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The pragmatics of Admiration in You Tubers' Video Blog

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ABSTRACT: This study investigates admiration from a pragmatic perspective in YouTubers' video blogs. It examines how admiration is pragmatically realized through speech acts, politeness strategies, conversational maxims, and pragmatic tropes in online discourse. The study adopts a qualitative pragmatic approach and analyzes selected extracts from YouTubers' video blogs in which admiration is explicitly or implicitly expressed toward people, places, experiences, and social values.

The analysis is based on major pragmatic theories, including Speech Act Theory, Politeness Theory, Grice's Cooperative Principle, and pragmatic tropes. The findings reveal that expressive speech acts, particularly praising, complimenting, and exclaiming, are the most frequently used strategies for expressing admiration. The results also indicate that positive politeness strategies dominate admiration discourse because they strengthen solidarity and approval between speakers and audiences. Furthermore, speakers frequently observe the maxims of quality, relation, and manner, while the maxim of quantity is commonly flouted through repetition and exaggeration to intensify admiration. Overstatement, repetition, and metaphor are identified as the most common pragmatic tropes used to enhance emotional and persuasive effects.

The study concludes that admiration in YouTubers' video blogs is a complex pragmatic phenomenon constructed through various linguistic and communicative strategies. It also demonstrates that digital discourse provides a rich environment for the expression of admiration and emotional interaction.

1. INTRODUCTION

Pragmatics is the branch of linguistics concerned with language use in context and with how speakers communicate meanings beyond the literal interpretation of words. It investigates how interlocutors employ language to achieve communicative purposes and how hearers interpret intended meanings depending on contextual and social factors. Pragmatics studies speaker intention, implied meaning, interactional goals, and the relationship between language and context (Leech, 1983; Yule, 1996).

With the rapid development of digital communication, social media platforms such as YouTube have become important spaces for interpersonal interaction and emotional expression. YouTubers' video blogs (vlogs) provide a rich communicative environment in which speakers employ various pragmatic strategies to express attitudes, evaluations, and emotions toward people, products, experiences, and events. Among these expressions, admiration appears as a significant pragmatic phenomenon realized through different linguistic and communicative strategies.

Admiration in discourse is not merely conveyed through direct lexical expressions; rather, it is pragmatically constructed through speech acts, politeness strategies, conversational implicatures, and rhetorical devices. Speakers frequently use expressive speech acts such as praising, complimenting, welcoming, and exclaiming to communicate admiration (Searle & Vanderveken, 1985). In

addition, admiration is often associated with positive politeness strategies that emphasize approval, solidarity, shared values, and emotional closeness between speakers and audiences (Brown & Levinson, 1987).

Furthermore, admiration may be strengthened through the observance or flouting of Grice's conversational maxims. Speakers sometimes employ exaggeration, metaphor, rhetorical questions, and overstatements to intensify admiration and create implied meanings that attract audience attention and enhance persuasion (Grice, 1975; Cutting, 2002). These pragma-rhetorical tropes contribute to making admiration more expressive and emotionally influential in online interaction.

Despite the growing importance of digital discourse, admiration has received limited attention from a pragmatic perspective, particularly in British and American YouTubers' video blogs. Therefore, the present study aims to investigate admiration pragmatically by examining the speech acts, politeness strategies, conversational maxims, and pragma-rhetorical tropes employed in YouTubers' discourse.

The study attempts to answer the following questions:

(1) What types of speech acts are used to express admiration in British and American YouTubers' video blogs?

(2) How are politeness strategies and conversational maxims utilized in expressing admiration in YouTubers' discourse?

(3) What pragma-rhetorical tropes are employed to intensify admiration in British and American YouTubers' video blogs?

2. PRAGMATICS

Pragmatics is the branch of linguistics concerned with language use in context and with how speakers convey meaning beyond the literal interpretation of words. Thomas (1995) defined pragmatics as meaning in interaction, while Yule (1996) described it as the study of meaning as communicated by a speaker and interpreted by a hearer. Similarly, Leech (1983) viewed pragmatics as the study of how language is used in communication to achieve particular purposes.

