ظاهرة الفبركة: منظور براكماتي

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The Phenomenon of Fabrication: A Pragmatic Perspective
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Abstract

Fabrication, as the deliberate act of deviating from the truth or the crafty use of language for the purpose of changing others' minds, is a key aspect of many strategic interactions including politics, bargaining, and news reporting. Yet, in spite of the importance of this topic, it has not been pragmatically given sufficient research attention. Thus, to bridge this gap in the literature, this study endeavors to deal with this topic from a pragmatic perspective. In other words, the current study is an attempt to answer the following questions: (1) What are the pragmatic aspects of fabrication? (2) How is fabrication pragmatically realized? (3) What is the pragmatic structure of fabrication? Answering these questions, which represent the aim of this study, will be achieved by means of reviewing the literature relevant to fabrication and its structure to provide a theoretical background about it, identify its types, and thus highlight its pragmatic nature.

<u>Key words:</u> fabrication, linguistic realization, strategies, pragmatic structure

الخلاصة

تعتبر الفبركة التي تعد فعل متعمد للأنحراف عن الحقيقة أو كأستخدام ماكر للغة من أجل تغيير اراء الاخرين جانب رئيسي للكثير من التفاعلات الستراتيجية كالسياسة والمساومات والتقارير الأخبارية. مع ذلك وبالرغم من أهمية هذا الموضوع ألا أنه لم يعطى أهتمام كافي من الناحية البراكماتية لذلك تسعى الدراسة للتعامل مع هذا الموضوع من منظور تداولي. بمعنى اخر تعتبر الدراسة الحالية محاولة للأجابة عن الأسئلة التالية: (1) ماهي الجوانب البراكماتية للفبركة (2) كيف تفهم الفبركة براكماتيا (3) ماهو التركيب البراكماتي للفبركة. تمثل الأجابة عن هذه الأسئلة هدفا للدراسة الحالية وتحقيق هذه الأهداف يعتمد على عرض مادة نظرية ذات صلة بالفبركة وتركيبها لغرض تمييز الفبركة وأنواعها وتسليط الضوء على طبيعتها البراكماتية.

الكلمات المفتاحية: الفبركة, التمثيل اللغوي, ستراتيجيات, تركيب براكماتي.

1. Fabrication as a Concept

Human communication is not always truth-biased; rather, there is often a tendency to fabrication so as to achieve an end. In this case, the subtle use of language is intended to fabricate through deceiving, manipulating, concealing, or hoaxing. A diversity of definitions can be spotted in the literature. For example, Van Dijk (2006: 361) defines fabrication as a 'communicative pursuit' in which fabricators try to control and direct their targets by exaggerating, omitting, inventing, and the like. It is, as emphasized by Steneck (2006: 13), conceptualized as 'a universally unethical practice'. For Kooijman (2008: 10), fabrication is falsification per se. It is a fake; something which is presented fraudulently. According to Strachman and Steck (2008: 385), it is the capacity to make something appear different from what it really is.

Moreover, Handelman (2009: 4) views fabrication as an attempt by one person to maneuver his fellow to act in a certain manner and/or for a specific goal. This means that the goal behind fabrication is advancing the interests of the targets. Thus, fabrication, Handelman (ibid. 6) proceeds, is associated with maneuvering which is an elusive concept. The reason behind such association is related to the fact that the fabricator endeavors to influence the targets' decision-making process. In this respect, Markham (2011: 2) argues that fabrication is associated with ill-intention, self-serving motives, or political gain. That is why the term has bad, dyslogistic connotations.

The basic elements of fabrication, according to Asya (2013: 1), are: (1) negative intention of the fabricator, (2) cogent influence on the targets, (3) covertness of the message, and (4) masqueraded layers of linguistic data. To elaborate, Johnson (2013: 7) differentiates between 'egregious' fabrication and 'benign' fabrication. This distinction stems from the motivation of fabrication: if the motivation is to mislead and falsely persuade, then fabrication is egregious, but if it is to protect somebody else's feelings, which is for the benefit of others rather than the fabricators, then fabrication is benign (ibid.). Egregious fabrication involves saying something which the speaker himself believes to be false or something for which the speaker lacks adequate evidence. Thus, it can be seen as "a deliberately misleading canard" (Web source 1.). Accordingly, one can argue that fabrication is a wilful perversion of facts as when a boy uses fabrication to avoid telling the whole truth about how the kitchen window got broken (ibid.).

