

**8<sup>th</sup> Łódź Symposium**

**New Developments  
in Linguistic Pragmatics**

**15-17 May 2017**

**University of Łódź, Poland**

**Book of Abstracts**

edited by  
Piotr Cap

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*Book of Abstracts* edited by

Piotr Cap

Printed directly from camera-ready materials provided to Łódź  
University Press

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Published by Łódź University Press. First Edition. W.07998.17.0.1

Printing sheets 9.5

ISBN 978-83-8088-652-0

<http://dx.doi.org/10.18778/8088-737-4.01>

# **KEYNOTE PRESENTATIONS**



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## **At-issue versus backgrounded content: The case of parentheticals**

In this paper, I am concerned with the distinction between at-issue versus backgrounded content as it applies to the special case of parentheticals. Since the category of parentheticals is large and heterogeneous, one sub-class of parentheticals will be especially in focus, namely the class of non-restrictive relative clauses (NRRs), also called appositive relative clauses, an example of which is given in (1) below. NRRs are typically contrasted with restrictive relative clauses (RRs), an example of which is given in (2) below:

1. Pat's book, which was published by Blackwell, has sold a million copies.
2. Pat's book that was published by Blackwell has sold a million copies

Even within the class of NRRs, it will turn out that there is not a set of features whose possession is both necessary and sufficient for belonging to that class. However, it is often claimed that a shared feature common to all NRRs is that they express propositions that are logically independent of the propositions expressed by the main clauses within which they are embedded. Moreover, many assume that NRRs are backgrounded relative to the main clause information. That is, it is assumed that the main clause expresses the at-issue content while the NRR expresses backgrounded content. For example, this not-at-issue status of NRRs is taken for granted by Dillon, Clifton & Frazier (2014) in their experimental

investigation of how memory resources are allocated for the processing of NRRs and RRs of varying lengths. My main aim in this paper is to argue that NRRs should not automatically be thought of as expressing not-at-issue content and that their status is in fact more ambiguous (and for this reason more interesting). I will show below that the (default) background status of their contents can be manipulated by pragmatic context, and that backgrounded content can in certain circumstances be brought to the fore. A subsidiary aim is to look at some experimental investigations of NRRs. While NRRs have been fairly well studied by linguists from syntactic, semantic, and pragmatic points of view, they have not been investigated as systematically from a processing perspective. Processing facts can be of some help in addressing the topic of backgrounded versus at-issue content.

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## **Interpersonal pragmatics: A relational lens on online health practices**

In this paper I report on a research project entitled “Language and health online: Typing yourself healthy”, for which the framework of Interpersonal Pragmatics was employed. Interpersonal Pragmatics proposes a particular relational perspective on data. I will share examples of how our mixed methodology was employed in order to answer questions on relational work, i.e. the negotiation of identities and relationships that involve the creation of expertise, trust and credibility. While a selection of results will be discussed derived from data as diverse as English online smoking cessation sources, email counselling, and advice columns, the main focus of the paper lies on illustrating the methodological steps developed for this project in pragmatics: We combine discourse analysis, corpus linguistics, and content analysis with linguistic analysis of particular text passages. A mixed method approach allows us to uncover specific patterns of relational work more holistically.





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## **Understanding pragmatics**

Pragmatics is the discipline within linguistics that deals with actual language use. Language use is not only dependent on linguistic, that is grammatical and lexical knowledge, but also on cultural, situative and interpersonal contexts and conventions. One of the central aims of pragmatics is to research how context and convention – in their broadest sense – contribute to meaning and understanding. Thus, the social and cultural embedding of meaning is a central prerequisite for understanding pragmatics. Research in linguistic pragmatics deals with how speakers use their language(s) in various situations and contexts: what speakers do when they speak and why they do it. Pragmatics focuses on the actual language users, their communicative behavior, their world and their point of view. Pragmatics studies language and its meaningful use from the perspective of language users embedded in their situational, behavioral, cultural, societal and political contexts, using a broad variety of methodologies and interdisciplinary approaches depending on specific research questions and interests. Indeed, if we look at core domains of the discipline, we realize that linguistic pragmatics can be regarded as a transdiscipline that is relevant for, and has its predecessors in, many other disciplines such as Philosophy, Psychology, Ethology, Ethnology, Sociology and the Political Sciences. In this talk I take up this point and discuss a selection of core issues of Pragmatics that were introduced into the field via these six disciplines.



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## **Is lying a type of speech act? Lessons from white lies**

According to Bok (1978: 58), white lies are falsehoods “not meant to injure anyone and of little moral import”, a practice in some cases so routine as to constitute a “particular sort of communicative competence” (Camden et al. 1984: 321). Naïve subjects’ ratings of the truthfulness of their own statements (Turner et al. 1975) support this idea, by suggesting that a good two thirds of everyday conversation consist of various degrees of falsehoods. But if white lies are so common, are they still lies?

In this talk, I will be proposing an analysis on which a potential lie comes with two intentions: the first, a classic Gricean r-intention (Grice 1957) invests the speaker’s utterance with meaning and is intended to be recognized and fulfilled in its recognition; the second ‘lying’ intention, however, is *not* a Gricean r-intention at all but rather must remain hidden in order to be fulfilled. It is precisely in how they handle this second ‘lying’ intention that white lies differ from real lies: in real lies, this intention *must not* be recognized or it fails (the speaker is revealed to be a liar); but in white lies, it *may* be recognized and, in fact, the politeness of the speaker’s utterance can be strengthened if it is. The proposed analysis builds on Saul’s (2012) definition of lying, which ties lying to what is said by the speaker’s utterance and not necessarily the intention behind it. This allows me to locate the politeness of white lies in one’s willingness to say

(in the locutionary sense of ‘saying’) something untrue even though it may (but need not) be transparent to all that one does not mean it.

The fact that one’s insincerity may be transparent in the case of white lies along with the existence of conventionalized linguistic means for their performance paves the way for analyzing white lies as a socially-constituted type of speech act, unlike real lies, which cannot be so analyzed. This analysis is further supported by recent ERP evidence (Moreno et al. 2016) which shows that white lies are not treated as semantically anomalous in social situations where they are expected, while blunt statements of truth in the same situations are.