Pragmatics investigates how context, speaker intention, social relations, and background knowledge influence interpretation. According to Verschueren (2009), pragmatics is cognitive, social, and cultural because it depends on mental processes, social interaction, and cultural conventions.

a. Speech Acts

Speech Act Theory was introduced by Austin (1962), who argued that language performs actions in addition to conveying information. Austin identified three simultaneous acts in every utterance: the locutionary act, the illocutionary act, and the perlocutionary act.

Searle (1969) later classified speech acts into five major categories:

1. **Representatives**: acts that express beliefs or statements about reality, such as asserting, reporting, and describing.
2. **Commissives**: acts committing the speaker to future action, such as promising and refusing.
3. **Directives**: acts intended to make the hearer perform an action, such as advising and inviting.
4. **Expressives**: acts expressing psychological states or feelings, such as praising, thanking, and complimenting.
5. **Declarations**: acts that change reality through utterance itself, such as declaring or appointing.

In admiration contexts, expressive speech acts are particularly important because they communicate positive emotions like praise, complimenting, welcoming, and exclaiming (Searle & Vanderveken, 1985).

b. Politeness Strategies

Politeness theory was mainly developed by Brown and Levinson (1987), based on the concept of "face," which refers to an individual's public self-image. Positive face concerns the desire for approval and appreciation, while negative face concerns freedom from imposition.

Brown and Levinson proposed four major politeness strategies:

1. **Bald-on Record Strategy**: direct communication without minimizing face threat.

2. **Positive Politeness Strategy**: strategies aimed at enhancing the hearer's positive face through approval, sympathy, and solidarity.
3. **Negative Politeness Strategy**: strategies minimizing imposition and respecting the hearer's freedom.
4. **Off-record Strategy**: indirect communication allowing multiple interpretations and implicatures.

Positive politeness is especially relevant to admiration because speakers often exaggerate approval, seek agreement, intensify interest, and provide compliments to express admiration toward others (Brown & Levinson, 1987).

c. Conversational Maxims

Grice (1975) proposed the Cooperative Principle, which assumes that speakers cooperate during communication. This principle is realized through four conversational maxims:

1. **Maxim of Quantity**: provide the required amount of information.
2. **Maxim of Quality**: provide truthful and well-supported information.
3. **Maxim of Relation**: be relevant.
4. **Maxim of Manner**: be clear, brief, and orderly.

Speakers may either observe or flout these maxims. Flouting occurs intentionally to generate implicatures. For example, exaggeration, metaphor, rhetorical questions, and overstatements may flout the maxim of quality in admiration contexts to intensify emotional expression (Cutting, 2002; Thomas, 2013).

4. Pragmatic Tropes

Pragmatic tropes are rhetorical devices through which speakers imply meanings beyond literal interpretation. McQuarrie and Mick (1996) explained that pragmatic tropes involve implied meanings that require interpretation from the hearer.

a. Tautology

Tautology refers to repeating an idea using similar expressions for emphasis or clarification. Although often viewed as stylistically redundant, it can strengthen meaning and convey additional implications (Butterfield, 2008; Grundy, 2008).

b. Metaphor

Lakoff and Johnson (1980) defined metaphor as understanding one concept in terms of another. Metaphors enable speakers to convey implied meanings creatively and persuasively. Bambini and Resta (2012) noted that metaphor bridges the gap between literal meaning and contextual interpretation.

c. Overstatement

Overstatement or hyperbole refers to exaggerated description used to emphasize emotions, qualities, or situations. Leech (1983) stated that speakers use overstatement to intensify expression and emotional effect.

d. Understatement

Understatement minimizes or downplays the importance of a situation or characteristic. According to Leech (1983), it is the opposite of overstatement and may be used to soften meaning or achieve politeness.

e. Rhetorical Question

Rhetorical questions are interrogative in form but assertive in function. Quirk et al. (1985) explained that rhetorical questions imply answers rather than seek information. They are commonly used to attract attention, emphasize ideas, and strengthen persuasion.