In an earlier attempt, Fraser (1994: 145-6) has argued that fabrication falls within the large system of misrepresentation wherein misrepresentation is "the transfer of erroneous information or a false attitude toward the information that is presented". In this sense, dexterous fabricators have a large collection of strategies, whether deceptive, manipulative, or other strategies, to present fraudulent, invented information. In a similar direction, Galasinski (2000: 36-7) states that the notion of misrepresentation is the focal point of fabrication in the sense that fabricators attempt to misrepresent reality by misrepresenting what they believe to be true accounts of a state of affairs and thus misrepresenting more or less explicit propositions about reality.

Pulling all what has been discussed above together, fabrication can be operationally defined as a deliberate pragmatic phenomenon, merged with ill-intention and aimed at achieving fraudulent, illusive, wily, or devious purposes whose goals are to influence and change the beliefs, emotions, attitudes, interests, and ideologies of listeners/readers (targets, in other words) by resorting to plentiful strategies.

2. Motives of Fabrication

Ekman (1995: 63) states that there are three primary motivations of fabrication in discourse. These are: (1) avoiding any harm to a partner, helping a partner enhance or maintain his self-esteem, and protecting a partner's relationship with a third party. Fabrication with this motive is benign or innocuous; it is viewed as socially polite and relationally beneficial; (2) maintaining or shielding someone's self image to avoid embarrassment and criticism, and to fulfill an aim. Again, fabrication with this motive is benign; (3) restricting relationship harm by avoiding conflict or an emotional wound leading to psychological injury. Fabrication with such motive can be either profitable or harmful to relationship.

Elaborating on the issue, Mills (1995: 112) states that one motive of fabrication is that in which fabricators do their best to change others' beliefs, interests, and desires by offering them bad reasons, disguised as good; faulty arguments, disguised as sound. Later, Ekman (1997: 6) suggests additional motives of fabrication in which fabricators intend to: (1) get out of an awkward social situation; (2) control the information the targets have; (3) achieve cognitive effects on the part of the targets.

In a similar vein, Van Dijk (2002: 33) and (2006: 372) argues that most cases of fabrication, in any domain of language use, are intended to: (1) manipulate public opinion and generate support for actions, causes, policies, and political objectives which are intended to be promoted; (2) promote one's or group's personal interests to avoid impeachment; (3) form or change social representation

such as the knowledge, norms, attitudes, values, and ideologies of others; (4) conceal aggressive intentions and behavior; (5) preserve one's image and damage the image of others.

Above all, the ultimate motive of fabrication is persuasion (i.e., persuading others to believe, follow, and act as the fabricators want and intend). Persuasion, then, intervenes in the targets' decision-making so that the targets may unconsciously move towards an option desired by the fabricators. Thus, fabricators do their best to persuade others and impose a preferred version of reality. Fabricators tend to persuade with the aim of steering the thinking of those listening/reading to them in the direction they (fabricators) desire. In other words, they fabricate so as to persuade their victims that their words are correct.

3. Linguistic Lineaments of Fabricated Discourse

It is paramount to clear up the linguistic indicators or cues of fabrication since perusal of these linguistic criteria is important pragmatically as adroit fabricators employ them to pragmatically achieve their intentions.

Burgoon et al (1996: 726) and Vrij (2000: 22) mention that fabrication can be realized via certain kinds of linguistic markers that are concomitant with it. These include: word counts, pronoun usage, words pertaining to feelings and senses, and exclusive terms.