# **REGULAR AND PANEL PRESENTATIONS**



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## **“Dearly loving a good laugh” – Gender and humour in *Downton Abbey***

For a long time the specialist research has considered humour as a prerequisite of men only. Traditionally femininity and joking (whether aggressive or not) were regarded as incompatible. This paradigm is slowly losing ground, more emphatically in western societies. *Downton Abbey* has been one of the most popular English TV series in the past years and its popularity may be partly due to this altered view of female characters' verbal behaviour. In this series female characters' employment of joking, humour and irony is more foregrounded than men's, the stereotypical smiling (passive) woman is replaced by the actively joking female character. This paper considers the script of *Downton Abbey* as a micro-sociolinguistic corpus on which both male and female characters' verbal behaviour is followed. The humorous verbal encounters between characters are discussed within the frame of incongruity theory, completed with superiority theory.





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## **Myth, metaphor and hegemony in the US and UK media discourse: A case study of 2015/2016 EU migration *crisis***

This study discusses how migration metaphors and their ideological representation based on the dichotomy of ‘us’ vs. ‘them’ contribute to myth creation in the US and EU mainstream online media on the topic of 2015 EU migration. To be more precise, the aims of this study are twofold: (1) to analyse how media responds to the entrenched metaphor of ‘migration crisis’ in terms of the implied metaphorical strategy and (2) how the dichotomised metaphorical strategy contributes to the creation of myth. For that purpose, the US and EU media sources in the time period from 2015 to 2016 were collected and analysed in the theoretical framework of Conceptual Metaphor Theory and Critical Metaphor Analysis (Cameron, 2003; Chilton 2004, 2005; Goatly, 2007; Charteris-Black, 2004, 2009, 2011; Lakoff & Johnson 1999; Musolf 2010; Semino, 2008). Applying the Metaphor Identification Procedure (Pragglejaz Group, 2007), we find that most of the media narrative contributes to further developing the central bias of migration by means of metaphorical delegitimation that is discursively constructed on the binary opposition between ‘them’ and ‘us’. We show how by two kinds of ideologically biased myths are metaphorically represented in the media discourse: (1) the Hegemony of Dehumanization, as reflected in the metaphor Migrants Are Objects /

Commodities, and (2) the Hegemony of Moral Authority, realized through the metaphors of Migrants Are Natural Phenomena and Migration Is a Crime/Terrorism. Most of the media narrative is based on the delegitimation that contributes to stigmatising the issue, by deeper entrenching the OUTSIDER stereotype, and creating the general feelings of instability and intolerance within the EU.

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## **Solving language and cultural problems in proverb translation from a pragmatic viewpoint: With reference to English – Arabic**

In this paper, I consider some problems which arise due to the difference of language and culture and need to be taken into account in translating proverbial expressions into another language. Practically, the study aimed at answering the following questions:

1. What are the major challenges that translators encounter in translating proverbs based on a pragmatic approach?
2. What factors cause such problems?
3. What translation strategies and recommendations can be suggested to handle these challenges?

To answer these questions, English proverbs, commonly used in British society, were abstracted from British National Corpus, and contrasted with Arabic proverbs taken from Arabic Language Corpus. The analysis of the obtained results revealed that translation strategies such as foreignization and domestication are used to overcome challenges of language and cultural barriers in translating proverbial expressions.



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## **Proximizing the Ukraine conflict: The case of US and the Czech Republic**

The conflict in Ukraine has been in the focus of the international politics for the last three years. The fact that it takes place not only on the battlefield but also in form of information war has become strikingly evident.

This paper scrutinizes the commonalities and the differences of the discursive construction of conflict in the US and the Czech Republic. An inherent part of such construction is the legitimization of one's own positions and actions. This is often achieved by the means of proximization (e.g. Chilton 2004, 2014; Cap 2008, 2013; Kopytowska 2013, 2015) - "a discursive tool [that allows] for the reduction of the temporal, spatial, axiological, cognitive [epistemic] and emotional distance" (Kopytowska 2013, 2015) between the speaker and his/her audience. This paper dedicates a special attention to the axiological, epistemic and emotional dimension which stand out in analysed discourses: the role of values and beliefs, the argumentative function of (historical) parallels and the modalities of construction of fear.

The analysed corpus comprises governmental and presidential statements and press statements and press releases, parliamentary debates on the Ukrainian conflict (US – 264 739 tokens and the Czech Republic 136 443 Tokens). The analysed time period spans from November 2013 – December 2014.

The comparative analysis gives a valuable insight into how the mentioned aspects contribute to the discursive construction of the conflict in Ukraine, how the relevant players and their interests and actions are depicted in the two national discourses.

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## **World, case, reference: Francophone “énonciation” and energeia (an interaction based approach on French corpus)**

By *referential modalization* we point out the hierarchical relation between a phenomenal world-social (not in a sociological sense) conditions and a propositional-linguistic uttering process (énonciation énonçante, forma formans) which we name “support-medium”. In this respect, a “State of the world” is the articulation of denotative and circulation referential beams (a: denotation, signification, designation // b: agreement, information, intersubjectivity including regulation and adjustment). It enables two kinds of both occurrences and set of occurrences, phenomenal and linguistic occurrences related to the notional field. Beyond the consideration of heideggerian “Thing” and “Ecceity” referring to the world-case problematics, we will be considering a corpus of personal and impersonal injunctions such as “la bibliothèque va bientôt fermer !/the library will soon be closing!”. Our hypothesis is the following: by shifting from the phenomenal-propositional “state of the world” to internal referential process, we objectify denotative and regulative localizations. While the first localization relies on both individuation and quality/quantity stabilization of the predicated occurrence, the regulative localization is the articulation of both informational structure and pragmatic impact based on two sources: *positions and praxical levels*.

Knowing that the position is a level of adjustment or disagreement on an accomplished speech act including taxemes (following the classification based approach of Kerbrat-Orecchioni: social, world status of “énonciateur”) and non-contextual positions (a deformation asymmetry of the interaction process), we cannot generalize a three level positional structure (neutral, positive or negative) yet this would mean that the praxical level is always saturated. Some speech acts with a determined positional structure are not yet actualized in a praxical horizon, nor are they anticipating a counter-interaction or a conversational irregularity.

To formalize our approach we suggest the following:

- The positional structure:  $P_s \{T_x (l); N_{ocp} (l)\}$ ,  $l$  being the level to be or not to be saturated.
- The praxical level:  $P_l (l)$
- The pragmatic impact:  $P_{im} (x) = P_s + P_l$

From a contrastive perspective between personal and impersonal performatives, we will be also discussing one aspect of the notional field focusing on its relation to phenomenal component of the linguistic observable.



