politeness.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Such a strategy was clear at the opening of the discourse when they produced greetings more courteous than those of customers. The following is an example:

*Customer:*        *marḥaba (Hello)*

*Shop assistant:* *marḥabte:n ?ahlan wa saḥlan*  
*(You are welcome. You are welcome.)*

*Customer:*        *keef ?ilḥal (How are you?)*

*Shop assistant:* *?ilḥamdu llah hala 9ammo: ya:hala fi:k ?itfaḌḌal 9ammo:*  
*(Thanks to Allah, welcome uncle. You are welcome.*  
*How can I help you?)*

In the following example, the shop assistant used other similar greetings:

*Customer:*        *?assala:mu 9alaykum (Peace be upon you)*

*Shop assistant:* *wa9alaykumu ssalam ?ahlan wasaḥlan*  
*(peace be upon you, you are welcome)*

*Customer:*        *?allah yi9ti:k ?il9a:fyih ( May Allah give you health)*

*Shop assistant:* *?allah y9a:fi:k ḥayya:k allah ?ahlan wa saḥlan ?itfaḌḌali*  
*(May Allah make you healthy. May Allah bless you. You*  
*are welcome. How can I help you?)*

*Customer:*        *biddi }wayyit aḡraḌ men 9indak*  
*(I want to buy some things from your shop.)*

*Shop assistant:* *ḥayya:ki allah }u bidki*  
*(You are welcome. What do you want?)*

*Customer:*        *bas biddi ?a9ref ?il?s9a:r bil?awwal*  
*(I want to know the price first.)*

*Shop assistant:* *twakka:li 9ala allah raḥ ?ara:9i:ki wu ?iḏa ma:9aḡabki*  
*?issi9r xoḏi il?ḡra:Ḍ 9ala ḥsa:bi*  
*(rely on Allah. I will make the price of the commodities*  
*you want as cheap as possible and if the prices of the*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

*commodities are not appropriate for you, I will give you the commodities for free.)*

*Customer: tayyib ma:shi (Okay, okay.)*

The strategy of politeness was noticed by Abu Hantash (1995) who studied compliments and their responses produced by native speakers of Jordanian Arabic and native speakers of British English. She claimed that “in the Jordanian society, complimenting is largely a positive politeness strategy” (p. 62).

The strategy of politeness was clearer with 8 shop assistants who addressed customers with politeness markers such as *ʔammo: (uncle)* and *xa:lah (aunt)*. What was important in using such words was that shop assistants expressed a kind of respect towards customers.

Rababa’h (2000, p. 34), in this respect, states that “Greetings which are associated with a proper term of address are more polite than those without. Jordanians usually generalize the usage of terms of address...to show respect and deference or to show intimacy and solidarity.” In addition, they frequently used the word *ʔitfaḏḏal (How can I help you?)* so as to invite customers to say what commodity or commodities they wanted to buy.

According to Eid (1991, p. 162), such a word “expresses a strong desire on the part of the interactants to get together. Getting together is one way of establishing and maintaining solidarity” (Eid,1999. P. 162). Also, when customers were going to pay the value of a certain commodity or commodities, these shop assistants replied with *xalli:ha ʔala hsa:bi (Why do not you take it for free?)*. This did not mean that customers would take the commodity without paying its value and shop assistant knew that customers would not do so. It was a matter of courtesy, of course, to say *xalli:ha ʔala hsa:bi (Why do not you take it for free?)*, and this act reflected a sign of respect and politeness towards customers.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Holmes (1986:468) said that greetings are exchanged “to increase or consolidate the solidarity between the speaker and the hearer”.

In addition, most customers were concerned about the availability of the commodity or commodities in the shops rather than their price. The following two extracts are examples:

*Shop assistant:* ?itfaÐÐal (Can I help you?)

*Customer:* fi: 9indak ?aba:ri:g }a:y (Do you have tea pots?)

*Shop assistant:* ?a:h fi:h (Oh, yes.)