As for word counts, DePaulo et al. (2003: 77) show that fabricators employ fewer words when they intend to fabricate than when they tell the truth in their attempt not to provide details that may be inaccordant with their fabrication. Contrary to this, Hancock et al. (2017: 53) state that fabricators produce more words so as to persuade suspicious or skeptical receivers. As for as the current study is concerned, the two points of view are considered acceptable and, thus, adopted because fabricators may exaggerate or omit certain facts in order to achieve their purposes.

With regards to pronoun usage, Newman et al. (2003: 667) declare that fabricators do not frequently resort to first person pronouns when they fabricate a piece of discourse due to their inclination to dissociate themselves from the lie(s) being told. Therefore, they prefer using 'other' pronouns such as 'they', and 'he' in an attempt to shift the focus away from themselves.

As for words associated with feelings and senses, Burgoon et al. (2003: 39) demonstrate that fabricators incline to the utilization of more expressive words (i.e., words of emotion) in comparison to truth-tellers. The increasing use of sense words like 'see', 'hear', and the like enhances the believability of the fabrication.

As regards exclusive terms, Newman et al. (2003: 667) suggest that fabricators employ fewer exclusive words such as prepositions and conjunctions (but, except, without) than truth-tellers.

Sovran (2000: 79-81), in an earlier work, has argued that excess in the use of words with a negative semantic load (failure, hit, attack, evil) is one of the characteristics that depict fabricated discourse. Similarly, Stalnaker (2002: 25) has stated that fabricated discourses are full of vague terms and complicated sentences as well as hints, symbols, and metaphors.

Rocci (2005: 115) suggests that fallacies (false arguments) are rife in discourse of invention. Moreover, Bachenko et al. (2008: 43) argue that linguistic hedges (sort of, to our knowledge, I think, I could only assume, etc.) are one of the linguistic markers of fabricated discourse. According to Fraser (2010: 201), hedging refers to "the use of particular terms or structures that signal a lack of commitment to an utterance". This renders the value of the utterance attenuated. Thus, fabricators avoid providing the required information by creating vagueness and/or evasion. Furthermore, Perloff (2010: 71) stresses the fact that emotional appeals are often common in fabricated discourse. This is triggered by speaking about concepts that call for fear, hope, etc.

In a previous work, Dilmon (2009: 1152-1161) has argued that there are certain criteria that characterize the discourse of invention (i.e., fabricated discourse). These criteria are as follows: (1) insecurity or vagueness, (2) exaggerated behavior that deviates from normal discourse patterns, (3) a tendency to short/ long messages, (4) fewer factual declarations and more general ones, (5) linguistic ambiguity and repeated double declarations, (6) more markers of diminishment (few, a little, hardly), (7) more markers of the other (they) and fewer personal declarations as the speaker refers to himself

less, (8) high number of dependent and coordinate clauses, and (9) vast number of emotive words, collocations, and generalized words at the expense of specific words.

4. Aspects of Fabrication

Fabrication is a wily communicative phenomenon embracing various aspects. Briefly, these are as follows:

4.1 Deception

As an aspect of fabrication, deception is defined by Carson (2010: 43) as a deliberate act causing another to be misled. It is the act of causing beliefs in things that are untrue or are not the whole true (Isabel, 2013: 15).

4.2 Manipulation

Manipulation is an aspect of fabrication in which the manipulator uses cunning, sneaky ways to mentally affect the decisions of his targets. According to Handelman (2009: 46-7), manipulation is an attempt to maneuver a target, whether emotionally or intellectually, towards a specific option.

4.3 Concealment

Concealment, which is an aspect of fabrication, is defined as the total or selective suppression or hiding of information, facts, events, or circumstances that one has a duty to divulge (Strahman and Steck, 2008: 385).

4.4 Hoaxing

Robin et al. (2015) list hoaxing as a deliberately fabricated falsehood which is fundamentally common in politics, journalism, and social media. It is, thus, an effective fake story intended to defraud and mislead the public (ibid.).

