Contents

| | tors pretace | XVII | |
|-----------|--|-------|--|
| Acknowle | dgements | XIX | |
| How to us | se this book | xxiii | |
| SECTION | A INTRODUCTION | 1 | |
| Unit A1 | The origins of pragmatics | 3 | |
| A1.1 | Definition and delimitation of pragmatics | | |
| A1.2 | Pragmatics and the relationship to other disciplines | | |
| A1.3 | Speaker meaning and sentence meaning | | |
| A1.4 | Context and function | | |
| A1.5 | 5 Pragmatic theories | | |
| A1.6 | Pragmatics and methodology | 9 | |
| A1.7 | Challenges for the future | 9 | |
| | Summary and looking ahead | 10 | |
| Unit A2 | Research methods in pragmatics | 11 | |
| A2.1 | Data collection and the observer's paradox | 11 | |
| A2.2 | Data types | 12 | |
| | A2.2.1 Authentic data - written | 12 | |
| | A2.2.2 Authentic data - spoken | 13 | |
| | A2.2.2.1 Field notes | 13 | |
| | A2.2.2.2 Broadcast data | 13 | |
| | A2.2.2.3 Recording | 14 | |
| | A2.2.3 The hybridity issue | 14 | |
| | A2.2.4 Elicited data | 15 | |
| | A2.2.4.1 Discourse completion tasks | 15 | |
| | A2.2.4.2 Role-play (and role-enactment) | 15 | |
| A2.3 | Evidence in pragmatic research | 16 | |
| A2.4 | Transcribing spoken language | 17 | |
| A2.5 | Corpus pragmatics: combining quantitative and qualitative analyses | 20 | |
| | A2.5.1 Searching a corpus for pragmatic phenomena | 20 | |
| | A2.5.2 Using POS and syntactic annotation to investigate pragmatic | | |
| | phenomena | 21 | |
| | A2.5.3 Pragmatic annotation | 21 | |
| | Summary and looking ahead | 22 | |
| Unit A3 | The semantic-pragmatic interface | 24 | |
| A3.1 | The meaning of meaning in pragmatics | 24 | |
| A3.2 | Reference | 25 | |
| A3.3 | Deixis | 26 | |

| A3.4 | A3.3.1 Deixis and attitudinal orientation: some case studies Presupposition | 28 30 |
|---------|--|----------|
| ,,,,,,, | A3.4.1 Presuppositions and our knowledge of the world | 31 |
| A3.5 | Grice's enduring influence | 32 |
| | Summary and looking ahead | 34 |
| | Speech acts: doing things with words | 35 |
| A4.1 | Austin's Performatives | 35 |
| | A4.1.1 Explicit and implicit performatives | 36 37 |
| 440 | A4.1.2 A full-blown theory of action | 37 |
| A4.2 | Searle's theory of speech acts | 39 |
| 112 | A4.2.1 A typology of speech acts | 40 |
| | Criticizing speech act theory Direct and indirect speech acts | 41 |
| A.4.4 | A4.4.1 Asking someone to do something | 43 |
| 115 | Speech acts as routines | 44 |
| A4.0 | Summary and looking ahead | 45 |
| | | 47 |
| | Implicature | 47 |
| A5.1 | Meaning more than 'what is said' | 47 48 |
| | A5.1.1 Conventional and conversational implicatures | 49 |
| | A5.1.2 Meaning _N and meaning _{NN} A5.1.3 Grice's Cooperative Principle and the conversational maxims | 51 |
| | A5.1.4 Ways of breaking the maxims | 51 |
| AFO | Rethinking Grice: Neo-Gricean pragmatics | 53 |
| A5.2 | A5.2.1 Leech's (1983) expansionist approach | 54 |
| | A5.2.2 Horn's (1984) reductionist approach | 54 |
| | A5.2.3 Levinson's (1995, 2000) revisionist approach | 55 |
| A5 3 | Sperber and Wilson's post-Gricean pragmatics | 58 |
| | The role of S and H in meaning making | 59 |
| 70.4 | Summary and looking ahead | 60 |
| Unit A6 | Pragmatics and discourse | 62 |
| | Categorizing discourse structure: two seminal approaches | 62 |
| | Sacks, Schegloff and Jefferson (1974) | 64 |
| | Sequential organization and turn-taking | 65 |
| | A6.3.1 Adjacency | 67 |
| | A6.3.2 Preference organization | 68 |
| | A6.3.3 Openings and closings | 69 |
| A6.4 | Discourse structure in institutional settings | 71 |
| | Summary and looking ahead | 72 |
| Unit A7 | Pragmatic markers | 74 |
| | What are pragmatic markers? | 75 |
| | Delimiting pragmatic markers | 75 |
| | Typical characteristics of pragmatic markers | 76 |
| | Pragmatic markers and function | 78 |
| A7.5 | Pragmatic markers and text-type | 80 |
| A7.6 | Pragmatic markers and sociolinguistic variation | 81 |
| | Summary and looking ahead | 82 |