*Shop assistant:* ?itfaÐÐal (Can I help you?)

*Customer:* fi: gahwah (Is there coffee?)

*Shop assistant:* ?a:h fi:h (Oh, yes.)

Importantly, when customers were told about the price, most of them started bargaining. This strategy can be described as a strategy of persuasion which was followed by female customers more than male ones. Moreover, female customers from the old and middle age groups followed such a strategy more than female customers from the young age group (25-35). It was also observed that the strategy of persuasion was clearly employed if female customers from the middle and old age groups were less educated, i.e. semi-illiterate. In the following example, a female customer from the middle age group (36-59) who was semi-illiterate tried her best to persuade the shop assistant to lower the price of the commodity:

*Shop assistant:* ?itfaÐÐali (How can I help you?)

*Customer:* fi: 9indak ?aba:ri:g }a:y (Are there tea pots?)

*Shop assistant:* ?a:h fi:h bas ?ay ĥajem bidki

(Yes, there are tea pots, but what is the size you want?)

*Customer:* ya9ni ĥajem waṣaṭ (I want a medium size.)

*Shop assistant:* ma:}i ya9ni bidki ĥajem zay ha:Ða

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

*(Okay, you may want a size like this.)*

*Customer: ha:Ḍa ḥajmuh kwayyis bas kam si9ruh*

*(This is a good size, but how much does it cost?)*

*Shop assistant: si9ruh mo] mo]kileh bara:9i:ki fi:h ya sitti baḥsibuh ?ilki*

*?arba9 dana:ni:r*

*(It does not matter. For you, the price is four Dinars.)*

*Customer: la? ḡali filmaḥalla:t iḥḥa:nyih ?arxaḡ*

*(No, it is expensive. It is cheaper in other shops.)*

*Shop assistant: ?illi si9ruh ?arxaḡ biku:n ḡi:ni mo] ya:bani zay ha:Ḍa innu9*

*(What is cheaper than this tea pot is Chinese, not Japanese. This tea pot is manufactured in Japan.)*

*Customer: ḥatta law innuh ḡina:9toḥ ya:bani biḌal si9ruh ḡali biddak*

*tra:9i:ni akḥar men he:k ma:nazzaltelli ?illa nuḡ di:nar*

*(Even though it is manufactured in Japan, it does not cost the price you say. You have to make it cheaper. You just discount half a Dinar)*

*Shop assistant: tayyib fi:h nu9 ?arxaḡ men ha:Ḍa innu9 bas ha:Ḍa ?aḥsan*

*(Okay, there is another type of tea pots which is cheaper but this one is better.)*

*Customer: la? ?ana bidḍi ha:Ḍa innu9 (No, I want this one.)*

*Shop assistant: xalaḡ ha:ti ḥalath dana:ni:r wa xuḍi:h.*

*(Okay, give me three Dinars and take the tea pot.)*

*Customer: la? raḥ ?adfa9 bas di:nare:n wu nuḡ*

*(No, I will pay just two Dinars and half.)*

*Shop assistant: lawallah mabuzboḡ*

*(I swear this does not work.)*

*Customer: le:sh mabuzboḡ ra9i:ni 9a]a:n a]tari kul iyra:Ḍi men*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

*9indak*

*(Why does not it work? Make the price of the tea pot two Dinars and a half so as I will buy what I need from your shop.)*

*Shop assistant: ?ana baħlif fi allah ?innuh ?agal men θalaθ dana:ni:r mabtīm]i*

*(I swear by Allah that I cannot sell the kettle less than three Dinars.)*

*Customer: tayyib xalaṣ xalli:ha di:nare:n wu xamseh wu sab9i:n gir]*  
*(Okay, make it two Dinars and seventy five piasters.)*

*Shop assistant: ?uqsm billah il9aĐi:m innuh ?axr si9r θalaθ dana:ni:r*  
*(I swear by Allah that I cannot sell it less than three Dinars.)*

*Customer: xalaṣ ma]i ?itfaĐal hay θalaθ dana:ni:r*  
*(Okay, here are three Dinars.)*

The way female customers from the old and middle age groups employed the strategy of persuasion is similar to Kopperschmidt's (1985) suggestion regarding the construction of an argument. That is,

The principle of methodological construction is based on the attempt by X to relate the problematic validity of q to an unproblematic validity of p by Y, the immanent logic of which is needed by Y so that he can accept q on grounds of the acceptability of p: q is valid because p is valid. The ability of argument to convince proves itself in the success of a rationally motivated necessity of acceptance (p. 159).