5. Macro Strategies of Fabrication

General fabricative strategies are geared toward influencing targets' decisions by clouding, blurring, and twisting the truth. Below is a summary of these strategies:

5.1 Distortion

This general fabricative strategy is employed by fabricators to twist or alter facts out of their true or original states and to misrepresent characters through half-truths (giving less information than required), or equivocations (using indirectness, ambiguity, and dissociation) to remain noncommittal while fabricating the truth with vagaries (Metts, 1989: 169). Put differently, in using this general strategy, the fabricator avoids lying too much; rather, he minimizes or equivocates for fabricative purposes.

From a pragmatic perspective, this general strategy is triggered by the violation of quantity and manner maxims.

5.2 Evasion

Evasion, as a general strategy of fabrication, is resorted to by fabricators to escape, avoid, or shirk responsibility from saying/ writing something by attributing it to others. For Schroter (2013: 68), this strategy is employed by fabricators to steer away from truth.

Pragmatically speaking, the strategy of evasion ensues from the use of the fallacious arguments of appeals to authority to attribute the fabrication to others. (See 6.5 below).

5.3 Diversion

Recourse to this general strategy of fabrication is intended to stray the audience away from the main event. Moreover, it is meant to maneuver the audience and draw their attention away from a planned point of action and concentrate it on side issues and events rather than the main points of the report.

For Chomsky (1991: 331-2), this strategy is influential at confusing the targets by inundating them with inconsequential information with the result that their attention is deviated from the real important matter.

Pragmatically speaking, this general strategy is triggered by the use of speech acts (particularly that of attacking) as well as pragma-rhetorical strategies, fallacious arguments (particularly pathetic

arguments), and the violation of the maxim of relation by communicating irrelevant information to offlead targets' attention.

5.4 Emotional/ Intellectual effect

According to Chomsky (1991: 337), this general strategy is widely employed in the media to fabricate facts and events by arousing the feelings of the audience to persuade them of the speakers'/ writers' beliefs and goals. Damer (2009: 102) argues that this general strategy of fabrication is pragmatically triggered by the use of fallacious arguments to strengthen the fabricative claims of the fabricator, implant his ideas and ideologies, and induce actions on the part of the audience. (See 6.5 below).

5.5 Innuendo

Innuendo, Bell (1997: 36-7) notes, is a general strategy aiming at changing the targets' beliefs and actions in a covert furtive way. Thus, this strategy is resorted to in order to covertly intimate or insinuate with the goal of affecting the audience, convincing them, and inducing actions on their part. According to Rozina and Karapetjana (2009: 115), this general strategy is pragmatically realized through the violation of manner maxim.

5.6 Silence

Jaworski (1993: 135) confirms that silence, also called secret, is the most suitable strategy when one intends to be indirect because it involves avoidance which means keeping silent on or hiding a particular issue. In news reporting, for instance, reporters resort to this general strategy in order to deliberately avoid highly conspicuous matters. This means that this strategy is intended to intentionally omit important issues that the reporter intends not to speak/ write about.

Thus, silence, as a strategy, can be fabricatively employed by fabricators to avoid and hide important issues with the purpose of deluding the audience, changing their minds, and inciting actions on their parts. For instance, a news reporter may purposefully keep silent on a particular event or character and continues to dance around the general topic without indulging into important details.

Pragmatically speaking, this general strategy is triggered by the violation of quantity maxim, namely complete omissions.

5.7 Prevarication

This general strategy is intended to fabricate by resorting to ambiguity (Clark, 1978: 25). From a pragmatic perspective, this strategy is achieved by the violation of manner maxim (perspicuity), particularly through the use of indirect references (allusions) which are not interpretable without knowledge of the functions of their references. This strategy, which is rife in all domains of language use, is evident in the following example wherein 'Guernsey' is an indirect reference to a person living in Guernsey:

- Guernsey has just arrived.

Accordingly, this strategy is pragmatically triggered by the violation of manner maxim, or, as McCornack (2009: 13) puts it, manipulating clarity of expressions to conceal and hence produce fabricated messages.

5.8 Issuing rumours

This strategy, DiFanzo and Bordia (2007: 14) argue, involves the use of unverified assertions, particularly in conflicts, crises, war times, and politics. Accordingly, issuing rumours is an opulent strategy in the process of fabrication wherein it can achieve an informative function (through providing information though unverified) and an expressive or effective function (through recording false information that may arouse the feelings of the audience and twist their vision (ibid.).