3. ADMIRATION AND ITS TYPES

Admiration is regarded as a positive emotional response that emerges when individuals encounter extraordinary behavior, talents, virtues, or achievements in others. It involves appreciation, wonder, esteem, and reverence toward an admirable object

or person. Carmwinckel and Monin (2019) defined admiration as the acknowledgment of another person's superiority and excellence, while Algoe and Haidt (2009) described it as an emotional reaction to exceptional displays of skills and accomplishments. Admiration is also considered one of the "other-praising emotions" that encourage self-improvement and social learning (Condon et al., 2014).

Zagzebski (2015) explained that admiration is directed toward something perceived as good in a distinctive and admirable way. Likewise, Chappell (2019) considered admiration a "Wow!" response toward something extraordinary or miraculous. In addition, admiration is viewed as a social and moral emotion connected to role models, positive behavior, and social interaction (Cuddy, Fiske, & Glick, 2007; Lewis et al., 2021).

3.1 Types of Admiration

Several scholars classified admiration into different types according to the nature of its object and function. Zagzebski (2015) distinguished between admiration directed toward inborn excellences such as beauty or talent and admiration of moral virtues. She further differentiated between admiration for natural excellence and admiration for acquired excellence, such as perseverance and hard work (Zagzebski, 2017).

Van der Rijt (2019) differentiated between aesthetic admiration and moral admiration. Aesthetic admiration is directed toward beauty and artistic excellence, whereas moral admiration is directed toward moral exemplars who embody ethical virtues and ideal conduct.

Kauppinen (2019) proposed another distinction between agential admiration and non-agential admiration. Agential admiration targets individuals whose actions reflect admirable qualities and motivates emulation, while non-agential admiration may target objects or natural phenomena such as sunsets or landscapes without involving imitation or responsibility.

4. METHODOLOGY

The present study adopts a qualitative pragmatic approach to investigate admiration in American YouTubers' video blogs. Qualitative analysis is appropriate for pragmatic studies because it focuses on interpreting language use in relation to context, speaker intention, and interaction rather than numerical measurement. The study aims to analyze how admiration is pragmatically realized through different communicative strategies in online discourse.

The data of the study consist of selected extracts taken from American YouTubers' video blogs available on YouTube. The selected videos include spontaneous spoken interactions in which admiration is explicitly or implicitly expressed toward people, products, experiences, achievements, or social values. The data are selected from different vlog genres such as lifestyle, entertainment, travel, and reaction videos to ensure variation in communicative situations.

The extracts are selected purposively according to the following criteria:

1. The presence of clear expressions of admiration.
2. The occurrence of pragmatic strategies relevant to the study.
3. The availability of contextual information necessary for pragmatic interpretation.

The study adopts a pragmatic analytical model based on major pragmatic theories related to admiration discourse.

The selected extracts are analyzed qualitatively according to the adopted pragmatic model. First, admiration expressions are identified within the selected vlog extracts. Second, the speech acts, politeness strategies, conversational maxims, and pragma-rhetorical tropes are determined and classified. Third, the contextual factors influencing admiration are interpreted pragmatically. Finally, the analysis explains how admiration is constructed and intensified in American YouTubers' video blogs.

4.1 Data Analysis

- The Analysis of Jay Palfrey's Speeches

Resume.

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Jay Palfrey is a young you tuber from The United Kingdom .His channel on you tube has 1,56M subscribers, 102videos,and 48,646,467M views. He has visited different countries all over the world. Iraq is one of his stations; he has visited many places in Iraq filming about 25videos there.(web source 1)

The following speeches are extracted from the video of his visit to Karbala in AlArba'een's visit.

1.1Jay Palfrey's Speech inside Imam Al Hussein's Holy Shrine Peace Be upon Him in Kabala

The inside is really beautiful. It's really really appreciated. Look at the beauty around me ,so beautiful ,so stunning. People are always here in this specific place, of 25 million people. It's phenomenal, I can cry. But it's worth it. It's worth how I feel. It's beautiful. Deep marble and tiles all around this beautiful complex with chandeliers. Incredibly special place, very very very blessed to be here.