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## **On morphopragmatics – An integrated discipline combining pragmatics and morphology**

The paper aims at presenting and discussing the most important issues concerning morphopragmatics – an integrated discipline which combines pragmatics and morphology as it investigates affixes and other morphological devices whose meaning seems to be primarily located in pragmatics. Dressler and Barbaresi (1994: 55) define it as “the area of the general pragmatic meanings of morphological rules, that is, of the regular pragmatic effects produced when moving from the input to the output of a morphological rule. (...) A morphological rule is relevant for morphopragmatics if it contains a pragmatic variable which cannot be suppressed in the description of its meaning”. This combination of morphology with pragmatics needs to be discussed in a systematic way, as, apart from some works of Dressler and Barbaresi, Nagórko or Kaproń-Charzyńska, it has not been the subject for a detailed and thorough analysis. It should also be strictly distinguished from other disciplines such as morphosemantics or lexical pragmatics of morphology.



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## **Conversational humor in Taiwanese talk-in-interaction: An interactional linguistic account of verbal and non-verbal strategies**

Based on empirical data from casual conversations among Taiwanese friends, this study qualitatively analyzed how humor is constructed through the deployment of various verbal and non-verbal strategies, including the use of quotation, rhetorical question, theatrical performance, back-handed remark, fictional episode and choice of dramatic expression. The methodological approaches used in the present study were informed by conversation analysis, multimodal discourse analysis and interactional linguistics. Findings are summarized below: First, one may directly quote someone else's remark or his/her inner speech as a strategy to construct humor. Second, a rhetorical question can be used to help put the humor producer in the center of the attention, further extending the conversation. Third, in using theatrical performance as a strategy to construct humor, one very often resorts to the performing body, which largely relies on the use of exaggerated and artificial expression of emotion. One may also use smiling as an act of provoking, or pretended anger and the ensuing aggression to result in a humorous effect. Fourth, since a back-handed remark can be viewed as an indirect linguistic strategy to show criticisms, a degree adverb can be used as an intensifier to strengthen the

oppositeness of one's actual thoughts, so as to result in a humorous effect. Fifth, one may use a fictional episode as a strategy to construct humor. To highlight the face-threatening nature to result in a humorous effect, power needs to be demonstrated to reinforce the imposition, perhaps by touching. Sixth, one may choose dramatic expressions (e.g., metaphors, fixed expressions) to construct humor, of which the funniness relies heavily on the content of the utterance itself.

My findings also agree with the viewpoint that men, compared with women, are more likely to avoid self-disclosure and prefer to talk about impersonal topics (Coates 2004). In addition, Taiwanese female speech participants frequently show solidarity with other females in producing or receiving humor, whereas their male counterparts are found to demonstrate hierarchy in their interactions with other males (cf. Holmes 1988; Chen 2008). That is, there is always a male speech participant being teased by other males.

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## **The pragmatics and phonetics of Mandarin interjections: A corpus-based analysis of their uses and functions and pedagogical implications**

The present study aims at exploring the pragmatics and phonetics of most frequently used Mandarin interjections. By investigating full-text corpus data from three large corpora, this study will illustrate and discuss the uses and functions of these interjections in both spoken and written genres of Mandarin. In addition, how the intonation has influenced their uses and functions will also be discussed. Findings are based on three large corpora, including UDNews Newspaper Database, an online spoken Mandarin data corpus based on 60 communicative tasks and related words/phrases used in casual conversations and Mandarin teaching/learning materials used in Taiwan and in China.

It is hoped that this study may facilitate the understanding of how the representational and expressive meanings of Mandarin interjections are manifested. In addition, it is hoped that findings of the present study will shed light on discourse markers and modality in spoken Mandarin, as well as how pragmatics can be applied to learning and teaching of these interjections.



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## **Global and local context in processing metaphors in television series. A cognitive perspective**

The aim of the present paper is to discuss the role and importance of global and local context in processing conceptual metaphors used in series made by television networks and other services (Netflix, Amazon, HBO). In the cognitive film theory, film understanding depends on three kinds of schemata: prototype, template and stylistic schemata (Bordwell 1989). We would like to argue that in order to analyse understanding some elements of film and television productions, especially conceptual metaphors, employed by their makers, we also need to rely on the concepts of global and local context (following Van Dijk (2008) and Kövecses (2015)). The paper will be illustrated with examples of multimodal metaphors (Forceville 2009) from selected television series to show that both schemata and context can be used to complement each other in film and television analysis.





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***I'm only human vs. Jestem tylko człowiekiem***  
**English adjective *human* and Polish *ludzki***  
**– a comparison**

*I am a man, I consider nothing that is human alien to me.*  
*Jestem człowiekiem i nic, co ludzkie nie jest mi obce.*

These two translations of Terence's Latin maxim prove the existence of a certain community (spreaded far beyond those two languages) of perceiving a *man* and all that is *human*. This statement, however, does not contradict the diversity characteristic for the linguistic world view of each nation. The author will therefore look for what is common for both languages, English and Polish, and what is specific for a given language as far as *human* is concerned.

In the article, a proposal of analysis of several expressions will be presented (such as: *I'm [only] human; I'm a human being, Jestem [tylko] człowiekiem, Jestem ludzki*). The author will analyze them through pragmatic perspective, supported by a syncretic view (including cognitive linguistics, cultural linguistics and linguistic world view). At the end, examples from other languages (Slavonic, Germanic and Romance) will be presented as a background and invitation to further investigations.



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## **Generalizing generic null subject analysis**

This paper proposes a general analysis of morphosyntactic features, semantic interpretation and information structure in subjectless generic constructions in Brazilian Portuguese[BP] based on two psycholinguistic experiments. In Experiment 1, I manipulated the interpretation of null subjects[NS] (coreferential vs. generic) by changing the focus-background structures of subordinate clauses in question-answer pairs. I proposed the question “What did John<sub>1</sub> say to Mary<sub>2</sub>?”, whose answer was a subordinate clause [bold hereafter]. In the BP sentence *João<sub>1</sub> disse que    **[não pode ir]<sub>v</sub> [cansado<sub>masc</sub>]<sub>AdjP</sub> [no teste de motorista]<sub>pp</sub>***. “John<sub>1</sub> said that [he<sub>1</sub>] cannot go tired to the driver license test.”, the NS was interpreted by the participants either as coreferential in an *all-focus* interpretation or, when the PP was placed before the gap, as generic. In the second case, the subordinate clause is no-longer all-focus and a “law-like” interpretation emerged (“John<sub>1</sub> said that *it’s not advisable* <sub>gen</sub> to go tired to the driver license test.”). However, when the AdjP had a feminine marking – *cansada<sub>fem</sub>* “tired” –, the gap was coreferentially bound by “Mary”, and the sentence was judged much less acceptable (mainly in the all-focus condition). In Experiment 2, I tested whether the semantic features of a generic antecedent is also relevant. Answering to a question “Do you know if John<sub>1</sub> works in the office until 8pm?” in a context where “John” is a lawyer, two answers were proposed: *A Maria<sub>2</sub>/Todo advogado<sub>3</sub> diz que   <sub>1/2/3</sub>*