Similar to this is Sycara's (1990, p. 1) conclusion about persuasion in argumentation, namely, "Persuasive argumentation as a means of guiding the negotiation process to a settlement".

Furthermore, it was noticed that most female customers from the middle age group (36-59) and old age group (60-75) clearly employed a strategy of persuasion with young male shop assistants more than with old male ones. On the other hand, the strategy of persuasion employed by female customers from the young age group (25-35) was restricted to buying something from shops particularly if they were single. Such customers did not employ a strategy of persuasion as married female customers from all age groups. They would feel embarrassed to bargain about the price of the commodities especially if the shop assistant was a young male and that is why they used more politeness markers when asking about the commodities. The following extract occurred between unmarried female customer from the young age group (25-35) and a young male shop assistant:

*Customer: ?ssala:mu 9alaykum (Peace be upon you.)*

*Shop assistant: 9alaykumu ssala:m ?itfaÐÐali (Peace be upon you.)*

*Customer: law samaht fi: 9indak kara:si ?atfa:l*  
*(Are there baby chairs, please)*

*Shop assistant: fi:h (Yes.)*

*Customer: bididi iθne:n bas kam si9r ?ilkursi*  
*(I want to buy two of them, but how much does one cost?)*

*Shop assistant: ilwa:hd di:na:r wu rube9*  
*(The one costs one Dinar and twenty five piasters.)*

*Customer: ma9a:lesh mumken teħseb ilkursi di:na:r*  
*(Would you make the price one Dinar per chair, please?)*

*Shop assistant: ma}i (Okay)*

*Customer: ?itfaÐÐal hay ilmaṣa:ri (Here are the money.)*

*Shop assistant: ?ahla wu sahla (You are welcome.)*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

*Customer:*        *ʃukran yi9ti:k il9a:fyih*  
(*Thank you. May Allah keep you healthy.*)

Regardless of the customers' sexes and ages, the language carried out between the shop assistants and the university graduate customers was more formal. This was clear when shop assistants frequently addressed such customers with a lot of politeness markers as well as when shop assistants used as little bargaining as possible to employ a strategy of persuasion.

In addition, at the opening of some conversations, some customers showed admiration to the shops where they wanted to buy certain commodities. Customers did so by claiming that the prices of the commodities in the shops where they wanted to buy from were the cheapest ones compared with the prices in other shops. This is a strategy which is frequently used by male customers from the old age group (60-75) particularly if they were semi-illiterate. However, in some conversations particularly when bargaining occurred about certain commodities, such customers claimed that the prices of the commodities they wanted to buy are higher than those in other shops so as to persuade shop assistants that the prices of the commodities are high and importantly to get as lower price as possible.

Furthermore, it was observed that persuading shop assistant by female customers to lower the price of the commodity or commodities did not commit them to buy the commodities they wanted. Most of the female customers who did so were either from semi-illiterate group or high school graduates. The following extract occurred between a shop assistant and a female customer who was semi-illiterate:

*Customer:*        *kam ke:lu ilbaʔa:ʔa*  
(*How much does a kilo of potatoes cost?*)

*Shop assistant:* *sab9i:n girʃ*  
(*It costs seventy piasters per kilo.*)

*Customer:*        *la? ʔali kam axer iʃi*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants



*(It is rather expensive. Can you make it cheaper?)*

*Shop assistant: xalaş xuđi 9ala xamseh wu sitti:n gir]*

*(Okay, you can buy a kilo in sixty five piasters)*

*Customer: xalli:ni uxth ilke:lu 9ala xamsi:n gir]*

*(Let me buy the kilo in fifty piasters.)*

*Shop assistant: la? btixsar xuđi ?axer i]i 9ala xamseh wu sitti:n gir]*

*(No, I cannot because I will loose. You can buy a kilo in sixty five piasters. This is the last price.)*

*Customer: la? buxđ ilkilu 9ala sitti:n*

*(No, let me buy a kilo in sixty piasters.)*

*Shop assistant: lawallah mabtim]i [u:fi si9rha fi iddaka:ki:n iθanyih*

*bijuz tlagi:ha ?arxaş men he:k*

*(I swear by Allah that I cannot do so. You can buy potatoes from other shops. You may find the price cheaper than mine.)*

*Customer: yi9ti:k il9a:fyih (May Allah give you health.)*

*Shop assistant: ?ahla wu sahla (You are welcome.)*

In the above extract, it was clear that although the customer really persuaded the shop assistant to lower the price of the commodity, she did not buy it at the end of the conversation. Muqattash (2002:152), in this respect, pointed out that “ In some contexts, however, a client may wish to inquire about the price of the commodity in which case this inquiry acts as an additional pre-sequence to the act of buying. Notice further that upon knowing the price, the client may change his mind and thus abort the act of buying.”

Furthermore, it was noticeable that when female customers from the middle age group (36-59) and the old age group (60-75) employed a strategy of persuasion, shop assistants resorted to using some technical terms related to the commodity or commodities. Most of the times, these

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

technical terms were not understood by the female customers from both age groups especially if they were semi-illiterate. In fact, when shop assistants used such terms, they actually employed a strategy of persuasion. That is, shop assistants tried to persuade customers that the commodity or commodities were worth the price. However, it was observed that male shop assistants from the young age group (25-35) used more technical terms than male ones from the old age group (60-75) and middle age group (36-59). Regardless of the shop assistants' ages and educational backgrounds, they sometimes presented the customers with several kinds of the same commodity, and they compared the price between these kinds in order to persuade the customers to buy the commodities.

This strategy is explained by O'Keefe (1992, p. 84) as he wrote "one common purpose in making argument is to regulate the persuadee's uncertainty (especially to reduce his uncertainty about which of two competing claims to honor)".

The following extract occurred between a young male shop assistant and a female customer from the old age group (60-75):

*Customer:*        *fi: 9indak saxxa:na:t gahwah (Have you got vacuum  
flasks?)*

*Shop assistant:* *fi: (Yes.)*

*Customer:*        *biddi no:9iyyih kwayysih (I want a well manufactured one.)*

*Shop assistant:* *fi: hay inno:9iyyih }u ra?iyki (I have this kind. What do  
you think?)*

*Customer:*        *}u si9ruh ha:Đa ssaxxa:n  
(How much does this vacuum flask cost?)*

*Shop assistant:* *ha:Đa 9a}a:nki xamista9i} di:na:r  
(This is for you fifteen Dinars)*

*Customer:*        *la? }ali ik}i:r mafi ?arxas  
(This is too expensive. Are there cheaper ones?)*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

- Shop assistant:* fi: ?arxaṣ bas ha:Ḍa ssaxxa:n aḥsan ḥatta law kan yaḻi.  
(There are cheaper ones, but this vacuum flask is better than others even though it is expensive.)
- Customer:* fi: }u ?aḥsan (What does make this vacuum flask better than others?)
- Shop assistant:* ha:Ḍa ssaxxa:n bixdem lifatraḥ ?atwal wu ba9de:n biḌal  
ṣina:9ah ya:bani aḥsan men issi:ni  
(This vacuum flask serves for long time and it is manufactured in Japan. This makes it better than other vacuum flasks manufactured in China.)
- Customer:* tayyib ma}i bas raxṣuh }way  
(It is okay, but you have to make a discount.)
- Shop assistant:* xalaṣ baḥsibuh ilki ?arba9ta9sh wu nuṣ  
(It is okay, pay fourteen Dinars and half.)
- Customer:* la xalaṣ badfa9 ḥalatta9i} di:na:r bas  
(No, I pay only thirteen Dinars.)
- Shop assistant:* wallah btexasar (I swear that I loose.)
- Customer:* tayyib xala:ṣ hay arba9ta9} di:na:r bikaffi:k  
(It is okay. Here are fourteen Dinars. They are enough.)
- Shop assistant:* xalaṣ ma}i (Okay, okay.)