Table ( ) Identification of Jay Palfrey's Speech in terms of Contextual Factors

Description Contextual factor

Time:2021 / Place: Karbala, inside Imam Al Hussein's Holy Shrine Setting

Speaker: Jay Palfrey / hearer: the followers Participants

Expressing admiration End

Sequence of utterances Act sequence

Formal Key

Spoken and transcribed Instrumentalities

Social speech Norm

Social issue Genre

A-Types of Admiration

Palfrey is stunned when he enters the holy shrine and expresses his admiration using non agential and acquired admiration in "The inside is really beautiful. It's really really appreciated. Look at the beauty around me ,so beautiful ,so stunning" and "It's beautiful. Deep marble and tiles all around this beautiful complex with chandeliers" as he admires the place as a structure for its beautiful and stunning architectural details wherein he admires the marble and the tiles and he admires the chandeliers inside the holy shrine. Palfrey resorts to non agential and natural admiration in "It's phenomenal, I can cry. But it's worth it. It's worth how I feel" and "Incredibly special place, very very very blessed to be here" wherein Palfrey admires the atmosphere inside the place and the unique nature of the place the extent that he cries inside the holy shrine. Palfrey in " people are always here in this specific place, of 25 million people" makes use of agential acquired admiration since he admires people for their big numbers inside the holy shrine.

B-Speech Acts

Palfrey starts with the Exp AS of praising in "The inside is really beautiful. It's really really appreciated" wherein he praises the place being beautiful and appreciated to express his admiration of the holy shrine. Palfrey combines the Dir SA of inviting and the Exp AS of praising in "Look at the beauty around me ,so beautiful ,so stunning" as he invites his followers to look at the beautiful details he films to support his admiration of the holy shrine; then, he praises these stunning details to express his admiration of the shrine. In "People are always here in this specific place, of 25 million people", Palfrey states the expected number of visitors through the Rep SA of stating to show his admiration of the huge number of people inside the holy shrine. The Exp AS of praising and the Rep SA of describing are employed in " It's phenomenal, I can cry. But it's worth it. It's worth how I feel"; Palfrey praises the shrine as phenomenal and he describes how he feel inside the shrine to express how much he admires the atmosphere there to the extent that he can cry. In" It's beautiful. Deep marble and tiles all around this beautiful complex with chandeliers", Palfrey continues praising and describing using the Exp SA of praising and the Rep SA of describing; he praises the beauty of the place and he describes the architectural details such as marbles, tiles, and chandeliers to manifest his admiration of the architecture inside the holy shrine. Palfrey makes use of the Exp SA of praising and boasting in "Incredibly

special place ,very very very blessed to be here" wherein he exclaims about the place for its unique nature conveying his admiration of the shrine and he expresses his pleasure to the extent that he is blessed to be there showing his admiration of the inside Imam Al Hussein's holy shrine.

C-Conversational Maxims

Palfrey uses clear expressions to show his admiration of the holy shrine in all his utterances; thus, he observes the maxim of manner. He also observes the maxims of quality and relation because he is truthful and sincere about his admiration of the shrine throughout his speech. Besides, Palfrey speaks more than is required in most of his utterances to manifest his admiration flouting the maxim of quantity. In "The inside is really beautiful. It's really really appreciated" and "Look at the beauty around me ,so beautiful ,so stunning", Palfrey overstates praising the shrine by using and repeating the intensifying modifiers "really" and "so" and by repeating the praise trough more than one adjective to convey his admiration of the holy shrine; hence, he flouts the quantity maxim whereas in "People are always here in this specific place, of 25 million people" and" It's beautiful. Deep marble and tiles all around this beautiful complex with chandeliers", Palfrey observes the quantity maxim since he is informative about his admiration of people and architecture inside the shrine. furthermore, this maxim is flouted in " It's phenomenal, I can cry. But it's worth it. It's worth how I feel" and "Incredibly special place ,very very very blessed to be here" as Palfrey overstates describing his emotional state when he repeats "it is worth" and he overstates exclaiming by saying "incredibly special", he also overstates expressing his pleasure since he says "very blessed" and he repeats "very" three times to express the extent to which he admires inside the holy shrine.