**trabalha.** “Mary<sub>2</sub>/Every lawyer<sub>3</sub> says that [he<sub>1</sub>/they<sub>3</sub>] do(es)”. With a proper noun in the answer, the NS was mostly interpreted as “John”; with the generic subject, as coreferential to it. Even when a gender marked AdjP – *muito concentrado*<sub>masc</sub> “very attentive” – was added to the answers, no variation of interpretation was found, but the acceptability of the sentences decreased significantly. For accounting for these results, I suggest that (i) coreferential NSs are drawn by an all-focus information structure and generic NSs emerge elsewhere (against Rodrigues 2004, Holmberg 2001, among others) and (ii) the generic interpretation is also biased by matching the underspecified features of NSs and of their antecedents (*contra* Holmberg & Phimsawat 2011, *inter alia*).

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## **Deontic aspects of deliberation dialogues: Turn-taking and illocutionary effect**

The aim of this contribution is to study some deontic aspects that characterize deliberation as a dialogical (and dialectical) practice. In particular, my exploration is an attempt to consider the way in which deliberation dialogues are structured by virtue of the obligations (commitments, duties) and rights (entitlements, authorisations) that participants assign and recognize each other, on the basis of their performed speech acts. Moreover, and taking a point of departure in the Austinian approach to speech acts, I will contend that these normative positions, mutually recognized, contribute to determine the illocutionary effect of the utterances and thus the particular speech acts performed in the dialogue.

According to some dialogical approaches to the study of deliberation, the goal of the dialogue is that the participants agree on the best available course of action for implementation. To this, it can be added that deliberation as a communicative practice is intrinsically subject to procedural requirements, in a way that group conversations or even public debates are not. Yet the existence of a certain procedure regulating the participants' turns does not completely determine the illocutionary force and meaning effectively attained by a particular utterance. According to some speech-act theoreticians, an utterance in context usually conveys a potential of illocutionary forces, and each

speech act creates a space of possibilities of appropriate response speech acts. In the particular case of deliberation dialogues, my suggestion is that the interlocutors' response shows how the utterance has been taken and thus contributes to determine the illocutionary effect (force) that a particular utterance has had in the interaction, provided that this response can be seen as appropriate to the final speech act. Moreover, I suggest that these patterns of initiation-response turns can be analysed taking into account the normative positions (commitments and entitlements, obligations and rights, etc.) mutually assigned and recognized by the interactants.

In order to give support to the above stated views, I will mainly resort to the tools of conceptual analysis, and I will put forward some simplified examples for the sake of illustration.

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## **B.S. or bullshit per se?: A pragmatic view on the philosophical notion**

*Bullshit*, a concept first proposed by Frankfurt (1986/2005), is peculiar form of deception that has occupied philosophers for a few decades but still seems to be an elusive notion, as this presentation will show. The aim of this talk is to examine the different philosophical approaches to “bullshit”, together with the examples that reverberate across the literature and (allegedly) illustrate its characteristics. A conclusion will be drawn that Frankfurt’s (1986/2005) original approach is the only one that presents bullshit as a viable type of deception, predicated on the speaker’s indifference to the truth and misrepresentational intent. The different re-definitions put forward over the past years (e.g. Carson 2009, 2010, 2016; Fallis 2011, forth; Stokke and Fallis forth; Wreen 2013) bring bullshit ominously close to the folk understanding of the term (i.e. nonsense; cf. Cohen 2006), or conflate bullshit with other communicative phenomena, which should be kept separate, such as (non)deceptive evasions (Galasiński 2000) or inadvertent misleading. The talk will close with a presentation of a neo-Gricean view of bullshit that, it is hoped, fine-tunes Frankfurt’s original account.





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## **Negated tautologies in Spanish and Russian<sup>1</sup>**

Contradictory utterances like *My home is not my home* are encountered in most languages, and are often viewed as parallel to linguistic tautologies such as *Love is love*, cf., for instance, Horn (1989), Escandell-Vidal (1990), Ward & Hirschberg (1991), Wierzbicka (1991), Meibauer (2008), Snider (2015). Both patterns include two repeated elements, and at the first sight seem uninformative, being either always true (X is X) or false (X is not X).

In the literature there is not much work on their interpretation: Horn (1989: 562) remarked on their metalinguistic nature, and Meibauer (2008: 448) on the “non-applicability of the stereotypically interpreted predicate”; he also suggested the term ‘negated tautologies’ that we will also use in our study. We investigate negated tautologies in Spanish and Russian describing their form and meaning, as well as their use in discourse, based on data from the Corpus del Espanol de Mark Davies and the Russian National Corpus.

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<sup>1</sup> The work was supported financially by grant SPIRIM The Semantics / Pragmatics Interface and the Resolution of Interpretive Mismatches FFI2015-63497-P and grant of President of RF for young scientists MK-713.2017.6.

In both languages we find two types of tautologies from which negated counterparts are derived: in Spanish there are symmetric patterns where both repeated elements are identical and include definite and indefinite articles, and asymmetric patterns where the second element is used without article (Escandell-Vidal & Vilinbakhova 2016). In Russian there are tautologies with copulas *est'* and *eto* (Bulygina & Shmelev 1997). While negated tautologies derived from Spanish asymmetric tautologies and Russian tautologies with *est'* are most often used in a predicative way à la Meibauer, those derived from Spanish symmetric patterns and Russian patterns with *eto* indicate either the lack of referential identity ('X is not (real) X, but someone else') or the shift from one category to another from the speaker's perspective ('X is not (just) X, but also Y').

In discourse, negated tautologies are often used as an indication of salient characteristics (*A family is not a family without kids*), correction of a wrong attribution (*Her husband is not her husband* > 'they are not married'), and evaluation (*In Spain winter is not winter* > 'Spanish winter is not cold enough'; *For Stalin people were not people* > 'Stalin was cruel').

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### **Diversity consciousness as a learning outcome: insights from a tele-collaboration project**

The presentation will briefly report on preliminary results of a collaborative project done between Texas A&M University at Qatar and the University's main campus in College Station, Texas. The collaboration was in a form of a tele-collaboration project set up between the students taking the course in Foundations of Education in Multicultural Society in both campuses. It consisted of a variety of activities which the students, split into smaller learning communities, were encouraged to perform together. Among others, they were supposed to engage in online discussion forums, as well as work on a joint project on a chosen topic.