Using a strategy of persuasion by shop assistant means “having persuaded another to accept a position to which he was initially opposed, or at least to have reached a compromise that incorporates our own points of view” (Schiffrin 1985, p. 35).

Revealingly, recognizing how the strategy of persuasion was more employed by female customers from the middle age group (36-59) and old age group (60-75) was evident in the length of their negotiation and questions. They asked more questions about the commodity or

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants 97

commodities. It was clear that commercial transaction between them and the shop assistants was longer in time than that between shop assistants and female customers from the young age group (25-35).

It was also observed that male shop assistants from all age groups frequently used swearing or oath words to assure the customers that “what is said is true...Swearing by God in Islamic community is unquestionable and indicates that the speaker does not tell lies” (Hammouri,1997, p. 103). In fact, when shop assistant swore by Allah, he implied a strategy of apologizing to customer, i.e., in the previous extract, shop assistant swore by Allah to apologize to the customer that he could not lower the price of the commodity any more. In this study, such a strategy was observed in 167 conversations.

Swearing by Allah to employ a strategy of apologizing was observed by Hammouri (1997) who suggested that in order to apologize about something, Muslims always resorted to the use of swearing or oath words. Moreover, it was clear that shop assistants used more swearing or oath words with female customers from the middle age group (36-59) and old age group (60-75).

This was evident that shop assistants found difficulty in persuading such customers about the price of the commodities and that the female customers from the middle and old age groups were more obstinate, i.e. stubborn, in bargaining.. Regarding the middle and old age groups of the female customers, shop assistants, at the end of some conversations, used another way to employ a strategy of apologizing. That is, they invited customers to take the commodities for free, i.e., to take the commodity without paying its value. This was apparent when shop assistants said to them *xalli:ha 9ala hsa:bi (Why do not you take it for free?)*.

Most of the time, saying the previous statement by shop assistants required customers either to take the commodities in the last price shop assistant said or to leave the commodities at

all. When shop assistant said this statement, the customer may feel embarrassed to really take the commodity for free and knew that shop assistant could not really lower the price any more. The manner shop assistants employed the strategy of apologizing is similar to the manner of excuse suggested by Lakoff (2001, p. 205) who claimed that “In an excuse, the speaker denies either his or her own responsibility or ability to do otherwise...The speaker takes responsibility for the action, but suggests that the addressee finds it bad because he or she does not understand it.”

Regardless of the customers’ educational backgrounds, after the termination of the discourse particularly when commodities were not found by customers, both male and female customers especially from the middle age group (36-59) and the old age group (60-75) employed a follow-up strategy. That is, such customers asked either about the shops where they could find the commodities they wanted to buy or about their price in other shops. The following is an example of a follow-up strategy used by a male customer from the old age group (60-75):

*Customer: Fi: 9indak mara:wh (Are there fans?)*

*Shop assistant: mafi (There are no fans.)*

*Customer: tayyib we:n bala:gi (All right. Where can I find fans?)*

*Shop assistant: }uf ilmaħal ili fi janbi  
(You may find fans in the shop next mine.)*

*Customer: tayyib }ukran (Okay. Thank you.)*

*Shop assistant: ?ahla wu sahla (You are welcome.)*

In the above extract, the customer employed a follow-up strategy by asking about the shops where he could find the commodity he wanted to buy. In contrast, in the following example, the customer who was female from the old age group (60-75) employed a follow-up strategy by asking about the price of the commodity that she did not find in the shop:

*Customer: Fi: 9indak moħawwila:t kahraba (Are there electric adapters?)*

*Shop assistant: xalla}an (There are no electric adapters)*

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants 99

*Customer: Kam si9rha (How much do they cost?)*

*Shop assistant: ya9ni ?innu9 ilkwayyis si9ruh di:na:re:n la di:na:re:n wu  
nus*

*(A good one costs about two Dinars to two Dinars and  
half.)*

*Customer: yasidi y9ti:k il9a:fyih (May Allah give you health.)*

*Shop assistant: ?allah y9a:fi:k ( May Allah make you healthy.)*

It was clear that customers and shop assistants were different in employing the communication strategies except one, namely, the strategy of persuasion. Such a strategy was mutually shared between them through bargaining about the price of the commodities. Customers used this strategy with shop assistants to lower the price of the commodities. Shop assistants in turn employed it to persuade customers that the commodities were worth the price.

## **6. Conclusion**

In this study, the way the participants take turns, address each other, and communicate under the context of commercial transaction determined the communication strategies in the discourse of commercial transaction.

Identifying the types of such strategies was conducted according to certain variables related to the participants, i.e. their ages, sexes, and educational backgrounds. These variables were determined in order to know the groups of the participants who used certain types of strategies.

The study showed that following certain strategy by customers caused shop assistants to employ another strategy. For example, when customers employed a strategy of persuasion to lower the price of certain commodities, shop assistants often resorted to the use of oath words to

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

employ a strategy of apologizing, i.e. to apologize that they could not lower the price of the commodities. Also, when customers asked more questions about the commodities, shop assistants often resorted to the use of technical terms related to these commodities.

In addition, there was frequency in following particular strategies. For example, the strategy of persuasion occurred more frequently among customers rather than shop assistants. However, this frequency in the performance of certain strategy was followed by certain groups of customers. For example, semi-illiterate female customers from the middle age group (36-59) and old age group (60-75) employed the strategy of persuasion more than male and female customers from all age groups and educational backgrounds.

It was revealed that there was a relationship between the variables identified by the researchers and the strategies followed by the customers. For example, the older the customer was, the clearer the follow-up strategy was. The less educated the customers were, the longer the commercial transaction was. The less educated and older the female customers were, the longer the strategy of persuasion was, and the younger the female customers were, the shorter the commercial transaction was.

Likewise, the variables related to the shop assistants determined types of communication strategies followed by them. For example, the younger the shop assistant was, the more technical terms used to have the strategy of persuasion.

However, the language of customers was probably more natural than that of the shop assistants who were aware of the purpose of tape-recordings. Even though shop assistants were aware of the purpose of the study, they had to act naturally in response to customers, because commercial transaction is not a one-way track, but it is an interaction between customers and shop assistants. The researcher, however, recommends conducting similar studies based on collecting natural language from both the shop assistants and the customers.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

In addition, the communication strategies constitute the participants' cultural norms so that these strategies may not be generalized to countries other than Jordan even though the participants in others countries may speak the same language, i.e. Arabic. Smith (1987:3) advocates that "language and culture are inextricably tied together, and that it is not possible to use a language without a culture base. However, one language is not always inextricably tied to one culture." Therefore, the researcher also recommends conducting similar studies in other countries.

---

---

### References

Bialystok, E. (1990) *Communication Strategies: A Psycholinguistic Analysis of Second-Language use*. Oxford: Basil Blackwell Ltd.

Brown, H and Yule, G. (1983) *Discourse Analysis*. Cambridge: Cambridge University Press.

Coulthard, R. (1977) *An Introduction to Discourse Analysis*. London: Longman.

Edmondson, W. (1981) *Spoken Discourse, A model for Analysis*. London and New York: Longman.

El-Hassan, S. (1991) "Linguistic Etiquette at Jordanian Shops." *Mu'tahLil Buhooth Wa Al-Dirasat*, Vol.6, No.1, pp.31-48.

