CONTENTS

Welcoming Remarks James E. Alatis Dean, School of Languages and Linguistics	vii
Introduction Deborah Tannen Chair, Georgetown University Round Table on Languages and Linguistics 1981	ix
Alton L. Becker On Emerson on language	1
Walter J. Ong, S.J. Oral remembering and narrative structures	12
Robin Tolmach Lakoff Persuasive discourse and ordinary conversation, with examples from advertising	25
Frederick Erickson Money tree, lasagna bush, salt and pepper: Social construction of topical cohesion in a conversation among Italian-Americans	43
Emanuel A. Schegloff Discourse as an interactional achievement: Some uses of 'uh huh' and other things that come between sentences	71
Malcolm Coulthard and David Brazil The place of intonation in the description of interaction	94

iv / Contents

Roger W. Shuy Topic as the unit of analysis in a criminal law case	113
Catherine E. Snow and Beverly A. Goldfield Building stories: The emergence of information structures from conversation	127
Georgia M. Green Competence for implicit text analysis: Literary style discrimination in five-year-olds	142
Joseph E. Grimes Topics within topics	164
Teun A. van Dijk Episodes as units of discourse analysis	177
J. L. Morgan Discourse theory and the independence of sentence grammar	196
V. Melissa Holland and Janice C. Redish Strategies for understanding forms and other public documents	Alton L. Oo Em
William Labov Speech actions and reactions in personal narrative	205
Charles J. Fillmore Ideal readers and real readers	248
William Bright Literature: Written and oral	o mini
Sally McLendon Meaning, rhetorical structure, and discourse organization in myth	
Joel Sherzer The interplay of structure and function in Kuna narrative, or: How to grab a snake in the Darien	200
John J. Gumperz The linguistic bases of communicative competence	
Ron Scollon The rhythmic integration of ordinary talk	(335)

371

Steven Feld and Bambi B. Schieffelin Hard talk: A functional basis for Kaluli discourse Fred 'Doc' Bloodgood

The medicine and sideshow pitches