| Unit A8 | Pragmatics, facework and im/politeness | 84 |
|---------|--|-----|
| A8.1 | Goffman's influence | 84 |
| A8.2 | Brown and Levinson's linguistic politeness model | 85 |
| A8.3 | Criticisms of the model | 87 |
| A8.4 | Leech's politeness model | 88 |
| | Culpeper's (1996) 'anatomy of impoliteness' | 90 |
| | Criticisms of - and revisions to - Culpeper's approach | 91 |
| | A return to Goffman | 92 |
| A8.8 | Extending impoliteness models to capture verbal aggression | 93 |
| | Facework and im/politeness: the postmodern perspective | 94 |
| | Summary and looking ahead | 95 |
| | Pragmatics, prosody and gesture | 96 |
| A9.1 | Prosody and pauses | 97 |
| A9.2 | Prosody and information structure | 98 |
| A9.3 | Prosody, speech acts and implicature | 100 |
| A9.4 | Intonation and social rituals | 103 |
| A9.5 | Intonation and discourse markers | 104 |
| A9.6 | Intonation and conversation management | 105 |
| A9.7 | Body language: gesture, gaze and proximity | 106 |
| A9.8 | Teaching the pragmatics of prosody | 108 |
| | Summary and looking ahead | 108 |
| | Cross-cultural pragmatics | 110 |
| | Speech acts and indirectness | 110 |
| | Pragmalinguistic or sociopragmatic failure: what is going wrong? | 111 |
| | Forms of address | 112 |
| | Cultural scripts | 114 |
| A10.5 | Discourse | 115 |
| | A10.5.1 Backchannels | 115 |
| | A10.5.2 Silence | 115 |
| | A10.5.3 Interruptions | 117 |
| A10.6 | Prosody | 117 |
| | A10.6.1 Pitch height and range | 117 |
| | A10.6.2 Non-verbal communication | 118 |
| | Summary and looking ahead | 118 |
| | Historical pragmatics | 119 |
| | The need to know one's data - and also 'know' what we do not know | 119 |
| | Exploring 'pragmatic noise' in times past | 120 |
| | Historical pragmatics: approaches and principles | 121 |
| | Fuzziness approach to speech act research: insulting as a case study | 122 |
| A11.5 | Exploring facework: 'you'/'thou' and other address formulae | 125 |
| | A11.5.1 'You'/'thou' | 125 |
| | A11.5.2 Address formulae | 127 |
| A11.6 | Grammaticalization: 'goodbye' and '(God) bless you' | 128 |
| | Summary and looking ahead | 129 |
| | Pragmatics and power | 130 |
| | What is power? | 131 |
| | CDA investigations: what makes them critical? | 132 |
| A12.3 | Do pragmatic investigations of 'power' constitute a 'critical pragmatics'? | 133 |

| A12.5 A12.6 A12.7 | Pragmatic investigations of 'power in talk': the courtroom Pragmatic investigations of 'power in talk': police interaction Pragmatic investigations of 'power in talk': political interviews Pragmatic investigations of 'power in talk': doctor-patient interactions Power, talk and the workplace: a snapshot Summary and looking ahead | 134 136 137 139 142 143 |
|-------------------------|---|---|
| SECTION | B EXTENSION | 145 |
| B1.1 B1.2 | The origins of pragmatics Introduction Nerlich (2010) Leech (1983) Further reading | 147 147 147 149 152 |
| B2.1 B2.2 B2.3 | Research methods in pragmatics Introduction Kasper (2000) Van der Henst and Sperber (2004) Kohnen (2009) Further reading Looking ahead | 154 154 155 156 159 161 161 |
| B3.1 B3.2 B3.3 | The semantic-pragmatic interface Introduction Jaszczolt (2010) Stalnaker (1974) Enfield (2003) Further reading Looking ahead | 162 162 162 165 167 169 |
| B4.1 B4.2 B4.3 | Speech acts: doing things with words Introduction Manes and Wolfson (1981) Jucker (2009) Eisenstein and Bodman (1993) Further reading Looking ahead | 170 170 170 173 175 178 178 |
| B5.1 B5.2 B5.3 | Implicature Introduction Grice (1989) Leech (1981) Wilson (2010) Further reading Looking ahead | 179 179 179 181 182 186 186 |
| B6.1 B6.2 B6.3 | Pragmatics and the structure of discourse Introduction Tsui (1994) Stubbs (1983) McCarthy (2003) | 187 187 187 190 192 |