From a pragmatic standpoint, issuing rumours is triggered by the use of infelicitous speech acts (particularly assertives) as well as the violation of quality maxim and fallacious arguments.

Issuing rumours is different from lying. While lying is downright falsehoods intended to subvert facts, rumours are statements or claims of questionable accuracy which are generally in circulation without confirmation or certainty.

5.8 Positive Self/Negative Other-Presentations

Van Dijk (2003: 44) argues that this overall cognitive strategy with its four principles (emphasize positive things about Us, emphasize negative things about Them, de-emphasize negative things about Us, and de-emphasize positive things about Them) is commonly employed by fabricators as a form of polarization showing contrast. Through using this fabricative strategy, speakers/ writers emphasize the positive attributes or characteristics of the group to which they belong, the political party they support, and so forth (ibid.). Such a description often manifests itself as an emphasis of own tolerance, hospitality, lack of bias, empathy, support of human rights, or compliance with the law or international agreements and at the same time emphasizes the negative attributes of others (ibid. 81).

From a pragmatic perspective, this strategy is triggered by the use of fabricative assertive speech acts, false presuppositions, fallacious arguments and pragma-rhetorical strategies.

6. Micro Strategies of Fabrication

The macro strategies introduced in the previous section can be pragmatically realized via a number of micro strategies (triggers, devices, tools, means) as illustrated below:

6.1 Infelicitous Speech Acts

Vinokur (1989: 19) states that a wide range of speech acts (henceforth SAs) can be exploited as tools in the communicative process of fabrication in order to achieve intended perlocutionary effects on their receivers. In most cases, SAs are resorted to in order to hide or keep covert fabricators' real intentions (Zheltuhina, 2004: 14). Moreover, SAs, as Rigotti (2005: 68) claims, serve fabricators' aim in garbling the vision of the world in the minds of the audience by providing them with statements whose sincerity conditions are violated, while, at the same time, asserting them as truthful.

Following Rigotti (ibid. 70), infelicitous SAs are essential pragmatic tools in fabricating a piece of information because they serve the purpose of changing receivers' beliefs and attitudes. In other words, they are intended to produce a pre-planned perlocutionary effect on the audience. This effect is an attempt to get the audience form some correlative attitude and act in a specific way (ibid. 71).

Thus, SAs can be used as pragmatic devices that realize various general fabricative strategies. This involves twisting their vision of the world and misrepresenting reality by providing them with infelicitous statements what results in changing their beliefs and attitudes and invokes actions on their parts.

Based on Searle's (1969) taxonomy which is considered more exhaustive than other taxonomies, these SAs include: (a) representative SAs of asserting, claiming, describing, attributing, and accusing which are used to form insincere belief and get the audience form the same belief, (b) directive SAs of warning, urging, and recommending that are employed to get the audience carry out a certain course of conduct, (c) expressive SAs of (dis)praising, deploring, and expressing regret which are fabricatively utilized to affect the audience and arouse their emotions, and (d) SAs with modal auxiliaries that can be used in a fabricative manner to express necessity, obligation, or inducement.

An example of a representative SA used fabricatively is the following excerpt printed in the Independent. The assertive SA of affirming (asserting), as Archer et al (2012: 39-40) avers, is used to form a false belief to get the audience form the same belief.

- "Syria's president Bashar al-Assad deceived United Nations inspectors and *still has "hundreds of tons" of lethal chemicals stockpiled*. In 2014, Syria said it had handed over all of its chemical weapons to the UN's Organization for the Prohibition of Chemical Weapons (OPCW). At the time, *Barrack Obama said the stockpile had been '100 per cent eliminated'*" (Web source 2).

In the above excerpt, use is respectively made of the infelicitous representative SAs of asserting and claiming whose sincerity condition is violated. Such acts are therefore fabricative and they are employed as strategies to realize the general fabricative strategy of lying.