The panellist will reflect on the experience, suggesting further avenues for promoting tolerance and diversity consciousness in education.



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**‘Thank you for explaining so clearly what I believe’:  
Cooperation, co-production and facework  
in a debate**

The aim of this paper is to show to whether and to what extent the participants of a debate cooperate in maintaining each other’s faces. As a discourse type, debate requires a balance between competition and cooperation – on the one hand the participants represent two opposing, often irreconcilable viewpoints, on the other the debate allows them to present their arguments, so they are invested in keeping the interaction going. This alone warrants face considerations. Secondly, especially when a particularly fundamental issue is under debate, the mere expression of opposing views may serve as an impoliteness trigger (Jay 1992). The research so far shows that the use of impoliteness is specific to the debate as a discourse type (Drogosz and Górska, in press). If the impoliteness is debate specific, perhaps politeness is as well.

The material analysed is a debate between Richard Dawkins and John Lennox, the issue under debate is whether ‘science has buried God’. To investigate the interactional features of facework in the debate, the analysis is carried out by means of Conversation Analysis. As the negative/positive face dichotomy proposed by Brown and Levinson (1978) does not always suffice, for the interpretation of the result I rely on Spencer-Oatey’s rapport management framework (2000, 2002, 2005, 2007, 2008).



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### ***Us and Them: Tolerance of linguistic intolerance***

The semantics of the dichotomous model Us and Them implies inequality in status between two communities or between social groups within one community, no matter what the parameters of difference may be. In any such case there is a difference in identity, and since there has always been a hierarchy of identities, of languages, and of cultures, identity politics attributes higher status to some and lower status to others. The concept of tolerance as "*harmony in difference*" and intercultural competence seek to overcome such divisions, stressing the importance of respect for and acceptance of the Others and their cultures, languages, value systems, communication, and freedom of thought. In practice, it is social status that dictates communication both in interpersonal or intragroup communication and in political and media discourse, on the level of form and on that of content alike. Despite all disagreements and differences in habitus between speakers (cultural, political, ideological, educational...), we should call for zero tolerance toward hate speech and discriminatory language.

Linguistic intolerance is just one of the forms of nonacceptance of Others, and can be on all levels since there are always vernaculars, dialects, sociolects or languages found undesirable in multicultural and multilingual societies, and speakers of these are heavily sanctioned (for instance, Creole speakers in Haiti). This brings us to the paradoxical situation where language intolerance is tolerated! Linguistic

intolerance can show up within a single shared language in the shape of rejecting and/or stigmatizing an individual for his (different) beliefs and speech-act pragmatics. Naturally one's choice of pragmatic strategies, together with one's *pragmatic accent* (Yule 1998), also suggests one's intention as a speaker, since it allows reading the meaning of what is left unspoken.

Sociopragmatics (Leech 1983; Tannen 2005; Scollon & Scollon 2001, 2003) and analysis of public discourse will point out the forms of linguistic intolerance in various social and cultural contexts. The goal is to explain how extralinguistic factors can influence the choice of linguistic elements in manifesting political supremacy, which generates all the sorts of social and individual inequality and intolerance explicitly articulated in the Us and Them/Others model.



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## **Mixed input effects on the acquisition of a pragmatic competence in English**

A great deal of research has focused on the acquisition of pragmatic competence by native speakers and on its teachability, learnability and testability in different contexts. Nevertheless, and given the global spread of English and the increasing number of multilingual speakers around the world, English users find themselves confronted with situations where they have to communicate with speakers from various linguistic and cultural backgrounds. Intercultural pragmatics is the field which focuses on matters related to language use in intercultural interaction. It attempts to answer questions such as: how do language practices differ across cultures? and how do speakers with different L1s manage to communicate in a common language?

This study seeks to investigate how learners of English who have been exposed to mixed input (British and American English in this case) acquire a pragmatic competence in using English.

We are interested in revealing what communicative strategies and discourse practices these speakers use to facilitate the achievement of mutual comprehension and intelligibility with other non-native speakers of English.

Our hypothesis is that exposure to mixed input does not necessarily hinder the acquisition of a pragmatic competence. Indeed, we believe that these learners would eventually develop their own strategies and tools in order to

overcome communication failure and interaction problems resulting from cultural differences between their L1s and these two English varieties. Examples of pragmatic features which we expect our subjects to employ include: rephrasing, meaning negotiation, repair, clarification, etc.

To answer these questions, we put together three pragmatic tests: a Multiple-choice Discourse Completion Test (MDCT), a Written Discourse Completion Test (WDCT) and a Discourse Self-Assessment Test (DSAT), which we have administered to tertiary level students of English in a Polish university. The latter aim to assess the learners' pragmatic competence and to identify pragmatic features of using English in a non-native environment. The data collected from these tests will be analyzed using univariate and multivariate statistics.

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## **Grice's Maxims revisited – Violation of the Maxims for better interaction**

The study describes the case of violating or flouting of Grice's Maxims in physician-patient discourse. The article attempts to investigate pragmatics of doc-patient discourse in the facet of anthropocentric paradigm. Thus, the paper aims at: i. detecting most frequently violated maxims, ii. analyzing cultural and social factors influencing violation of conversational maxims in doctor – patient discourse. Herewith, the article claims that violation of maxims does not necessarily lead to ambiguity among participants. Hence, Grice's idea that by violating of the maxims speaker "is liable to mislead" seems to be doubtful. The study of the subject and analysis of the data advocate the argument that medical discourse really yields interesting insights on the characteristics of conversational maxims and cooperative linguistic communication in general.

The paper discusses the outcomes of the experiment carried out in Batumi Referral Hospital. The data are collected on the basis of audio-video material of doctor-patient interactions. The age of target group patients- both males and females varies from 50 to 60. 10 conversations between doctors and patients have been recorded.

Based on a detailed account of institutional CA (Conversational Analysis) of a doctor-patient interview, the findings reveal the intensity and predominance of physician-patient spoken exchanges and their response to

conversational maxims. Based on the findings of the study, it is concluded that not only patients but doctors frequently flout conversational maxims to achieve certain purposes. Moreover, in some instances, when patients start sharing their own feelings, problems, past experiences, cheerful or sad memories, physicians purposefully apply their knowledge of non-cooperative attitude and violate maxims. Even then, the patient still assumes that a physician cooperates with him in interaction. The maxims of quality, quantity, relation and manner are often flouted to a certain extent.