Fillmore, C. (1985) "Linguistics as a Tool for Discourse Analysis." Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Disciplines of Discourse*. London: Academic Press, Vol.1, pp.11-38.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants



Gee, JP (2011) *An Introduction to Discourse Analysis: Theory and Method*, New York: Routledge

Govier, T (2010) *A Practical Study of Argument*. Wadsworth: Cengage Learning.

Grasso, F., Cawsey, A, and Jones, R (2000) *Dialectical argumentation to solve conflicts in advice giving: a case study in the promotion of healthy nutrition*, International Journal of human-Computer studies. 53: 1077- 1115. doi:10.1006/ijhc.2000.0429

Halliday, M. (1978) *Language as Social Semiotic*. Edward Arnold: London.

Hammouri, M. (1997) *A contrastive Study of Apologizing Strategies Between Native Speakers of Jordanian Arabic and Native Speakers of American English*. Unpublished M.A. Thesis. Jordan: Yarmouk University.

Hoey, M.(1983) *On the Surface of Discourse*. London: George Allen and Unmin.

Holmes, J. (1988) "Functions of "you know" in Women's and Men's Speech." *Language in Society*, 15: 1-22.

Hosman, L (2002) Language and Persuasion. Dillard, J, Pfu, M (eds.) *The Persuasion HandBook: Development in Theory and Practice*. New Delhi: Sage.pp 371- 390

Howcroft, B., Durkin, M., Armstrong, G., & Emerson, E. (2007). Small business-bank relationships and the role of internet banking. *Service Industries Journal*, 27(7-8), 947-961

Hui, M. K., & Toffoli, R. (2002). Perceived Control and Consumer Attribution for the Service Encounter. *Journal of Applied Social Psychology*, 32(9), 1825-1844

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Jayawardhena, C. (2010). The impact of service encounter quality in service evaluation: evidence from a business-to-business context. *Journal of Business & Industrial Marketing*, 25(5), 338-348.

Jefferson, G., & Lee, J. R. (1981). The Rejection of Advice: Managing the Problematic Convergence of a “Troubles-telling” and a “Service Encounter.” *Journal of Pragmatics* 5: 399–422.

Jefferson, G. (1985) “An Exercise in the Transcription and Analysis of Laughter.” Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Discourse and Dialogue*. London. Academic Press. 3: 25-34.

Koppersmidt, J.(1985) “An Analysis of Argumentation.” Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Dimensions of Discourse*. London: Academic Press. 1: 159-167.

Kuroshima, S. (2010). Another look at the service encounter: Progressivity, intersubjectivity, and trust in a Japanese sushi restaurant. *Journal of Pragmatics*, 42(3), 856-869.

Lamoureux, E. L. (1988). Rhetoric and Conversation in Service Encounters. *Research on Language and Social Interaction*, 22, 93-114.

Lakoff, R. (2001) “Nine Ways of Looking at Apologies: The Necessity for Interdisciplinary Theory and Method in Discourse Analysis.” Schiffrin, D. Tannen, D. and Hamilton, E. (eds.) *The Handbook of Discourse Analysis*. Malden, Oxford, and Victoria: Blackwell Publishing Ltd, pp.199-214.

Mefalopulos, P & Kamlongera, C (2004)*Participatory Communication Strategy Design: A Handbook*. Zimbabwe: SADC center of Communication for Development.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants

Muqattash, L. (2002) *Discourse Analysis*. Amman: The National Library.

O'Keefe, D (1992) Two Concepts of Argument. Benoit, W, Hample, D, Benoit, P (eds.) *Reading in Argumentation: Pragmatic and Discourse Analysis*. Berlin: Walter De Gruyter. Pp: 79- 90.

Perloff, R (2002) Political Campaign and Persuasion and its Discontent: Perspective from the Past and Prescriptions for the Future. Dillard, J, Pfu, M (eds.) *The Persuasion HandBook: Development in Theory and Practice*. New Delhi: Sage.pp. 605- 632.