6.2 Maxims Non-observance

Maxims non-observance, as a pragmatic apparatus of fabrication, implies maxims violation. According to Grice (1989: 30), maxims violation means failing to observe them quietly and unostentatiously. In this respect, McCornack (2009: 5) argues that violation is not so blatant as to be obvious to the receivers.

Fabrication stems from the violation of conversational maxims which are viewed as tools triggering various macro fabricative strategies. In other words, the violation of the maxims can be taken as a heuristic scheme for the analysis of fabricated messages. Hence, maxims violation can be employed as a pragmatic strategy in the analysis of fabrication to mislead the audience and shape their thinking. McCornack (2009: 9-12) summarizes maxims violation as follows:

- Quantity violation (complete omission of sensitive information, disclosure of some sensitive information, prolonging sensitive information.
- Quality violation (the presentation of completely fabricated information (lies) or distorted versions of sensitive information).
- Relation violation (deviating the argument away from potential disclosure of 'dangerous' information).
- Manner violation (manipulating clarity of expression to fabricate messages).

For instance, in the following report, the same reporter violates the second sub-maxim of quality maxim by attributing killings, massacres, and other human rights abuses and war crimes in Syria to Hezbollah and other Shia militias, which is, in fact, not the case:

- "No similar reference was made to the role of the Shia militias or Hezbollah, both of which have a well-established record of carrying out killings, massacres, and other human rights abuses and war crimes" (www.aljazeera.com).

Another example is the following headline where the reporter violates both the maxim of quality (by saying something he lacks evidence for) and the maxim of quantity (by exaggerating the falsehood he is reporting):

- "Assad kills at least 85 with chemical weapons"
  "A dictator defies the world" (www.economist.com).

In the above headline, the violation of quality maxim is represented by saying something doubtful (that is, attributing the crime of killing 85 with chemical weapons to Assad), while the violation of quantity maxim is represented by the over-negative presentation of the Syrian president as a 'dictator' who 'defies' the world.

In sum, the following figure shows the relation between some of the macro fabricative strategies surveyed above and the micro pragmatic strategy of maxims non-observance:
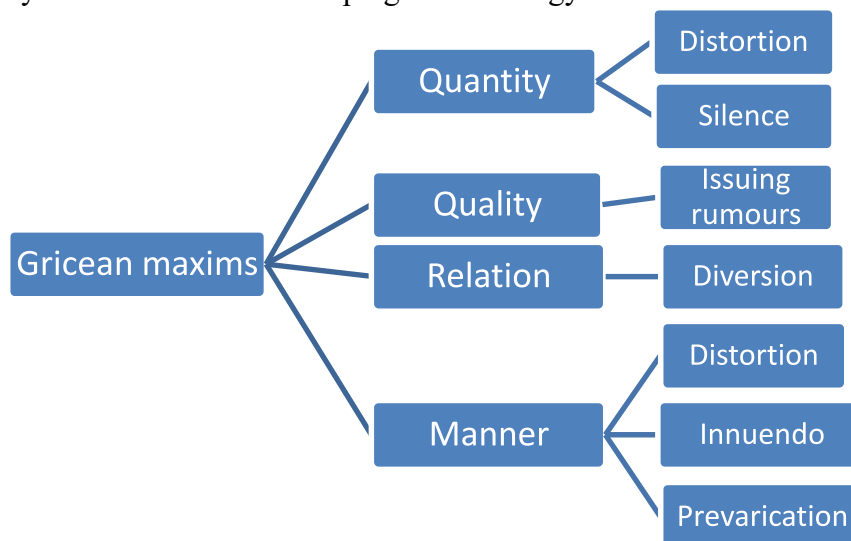
Figure (1): Relation between General Fabricative Strategies and Maxims Violation

6.3 False Presupposition

False presupposition, Richardson (2007: 63) states, is the presumption of false information or information that may not be true. Macagno and Walton (2014: 175) argue that fabricators have recourse to this device when they intend to assume a proposition that is known to be potentially false, unshared, or unacceptable without incurring a communicative failure. Thus, fabricators, through the employment of this device, try to implant false, misguided, or misleading beliefs in their targets' minds by presupposing false, implicit claims embedded within the explicit meaning of a text or utterance.