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## **Comparative studies of the flouting of Grice's maxims in compliment speech acts in Georgian and English languages**

Complimenting behavior, as a common speech act has become an intriguing topic in different branches of linguistics. Complimenting as a type of phatic communication plays significant social function and serves to establish, consolidate and promote the interpersonal relationships. As any type of verbal behavior it is based on cooperative principles since it involves both addresser and addressee. Both, compliment as well as the responses to the compliment vary due to the social, individual and cultural variables. Socio-cultural context, social power and gender does affect strategies of compliment behavior. The study aims at i. collecting, analyzing and comparing compliment strategies in Georgian and English languages and explores how culture can be treated as an explanatory variable in cross-cultural pragmatic studies as well as ii analyzing causes of flouting of Grice maxims in compliment speech acts that give rise to implicature.



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## **Pragmatic theories of slurs**

'Slurs', in a semi-technical sense, are a class of pejoratives that derogate their targets on the sole basis of membership in a racial or ethnic group, religion, sexual orientation etc. (e.g. the 'N-word'). Slurs are interesting to a philosopher of language because they raise unique moral and political issues, and at the same time they possess some peculiar linguistic properties (their derogatory content is projective and cannot be cancelled, displaced, or disavowed). During the last decade, a distinct literature has developed with the aim of explaining what is the nature of slurs' derogation and offense and how is it effected.

Most authors (e.g. Camp, Croom, Hedger, Hom, Jeshion, McCready, Whiting, Williamson) advocate *semantic* (in a broad sense) theories of slurs, claiming that a slur *differs in encoded meaning* from its neutral counterpart. Semantic theories are generally successful in explaining the peculiar linguistic properties of slurs, but they are typically unable to provide a precise (and plausible) characterization of the difference in meaning, and they cannot successfully account for the special moral and social 'status' of slurs (as contrasted with other pejoratives and derogatory expressions, such as 'idiot' or 'jerk'). Thus, more recently, several *pragmatic* theories of slurs have been proposed, most notably by Luvell Anderson and Ernie Lepore, Geoff Nunberg and Renee Bolinger. These theorists claim that slurs make the same semantic contribution to a sentence as their neutral

counterparts, but their use is governed by distinct norms and patterns which can account for derogatoriness and offensiveness.

In this paper I will argue for the superiority of pragmatic theories of slurs, based primarily on their ability to connect the linguistic class of slurs with the social fact of who typically uses them (i.e. racists, homophobes etc.), thereby giving a better understanding of this both peculiar and uniquely problematic subset of the lexicon. I will also discuss, on the other hand, some of the main shortcomings of pragmatic theories and offer a corrective – in short, I will argue that slurs convey a particular expressive commitment, which is a property of a speaker, and not an utterance.



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## **Attitudes and (in)tolerance: The relationship**

As people grow up in and explore their social environment, they are exposed to a multitude of sensory stimuli. These sensory stimuli are categorized to reduce them to a manageable level. People learn to associate specific meaning(s) with these categories (Adler, Rodman, and du Pré, 2013; de Vito, 2015; Jandt, 2015), and they tend to react in an evaluative manner to those meanings and categories, i.e. they form attitudes towards those categories (Albarracin, Johnson, and Zanna, 2005; Fazio, 1986). Since many of these categories are influenced by a person's social environment, these categories often include the meaning and evaluation other people associate with those categories. The more one identifies with one's social environment, the more one will also identify oneself with the attitudes of that social environment towards such categories (Adler et al, 2013; Tubbs and Moss, 2013).

The Social Identity Theory (Tajfel and Turner, 1986) and the Communication Accommodation Theory (Giles, Coupland, and Coupland, 1991) help explain why people develop and share categories, associate similar meanings with those categories, and communicate similar attitudes about those categories to their social environment. With the help of the Social Exchange Theory (Thibaut and Kelley, 1959), the Theory of Reasoned Action (Ajzen and Fishbein, 1980), and the Expectancy Value Theory (Fishbein and Ajzen, 1975) it is possible to explore why it might be preferable for an

individual to maintain or terminate relationships to specific social groups and, thus, maintain, reinforce, or change one's own attitudes towards specific categories.

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## **Aspects of logophoricity revisited**

Logophoricity, originally introduced as a typological feature of certain African languages differentiating “regular” pronouns and pronouns with special distribution, has been later used in accounts of evidentiality (Sells, 1987; Speas, 2004) and anaphora (Huang, 2007; 2013). In the framework of syntax vs pragmatics interface, logophoricity allows several certain assumptions to be made which concern a full speaker’s perspective. Viewed as a message, a sentence / utterance can be analyzed not only as for differences among direct speech, 3rd person and the point of view (Sell’s the SOURCE, the SELF and the PIVOT), but, more importantly, as a unit of communication set in a non-overt pragmatic matrix sentence representing the interface of the utterance in question with the current context/communicative situation. As a message, any sentence/utterance can be pragmatically analyzed from the perspective set by such a matrix showing the reference value of indices and the relations among several speakers’ perspectives (centers of deixis, sources of information, embedded layers of a message). Putting a sentence into a pragmatic matrix can bring to light how the alternation of the roles “speaker/agent” and “addressee/patient” works and how it influences the interpretation of a sentence. Layering of the speakers’ perspectives occurring within variations of reported speech seems to suggest that the most prominent pragmatic property of a sentence/utterance is its logophoric nature, especially in those Slavic languages which can be ranked pro-drop ones.



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## **From propositional negation to illocutionary negation: Interpreting the force of the negative marker *bo*<sup>5</sup> in Taiwanese Southern Min**

At times, speakers do not mean what they say. Instead, they express meanings by way of another indirectly, such as *making a request* by way of *asking a question*, as evidenced in the utterance: “Can you reach the salt?” (see Searle 1979: 30). Based on an investigation into the multifunctional marker *bo*<sup>5</sup> in Taiwanese Southern Min, this paper aims to show that hearers might be prompted by the propositional contents of items in utterances to obtain speaker’s genuine meanings and intended interpretations. Two things are suggested in this paper. First, there should exist restrictions on mapping direct and indirect speech acts, and a pair of direct/indirect speech acts has at least one shared constitutive condition (see Searle 1979: 2) for hearers to connect one to another. Second, the propositional meanings of lexical items can be preserved throughout the process of functionalization by pragmatic strengthening and metaphorical extension.