D-Politeness Strategies

With regard to PS, Palfrey resorts to the PPs of exaggerating interest of the H through the intensifying modifier in "the inside is really beautiful. It's really appreciated" and "looking at the beauty around me ,so beautiful ,so stunning" wherein he uses "really" and "so" to emphasize his admiration of the inside the holy shrine. The bold on record PS is made use in "It's beautiful. Deep marble and tiles all around this beautiful complex with chandeliers" as Palfrey provides clear and direct description of the architectural details that leads him to praise the shrine to support his admiration of the shrine. Another PPs is used in " It's phenomenal, I can cry. But it's worth it. It's worth how I feel" when Palfrey utilizes the PPs of intensifying interest of the H by inserting a phrase to attract the H's attention by saying "I can cry" to describe his emotional state revealing how much he admires the holy shrine. In "Incredibly special place ,very very very blessed to be here", the PPs of exaggerating interest of the H through the intensifying modifier is utilized since he says "incredibly" to express exclaiming about the shrine and he uses "very" to indicate his pleasure to in inside the shrine reflecting the extent to which he admires the inside the holy shrine.

E-Pragmatic Tropes

The pragmatic tropes of overstating and repetition are both used in "the inside is really beautiful. It's really appreciated" and "looking at the beauty around me ,so beautiful ,so stunning"; Palfrey overstates praising as he uses the intensifying modifiers "really" and "so" to indicate his admiration and uses more the one expressions to praise the shrine as in "really beautiful", "really appreciated", "so beautiful", and "so stunning" to highlight his admiration of the holy shrine. moreover, he repeats "really" and "so" emphasizing how much he admires the holy shrine. the repletion is also made use in" It's phenomenal, I can cry. But it's worth it. It's worth how I feel" since Palfrey repeats "it is worth" to exaggerate describing his emotional state expressing how much he admires the shrine Both of these pragmatic tropes are employed in " Incredibly special place ,very very very blessed to be here" as Palfrey exaggerates exclaiming about the uniqueness of the shrine by saying "incredibly" and he exaggerates expressing his pleasure to be inside the shrine because using and repeating "very" to manifest the extent to which he admires the holy shrine.

1.4Jay Palfrey's Speech as He meets People during the Walking Experience in Al Arba'een's Visit

People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful. The mawakib are the definition of human kindness, generosity, and love ideals that Hussein was known for. Everyone is so kind here, I am very very very blown away. They insisted they would not let us leave until we ate the food, it is incredible, just like the hospitality here Table ( ) Identification of Jay Palfrey's Speech in terms of Contextual Factors.

Table ( ) Identification of Jay Palfrey's Speech in terms of Contextual Factors

Description Contextual factor

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Time:2022 / Place: Between Karbala and Najaf, during the Walking Experience in Al Arba'een's Visit Setting

Speaker: Jay Palfrey / hearer: the followers Participants

Expressing admiration End

Sequence of utterances Act sequence

Formal Key

Spoken and transcribed Instrumentalities

Social speech Norm

Social issue Genre

A-Types of Admiration

At the beginning of his journey to Karbala, Palfrey is stunned of Iraqi people's kindness and he expresses his admiration of people using agential and natural admiration in "People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful" and "Everyone is so kind here, I am very very very blown away. They insisted they would not let us leave until we ate the food, it is incredible, just like the hospitality here"; he admires the natural qualities of Iraqi people being nice, warm, and friendly. Moreover, he makes use of non agential and acquired admiration to manifests that he admires the food that is served to him and the generosity of Iraqi people. In "The mawakib are the definition of human kindness, generosity, and love ideals that Hussein was known for", Palfrey resorts to non agential admiration including both acquired and natural admiration as he admires the mawakib as a symbol of human kindness and love which are natural characteristics of Iraqi people and he admires their generosity that is an acquired human quality.