This pragmatic device involves the use of certain constructions called presupposition triggers. Based on Yule (2000: 27-8), the triggers, with relevance to the study of fabrication, are existential (definite descriptions), lexical (the use of certain verbs, adjectives, and adverbs), and structural (wh-questions).

An example is the following question printed in the Guardian, Saturday Review, 8 December 2001 "Why do Islamist terrorist groups like al-Qaeda and Hamas want to crush the West and destroy Israel? Michael Scott Doran unravels the historical roots of their extremism" which presupposes the existence of such an intention (i.e., crushing the West and destroying Israel); it also falsely presupposes that Hamas is categorized as Islamist terrorist groups.

6.4 Pragma-rhetorical Devices

Pragma-rhetorical devices are tropes, whether substitution or destabilization tropes, involving (1) twists in the ordinary signification of words, and (2) implications on the part of the speakers/ writers (McQuarrie and Mick, 1996: 433). Destabilization tropes choose an expression whose meaning is indeterminate in its context to achieve fabricative purposes (wherein 'indeterminate' means the availability of multiple co-existing meanings, no one of which offers a final resolution), while substitution tropes choose an expression that requires an adjustment by its target in order to grasp its intended meaning. The required adjustment takes place along a dimension such as exaggerated/ understated (overstatement/ understatement), strong/ weak assertive force (rhetorical question), and part/ whole relationship (metonymy) (ibid.).

The following figure is a schematization of the tropes which are relevant to the present study:
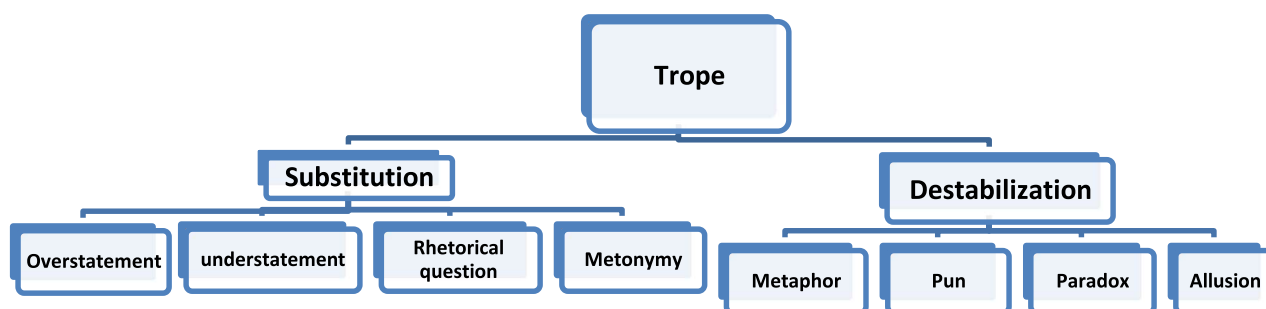
Figure (2): Taxonomy of Tropes

These tropes are briefly explained in what follows:

a. Overstatement is the act of exaggerating a fact, an event, or a description to make it more serious by laying emphasis on it as in the following headline for a computer system cited by McQuarrie and Mick (1996: 433) where the word 'destruction' which is used because someone pressed the wrong button on a computer terminal is fabricatively exaggerated:

-    "Witness the destruction of an entire department"

b. Understatement means saying less and meaning more to achieve the speakers'/ writers' fabricative goals (ibid.).

c. Rhetorical questions are questions with an assertive force. Such questions are influential in the process of fabrication because "instead of asserting a claim straight out, one supplies an interrogative phrasing, thus treating the claim as open to doubt, whereas the intent is for it to be taken as certain" (ibid. 432) (For an example, see section 6.3).

d. Metonymy is a trope in which substitution can occur in a relationship of part-to-whole (ibid. 433) as in the following example presented by Halper (1996: 39):

- Sails crossed the deep (wherein sails stand for ships)

e. Metaphor is the trope of conceptual similarity opening up new implications (McQuarrie and Mick, 1996: 433).

f. Allusion is the trope of making an indirect reference to something; it is a trope of purposive ambiguity with the aim of swaying the audience.