The multifunctional *bo*<sup>5</sup> ‘to negate’ is a coalesced form of a negative marker *m*<sup>7</sup> and an existential verb *u*<sup>7</sup> (Mei 2002). *Bo*<sup>5</sup> is often used to negate the existence of entities or individual-level states and situations, as illustrated by *bo*<sup>5</sup> in sentences: *l<sup>1</sup> bo<sup>7</sup> tsinn<sup>5</sup>* ‘She has no money’ or *l<sup>1</sup> bo<sup>7</sup> sui<sup>2</sup>* ‘She is not (in the state of being) beautiful.’ What *bo*<sup>5</sup> negates can be represented by verbal complements, predicates, modals or

even sentences (Lien 2015). However, when  $bo^5$  is attached to a sentence, its negative meaning weakens, leading to s-questions with the construction  $[[s] + bo^5]$  or tentative suggestions with the construction  $([Discourse] + [bo^5 + [s]])$ . In both cases,  $bo^5$  negates meanings that are expressed by elements preceding  $bo^5$ .

Interestingly, if the subject of the sentence following  $bo^5$  is a second-person pronoun (e.g.,  $Bo^5 li^2 lai^5$  'You can try it yourself'), there come out four kinds of illocutionary meanings, i.e., *to suggest*, *to invite*, *to prohibit*, and *to warn*. All of them involve the essential condition of directive acts, i.e. with the intention of making others to/not to do certain actions, though some may also carry the assertive function. Speakers' intended *prohibition* or *warning* is expressed by way of *alternative suggestion* or *invitation*, involving less subjective participation, yet stronger directive force. Moreover, all the above interpretations are subject to the propositional meaning 'to negate' of  $bo^5$ , despite their potential differences in perlocutionary effects. It follows that what  $bo^5$  originally means sets restrictions on extended uses, and such restrictions are crucial to strengthening the connections between direct and indirect speech acts.

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## **Non-cooperation as a rule for communication**

There is general agreement in the field of Pragmatics that human communication is rational and logical. One of the exponents of such hypothesis is philosopher H. Paul Grice, who postulated the existence of general principles that regulate the manner how, in a conversation, the listener is able to recognize, through one's own reasoning, the speaker's intention and therefore comprehend the meaning of what the speaker says. Grice asserts that every communication is governed by cooperation, even when one of the interlocutors apparently intervenes in an opposite direction or contrary to the current purpose of the conversation. Each participation in a dialogue is a cooperative effort, and the interlocutors acknowledge that there is a common purpose or, at least, a mutually accepted direction. The fact is that there is a philosophical and ideological tendency to place cooperation as an indispensable condition for the existence of what Barthes (1993) called "The Great Family of Men". Cooperation is considered a "universal human nature's" attribute, transcending any local particularities and manifesting itself as an ahistorical condition for the species. Despite the assumption of a general rationality for cooperation and a social basis for cooperative behaviours, in reality there is no tacit commitment that one should proceed in such manner. Mey (1985), Fairclough (1989), Sarangi and Slembrouck (1992), Kopytko (1995), Oliveira (1999), Rajagopalan (2001, 2003), Ladegaard (2009) among others, have highlighted the

asymmetry of purposes among speaking parties; the hierarchization of interpersonal relationships; the suspicion about the “two-way” communication and; in particular, the rejection of the belief in a universal and stable basis for the concepts of reason, mind and human languages. In this contradictory, it is wise to invoke Austin (1964), who stresses the need of devoting attention to opposite terms in order to determine if: a) the opposite exists; b) its meaning opposes to the referred term. Therefore, we propose, as the object of this study, a reflection about **“the non-cooperation as a rule for communication”**, not only as an exception or as examples of the interlocutors’ resistance strategies, illogical or irrational states or, simply, as cases of “flaws” or “bad” communication. This study’s theoretical framework is drawn from Pragmatics and Deconstruction.



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## **Tolerating novelties in standard language**

Standard language can be seen as a regulated and agreed-upon medium of public communication.

Prescriptive grammars and dictionaries equip each user with rules and 'correct' forms to be used. However, as many prescriptivists have already noted, standard language is not a stagnant, static variety. It alters, develops and evolves its forms as per requirements of its users. The question is whether all innovations could be seen as 'welcomed'. In other words, the question is: how, when and where does a particular linguistic manifestation become an accepted form in the standardized variety of a language? Who decided and based on which criteria?

The issue is discussed by using relevant examples from the standardized varieties of two languages: Hindi and Croatian.



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## **Taking a serious (albeit shallow) look at explicature**

While the dispute over where the borderline between the explicit and implicit layers of communication falls is still far from settled, there has recently been a new wave of criticism directed at explicature as such (Borg 2016; Jary 2016). Taking as a point of departure these critical remarks, this paper adds to the objections raised by challenging the procedure of free enrichment as postulated to underlie the generation of explicatures in the relevance-theoretic framework. Firstly, it is shown that, contrary to what the term suggests, free enrichment is by no means free. More importantly, this mechanism hypothesized to yield explicitly communicated import may not only be viewed as negatively affecting communicative economy (cf. Corazza and Dokic 2007), but it also leads to a proliferation of explicatures, though, as will be demonstrated, not the kind Stanley (2002) was worried about. Adopting a broad relevance-theoretic approach to verbal communication (Sperber and Wilson 1986/95; Wilson 2014; Wilson and Sperber 2004, 2012), I will argue that utterance comprehension is primarily geared towards achieving manifestly intended cognitive effects, for which sometimes shallow processing may be sufficient. This means that in order to recover what the speaker communicates by a certain utterance, it may be enough to generate a partly indeterminate explicature, which will provide access to a set of speaker-intended contextual assumptions, without necessarily working out a full explicature, as exemplified in (1):

(1) (a) Peter: Shall we go to the cinema tonight?

(b) Mary: I have Joanne's text to work on.

Evidently, under normal conditions (1b) provides the "no" answer to the cinema offer, however, this interpretation does not require the addressee to come up with a full contextual instantiation of the genitive. Regardless of whether *Joanne's text* stands for the text that Joanne has written and asked Mary to proofread, or refers to the text that Joanne has translated and asked her friend to revise, or denotes the text that Joanne has asked Mary to translate, Peter will without much problem understand Mary's refusal and does not need to fully identify the type of relationship that exists between Joanne and the text.

All this suggests that the notion of explicature does require a serious reconsideration. It appears useful and necessary to approach utterances and their interpretations as representing two different species of meaning: the former belonging to natural language and realized through linguistic means, and the latter taking place at the level of thought and having the form of the language of thought formulas. This has to be adequately reflected in how the meaning *explicitly communicated* by the speaker's words is accounted for.

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***I present what is necessary to be done:***  
**Impersonalised formulaic request in Turkish formal  
complaint letters**

This study investigates to what extent Turkish formal complaint letters followed 'PROBLEM-SOLUTION Pattern' (Hoey 1983) and how the writers expressed their wish in the SOLUTION Move where they were supposed to ask the authorities to correct a mistake.