B-Speech Acts

While Palfrey is amazed by people's kindness, he uses the Exp SA of praising and the Rep SA of reporting in " People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful"; first, he starts with praising people as nice to reveal his admiration of people. Then, he reports how were people friendly to support admiration of them. Finally, Palfrey praises the people as so warm and friendly to manifest his admiration of people for their kindness and he praises the situation as a whole being beautiful. In "The mawakib are the definition of human kindness, generosity, and love ideals that Hussein was known for", Palfrey resorts to the Rep SA of asserting wherein asserts what the mawakib stand for that to indicates his admiration of the qualities of the mawakib. Palfrey utilizes the Exp SAs of praising and exclaiming in "Everyone is so kind here, I am very very very blown away" as he praises people being so kind and he exclaims about their kindness to convey his admiration of Iraqi people's kindness. The Rep SA of reporting and the Exp SA of exclaiming are used in "They insisted they would not let us leave until we ate the food, it is incredible, just like the hospitality here" because Palfrey reports that people insisted on him to eat emphasizing Iraqi people's hospitality and he exclaims about the taste the food as incredible and thus about people's hospitality to convey his admiration of the food and of the hospitality of Iraqi people.

C-Conversational Maxims

In the previous extract, Palfrey observes the maxim of relation since he is consisted in showing his admiration of the hospitality and kindness of Iraqi people's and of the food that they served. Palfrey also uses clear expressions to expresses his admiration of Iraqi people for their kindness and thus the maxim of manner is observed in his speech whereas the maxim of quantity is flouted by Palfrey because he is more informative than is required to manifest his admiration; in "People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful" and "Everyone is so kind here, I am very very very blown away" Palfrey overstates praising people through the intensifying modifier "so" and using different expressions since he says "so nice", "so warm", and "so kind" to convey his admiration of people's kindness and hospitality. Furthermore, he repeats "very" while he exclaims about Iraqi people's qualities to indicate his admiration of their unique kindness. In "The mawakib are the definition of human kindness, generosity, and love ideals that Hussein was known for" and "They insisted they would not let us leave until we ate the food, it is incredible, just like the hospitality here", Palfrey observes the maxim of quantity since he is informative in asserting that the mawakib being symbols of human kindness, generosity, and love and in reporting how people host him to support and manifest that he admires the mawakib and the

hospitality of Iraqi people. Besides, the maxim of quality is observed throughout Palfrey's speech because he is rightful about his admiration of the kindness and the hospitality of Iraqi people and their mawakib.

D-Politeness Strategies

Palfrey uses different PS throughout his utterances; in "People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful", Palfrey employs the PPs of exaggerating interest of the H through the intensifying modifier since he uses "so" in "so nice "so warm" to intensify his admiration of Iraqi people's kindness. Then, he resorts to bold on record PS as he directly mentions the situations happened to him to support his admiration of Iraqi people's kindness. The bold on record PS is reused in "The mawakib are the definition of human kindness, generosity, and love ideals that Hussein was known for" and "They insisted they would not let us leave until we ate the food, it is incredible, just like the hospitality here" because Palfrey provides clear and direct definition of the mawakib to indicate his admiration of the Iraqi mawakib and he directly reports the situation of hospitality to support his admiration of the hospitality of Iraqi people. Palfrey combines two PPs in "Everyone is so kind here, I am very very very blown away"; he utilizes the PPs of exaggerating interest of the H through the intensifying modifier as he uses "so" and "very" indicating his admiration of people's kindness and he makes use of the PPs of intensifying interest of the H by inserting a phrase to attract the H's attention when he says "blown away" to express the extent to which he admires Iraqi people's kindness.

E-Pragmatic Tropes

The pragmatic trope of overstatement is employed in "People are so nice here, the amount of time I have been stopped for photos, people are so warm and friendly, it is beautiful" because Palfrey overstates praising people using the intensifying modifier "so" with different expressions wherein he says "so nice", "so warm", and "friendly" to highlight his admiration of people having such qualities. Palfrey combines two pragmatic tropes in "Everyone is so kind here, I am very very very blown away" which are repetition and overstatement since repeats "very" three times to emphasize how much he admires the kindness of people in Iraq and he exaggerates praising by "so" and exclaiming when he uses "very" and says "blown away" manifesting the extent of his exclaiming and thus his admiration of the kindness of Iraqi people.