6.5 Fallacious Arguments

Fallacious arguments, according to Walton (1995: 1), are arguments that fall short of some standards of correctness and are employed as pragmatic devices that are intended to trick and persuade the audience. In a similar vein, Fearnside and Holther (2005:11) argue that fallacious arguments are witty tricks for getting people to accept false premises as true.

Fallacies, as pragmatic devices, involve different kinds of arguments, the most important of which are pathetic fallacies where the arguer builds his arguments on manipulating the audience's emotions due to the fact that the audience, as Fearnside and Holther (2005: 6) and Walton (2007: 21) emphasize, is led by emotion more than reason. Thus, pathetic fallacies (also called psychological fallacies) are the commonest fallacies that conjure the audience and beguile them with the help of emotional embellishments and various emotional fallacious appeals which are practiced for distraction and diversion.

In what follows, the fallacies that are adopted as pragmatic persuasive devices and which are in the first flight in the process of fabrication will be listed:

a. Emotional coloration or what is called the glittering generality fallacy (a fabricative device that involves influencing the audience through the exploitation of coloured terms in an attempt to obscure sound judgements and pervert truth. Put differently, the biased use of words is intended not to reflect reality but to create it through reflecting the interests of language users (Fearnside and Holther, 2005: 59).

b. Impressing by large numbers (this fallacy involves the arguer pointing out that there are many who hold and support his beliefs as in exploiting expressions such as "all the world knows" and "great numbers know" (ibid. 71).

c. Forestalling disagreement (these are fallacious arguments in which the arguer phrases his ideas in a way that forestalls disagreement through utilizing expressions such as "as it is obvious, as anyone can see", or through flattery of the audience, and appeals to the desire to be agreeable and respectable (ibid. 80).

d. Creating misgivings (these are fallacious arguments that create big lies with the intention of fabrication (ibid. 81).

e. Appeals to authority (in an attempt to give weight and strength to what they say/ write, fabricators resort to authorities. Such arguments are fallacious because they are manipulative attempts to persuade the audience of the authenticity of the fabricated text (ibid. 67). This is evident in the following example:

- *US Secretary of State Rex Tillesonr called Tehran the world's 'leading state-sponsor of terrorism'* (www.aljazeera.com).

f. Pathetic fallacies (these are fallacious arguments that involve an appeal to emotion (fear, pity, spite, and the like) (Richardson, 2007: 160).

g. Hasty generalization (the fallacy of making conclusions and assumptions based on insufficient and inadequate samples (Hurley, 2008: 134). This is evident in the following example:

- My fiend and I say that our philosophy class is hard. *All philosophy classes must be hard*.
The above argument is a fallacy of hasty generalization because two persons' experiences are not enough to base a conclusion on. This makes the argument fabricative.
h. Circular reasoning (an argument, sometimes called assuming the conclusion, in which the arguer begins with what he is trying to end up with

7. Conclusions

On the basis of what has been discussed above, the following conclusions can be introduced:

1. Fabrication, which is defined as a deliberate pragmatic phenomenon, merged with ill-intention and aimed at achieving fraudulent, illusive, wily, or devious purposes, enfolds manifold aspects. These are: deception, manipulation, concealment, and hoaxing.

2. Fabrication is realized in terms of macro strategies and micro pragmatic strategies. The former are fabricative strategies that aim at influencing targets' decisions through clouding, blurring, and twisting the truth. The latter, per contra, pragmatically realize or trigger the former.

3. The pragmatic structure of fabrication ensues from the employment of macro fabricative strategies and their pragmatic realizations. The macro strategies involve: distortion, evasion, diversion, prevarication, silence, issuing rumours, emotional/ intellectual effect, positive self/ negative other-presentation, and innuendo, whereas the pragmatic devices that fulfill them are: infelicitous speech acts, maxims non-observance, false presuppositions, pragma-rhetorical strategies, and fallacious arguments.

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