| | Further reading Looking ahead | 196 196 |
|----------|---|------------|
| | Looking arroad | |
| Unit B7 | Pragmatic markers | 197 |
| | Introduction | 197 |
| | Diani (2004) | 197 |
| B7.3 | Gilquin (2008) | 200 |
| B7.4 | Rühlemann (2007) | 203 |
| | Further reading | 205 |
| | Looking ahead | 205 |
| Unit B8 | Pragmatics, facework and im/politeness | 207 |
| B8.1 | Introduction | 207 |
| B8.2 | O'Driscoll (2007) | 208 |
| B8.3 | Watts (2003) | 211 |
| B8.4 | Culpeper, Bousfield and Wichmann (2003) | 212 |
| | Further reading | 216 |
| | Looking ahead | 216 |
| Unit B9 | Prosody: intonation | 217 |
| B9.1 | Introduction | 217 |
| B9.2 | Mennen (2007) | 218 |
| B9.3 | Wichmann (2004) | 219 |
| B9.4 | Gussenhoven (2004) | 222 |
| | Further reading | 224 |
| | Looking ahead | 224 |
| Jnit B10 | Cross-cultural pragmatics | 225 |
| B10.1 | Introduction | 225 |
| B10.2 | Wierzbicka (2003) | 226 |
| B10.3 | Thomas (1983) | 227 |
| B10.4 | Argyle (1988) | 229 |
| | Further reading | 231 |
| | Looking ahead | 231 |
| Jnit B11 | Historical pragmatics | 232 |
| B11.1 | Introduction | 232 |
| B11.2 | Culpeper (2010) | 232 |
| B11.3 | Kohnen (2009) | 235 |
| B11.4 | Taavitsainen and Jucker (2008b) | 237 |
| | Further reading | 240 |
| | Looking ahead | 241 |
| Jnit B12 | Analysing power | 242 |
| B12.1 | Introduction | 242 |
| B12.2 | Van Dijk (2006) | 243 |
| | Harris (1995) | 244 |
| | Haworth (2006) | 247 |
| | Further reading | 249 |
| | Looking ahead | 250 |

| SECTION | C EXPLORATION | 251 |
|---------|---|----------------|
| C1.1 | Choosing, transcribing and annotating a dataset Using internet sources to create a corpus | 253 253 |
| | Designing and using a discourse completion task | 254 |
| | Transcribing speech | 255 |
| C1.4 | Annotating a corpus for pragmatic information | 256 |
| | Further reading | 257 |
| Unit C2 | Exploring routinized speech acts using corpora | 258 |
| C2.1 | Comparing compliments across varieties of English | 258 |
| C2.2 | Responding to compliments | 259 |
| C2.3 | Requesting patterns | 260 |
| C2.4 | Thanking | 260 |
| | C2.4.1 Examples of thanking | 261 |
| C2.5 | Ways of saying thank you | 263 |
| Unit C3 | Testing for implicatures | 264 |
| C3.1 | GCIs - nonce or generalized? | 264 |
| C3.2 | Scalar implicatures | 266 |
| C3.3 | Requests about the time | 267 |
| Unit C4 | The organization of discourse structure | 269 |
| C4.1 | Prefaces | 270 |
| C4.2 | Response items | 270 |
| C4.3 | Telephone openings | 271 |
| | Telephone closings | 272 |
| C4.5 | Questions in institutional settings | 273 |
| Unit C5 | Pragmatic markers: further explorations | 275 |
| C5.1 | Prototypical features of pragmatic markers | 275 |
| C5.2 | Be like | 276 |
| C5.3 | The social function of pragmatic markers | 276 |
| Unit C6 | Facework and im/politeness | 278 |
| C6.1 | Using corpora to study facework and im/politeness | 278 |
| C6.2 | Facework, politicians and the media | 281 |
| C6.3 | Using Leech (1983) to explain impoliteness/face damage in political interviews | 281 |
| 11-3-07 | Possed and an archal assessment at the | 284 |
| | Prosody and non-verbal communication | |
| | Paralinguistic effects | 284 |
| | Pointing | 285 |
| | Greetings | 285 |
| | Reported speech and mimicry | 286 |
| C7.5 | Response tokens and vocalizations | 287 |
| | Cross-cultural and intercultural pragmatics | 288 |
| | Forms of address | 288 |
| | Directives (in British and American English) | 289 |
| C8.3 | Implications for teaching and learning | 290 |

| Unit C9 | Power | 291 |
|-----------|---|-----|
| C9.1 | Investigating othering in a political context | 291 |
| C9.2 | War, metaphors, politics and the media | 292 |
| C9.3 | Exploring issues of framing | 294 |
| Reference | es | 296 |
| Index | | 319 |