Rababa'h, M. (2000) *Visitors' Linguistic Etiquette*. Unpublished M.A. Thesis. Jordan: Yarmouk University.

Schiffrin, D. (1985) "Everyday Argument: The Organization of Diversity in Talk." Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Discourse and Dialogue*. London. Academic Press, Vol.3, pp.35-45.

Schiffrin, D. (1987) *Discourse Markers*. Cambridge: Cambridge University Press.

Smith, L. (1987) "Introduction: Discourse Strategies and Cross-cultural Communication." Smith, L. (ed.) *Discourse Across Cultures, Strategies in World Englishes*. New York: Prentice Hall, pp.1-7.

Stubbs, M. (1983) *Discourse Analysis*. Chicago: University of Chicago Press.

Sycara, K (1990) *persuasive argumentation in negotiation. Theory and decision*. 28 (3): 203-242.

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants 105

Tannen, D. (1985) "Cross-Cultural Communication." Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Discourse Analysis in Society*. London: Academic Press, Vol.4, pp.203-213.

Tarone, E (1981) Some Thoughts on the Notion of Communication Strategy. *TESOL Quarterly*. 15 (3): 285-295

Van Dijk, T. (1985) "Introduction: The Role of Discourse Analysis in Society." Van Dijk, T. (ed.) *The Handbook of Discourse Analysis, Discourse Analysis in Society*. London: Academic Press, Vol.4, pp.1-6.

Van Dijk, T. & Kintsch, W. (1983) *Strategies of Discourse Comprehension*. London: Academic Press.

Walton, D (1992) *Plausible Argument in Everyday Conversations*. Albany: State University of New York Press.

---

### **Symbols of Arabic consonants and their Descriptions based on IPA:**

b	voiced bilabial stop.	y	voiced palatal glide.
t	voiceless dental stop.	w	voiced labiovelar glide.
d	voiced dental stop.	i	high front unrounded lax.
t̤	voiceless emphatic dental stop.	i:	high front unrounded tense
k	voiceless velar stop.	e	mid front unrounded lax.
g	voiced velar stop.	e:	mid front unrounded tense
q	voiceless uvular stop.	u	high back rounded lax.
f	voiceless labiodental fricative.	u:	high back rounded tense.
θ	voiceless interdental fricative.	o	mid back rounded lax.
ð	voiced interdental fricative.	o:	mid back rounded tense.
Ð	voiced emphatic interdental fricative.	a	low central unrounded lax.
j	voiced interdental fricative.	a:	low central unrounded tense

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyeh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants 106

- s voiceless dental fricative.
- z voiced dental fricative.
- ʃ voiceless alveopalatal fricative.
- ʂ voiceless emphatic alveolar fricative.
- ɣ voiced velar fricative.
- x voiceless velar fricative.
- ħ voiceless pharyngeal fricative.
- ʕ voiced pharyngeal fricative.
- m voiced bilabial nasal stop.
- n voiced alveolar nasal stop.
- l voiced alveolar lateral.
- r voiced alveolar liquid.
- h voiceless glottal fricative.
- ʔ voiceless glottal stop

=====

Asim Khresheh, M.A. in Applied Linguistics  
Almazar Aljanoubi-Alkarak  
Jordan 61610  
[isam\\_khresheh@yahoo.com](mailto:isam_khresheh@yahoo.com)

Areej Saraiyreh, B. A. in English-Education  
Almazar Aljanoubi-Alkarak  
Jordan 61610  
[angel.eyes0000@yahoo.com](mailto:angel.eyes0000@yahoo.com)

Language in India [www.languageinindia.com](http://www.languageinindia.com)

12 : 8 August 2012

Asim Khresheh, M.A. in Applied Linguistics and Areej Saraiyreh, B.A. in English-Education  
Communication Strategies in the Discourse of Commercial Transaction in Jordan: A Study of  
Spoken Language Performed between Customers and Shop Assistants