5. RESULTS AND DISCUSSIONS

The results of this study can be summarized in the following table:

Pragmatic Aspect	Findings	Discussion
Speech Acts	Expressive speech acts were the most frequently used, especially praising, exclaiming, and complimenting. Representative speech acts such as describing, reporting, and asserting were also employed.	The dominance of expressive speech acts reflects the emotional nature of admiration discourse. YouTubers relied heavily on praise and exclamation to communicate positive feelings toward people, places, and experiences. Representative acts were used to support admiration by providing descriptions and factual details.
Politeness Strategies	Positive politeness strategies were the most dominant strategies, particularly exaggerating interest, intensifying approval, and attracting the hearer's attention. Bald-on-record strategies also appeared frequently.	Positive politeness helped speakers establish solidarity and emotional closeness with audiences. Intensifiers such as "so," "really," and "very" strengthened admiration and emphasized approval. Bald-on-record strategies reflected directness and sincerity in admiration expressions.
Conversational Maxims	The maxims of quality, relation, and manner were mostly observed, whereas the maxim of quantity was frequently flouted.	Speakers tended to be truthful, relevant, and clear while expressing admiration. However, they often provided excessive information and repeated expressions to intensify emotional effect, leading to the flouting of the quantity maxim.
Pragmatic Tropes	Overstatement and repetition were the most frequently employed tropes. Metaphor was also used to strengthen emotional expression.	Pragmatic tropes increased the persuasive and emotional power of admiration discourse. Overstatement and repetition emphasized admiration and excitement, while metaphors

		provided vivid and creative descriptions that attracted audience attention.
Types of Admiration	Agential admiration and non-agential admiration were both identified, in addition to natural and acquired admiration.	Speakers admired both people and objects. Admiration was directed toward natural qualities such as kindness and friendliness, as well as acquired qualities such as generosity, achievements, and architectural beauty.

The analysis reveals that admiration in YouTubers' video blogs is pragmatically realized through a combination of speech acts, politeness strategies, conversational maxims, and pragmatic tropes. Expressive speech acts, especially praising and exclaiming, were the most dominant forms used to communicate admiration. These acts allowed speakers to express emotional involvement and positive evaluation directly.

The findings also indicate that positive politeness strategies played a significant role in admiration discourse. Speakers frequently exaggerated approval, intensified emotional expressions, and attempted to create solidarity with audiences. Such strategies enhanced interpersonal closeness and reflected the friendly and interactive nature of vlog communication.

Regarding conversational maxims, speakers generally observed the maxims of quality, relation, and manner because they aimed to provide sincere, relevant, and understandable expressions of admiration. However, the maxim of quantity was frequently flouted through repetition, excessive praise, and detailed emotional descriptions in order to intensify admiration and attract audience attention.

Moreover, pragmatic tropes such as overstatement, repetition, and metaphor were heavily employed to increase emotional impact and persuasive force. These rhetorical devices contributed to making admiration discourse more expressive, vivid, and engaging in digital communication

6. CONCLUSIONS

The present study investigated admiration from a pragmatic perspective in YouTubers' video blogs. The study demonstrated that admiration is not merely expressed through direct lexical items; rather, it is pragmatically constructed through different communicative strategies and rhetorical devices.

The findings revealed that expressive speech acts, particularly praising, complimenting, and exclaiming, were the most frequently used speech acts in admiration discourse. Representative speech acts such as describing and reporting also contributed to supporting admiration expressions. In addition, positive politeness strategies were dominant because they emphasized approval, solidarity, and emotional closeness between speakers and audiences.

The study also showed that conversational maxims played an important role in admiration discourse. While speakers generally observed the maxims of quality, relation, and manner, they frequently flouted the maxim of quantity through repetition and exaggeration in order to intensify emotional expression and admiration.

Furthermore, pragmatic tropes such as overstatement, repetition, and metaphor significantly enhanced the persuasive and emotional dimensions of admiration. These tropes enabled speakers to create vivid and impactful expressions that attracted audience attention and strengthened interaction.

Admiration in YouTubers' video blogs represents a dynamic pragmatic phenomenon shaped by speech acts, politeness strategies, conversational maxims, and rhetorical devices. The study contributes to pragmatic studies of digital discourse by highlighting how admiration is linguistically and pragmatically constructed in online communication.

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