The informants were 134 Turkish university students in the city of Bursa. The data was collected by means of a task. It is based on a hypothetical situation where a university student notices an inaccuracy in one of her/his final grades. Consequently, s/he writes a complaint letter to appeal to the students' registrar.

The results show that Turkish complaint letters follow Hoey's pattern in general. However, there is no EVALUATION Move which follows Hoey's description though some of the writers expressed evaluation via lexical particles like 'despite'.

All writers used Turkish traditional FORMULA '*Gereğinin yapılmasını arz ederim.*' [I present what is necessary to be done.] (Akar 2002) in its three varying forms. The impersonalised expression '*gereğinin*' (what is necessary) gives the writer the freedom of not specifying what exactly s/he wants the authorities to do to solve the problem. Here the verb is '*yapılmasını*' (do-POSS-NOM-POSS-ACC) which is also impersonalised. Some writers used the formula alone

(36%). Some of them modified the formula by replacing the verb '*yapılmasını*' (to be done) with '*düzeltilmesini*' (the mistake to be corrected) the verb in it. Others merged the formula with a request (39%) (*I present this mistake to be rectified*). Small group wrote a request with negative politeness which is followed by the formula (6%). '*Bu hatanın düzeltilmesini istiyorum. FORMULA.*' (I would like this mistake to be corrected. FORMULA)

The traditional way of formal letter writing in Turkish has been 'stylised' formula (Yeung 1997) which is to be followed strictly. It functions as a type of 'social index' indicating the relative positions of interactants in a given situation (ibid). This formula conveniently saves language users from making strategic linguistic choices. The politeness expressed in this kind of stylised formula is normative rather than strategic personal choice (Gu 1990). The literature shows that Turkish traditions shows similarities when compared to Chinese, Japanese and Korean formal letter writing traditions.

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## **Democratic citizenship and competency-based education: challenges and perspectives**

This concluding panel presentation will briefly elaborate on the current state of affair in competency-based education, looking specifically into some of its highly desired learning outcomes – namely, democratic citizenship (Starkey 2002), global dexterity (Molinsky 2013) and cultural literacy (Hirsh 1988) – and challenges they are facing globally. The panellist will then go on to present a possible educational model, aiming to depart from a mainstream instructional and assessment tradition and breaking free from predominantly single-mode and text-based practices. Addressing specifically the needs of ‘digital natives’ (Prensky 2001), it allows the students to explore the world in a manner more attuned to their cognitive processing and facilitates their intercultural journey, personal, professional and academic.

The panel convenor will moderate the discussion by inviting the panellists to offer further insights and contextualisations, critically evaluating the main points raised and suggesting further avenues for research and development in the area. Time allowing, members of the audience will be invited to take part in the discussion as well.





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## **Creolized book cover as an element of Dave Barry's comic idiodiscourse**

The purpose of this research is to prove that creolized book covers are one of the basic components of Dave Barry's comic idiodiscourse. A creolized book cover is a lingvovisual phenomenon that consists of two **non-homogeneous** parts: verbal (lingual/vocal) and non-verbal (that belongs to other semiotic systems). The existence of these two elements in Dave Barry's comic idiodiscourse has the meaning of **complementarity** and cannot exist separately as they form visual, structural and functional unity that affects the addresser. While perceiving the meaning of the creolized book cover the process of double decoding takes place: derivation of visual meaning overlays textual meaning. Their interaction leads to creation of comic effect. This peculiarity characterizes Dave Barry as a humorous writer whose creative language is represented by competency, inventiveness of comic themes in American communicative space.

A verbal part of a book cover is a title of his books that always includes Dave Barry's name which reflects the author's autobiographical nature in a humorous way and manifests comic self-representation of his personal life experience. Another display of a verbal component presented on book covers is reviews to Dave Barry's books that outline their humorous focus (*for example: "Hilarious... May be his best yet" – Associated Press*). A non-verbal part is depicted as

a picture on which Dave Barry is portrayed in different comic images (*for example, on the book cover "Dave Barry Does Japan" he is dressed as a geisha, showing proximity to the Japanese culture that may help him in studying the Japanese language*). It proves that Dave Barry has a sense of humour, he is always self-ironic and makes a fool of himself in public. A combination of a title and a comic image proves that decoding and interpretation of creolized covers lead to a humorous effect, as the author's main objective is to move his reader to laughter.

Creolization of Dave Barry's book covers presents a unique pattern which distinguishes it from others by the author's willingness to experiment and talented manipulation by various semiotic systems.

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## **Multimodality factor in political discourse**

Political discourse as an object of linguistic research is currently attracting attention which results in a great many of studies. This notion can be interpreted in narrow and broad understanding, the latter running as follows: political discourse is such type of discourse in which minimum one sphere – the subject, the addressee or the message content – is related to politics as the sphere of activity, including also the process and the result of message/text generation and anticipation and extra linguistic factors affecting its generation and anticipation [Маслова 2008].

As a result of various papers on features and characteristics of political discourse and its components, there have recently appeared notices on multimodality of this discourse type, and the given characteristics has received a study mostly concerning the starting constituent – a political figure in question. The interest to this starting constituent is so high in linguistics that some researchers note: the study of political discourse in a linguistic approach is being transformed into a linguistic study of a political personality, the latter being considered a cognitive and discourse phenomenon [Славова 2015:1]. Such issues as orator skills, the choice of topics and language means, body language and gestures, a specially created image which includes elements of appearance, voice qualities and speaking techniques are but a few issues associated with multimodality factor when studying a politician [Маслова 2008; Chilton 2004]. The next

constituent of political discourse, the message/text together with the process of its generation, is known to possess multimodal characteristics, and multimodality of the message often if not always overlaps the multimodality means of the starting constituent (i.e., apolitical figure) thus strengthening the manipulative effect of both discourse constituents [Егорченкова 2014: 27-28].

The multimodality qualities of the third political discourse constituent, an addressee together with the result of its anticipation of the message, has not yet received a profound study yet. Speaking of political discourse as a linguocultural phenomenon it is quite possible to mark its specific multimodality which can be seen as a many-layer set of characteristics which overlap, interact and possibly reinforce one another creating with its means a complicated unity which functions to impress, effect and manipulate.

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## **Tolerance vs intolerance: How to establish a sustainable social balance?**

Starting from Hofstede's dimensions of culture and his typology, we will look into the culture-specific attitude to tolerance in political and social life. More specifically, weak uncertainty avoidance cultures tend to be more tolerant, while high uncertainty avoidance cultures appear to be less tolerant and more conservative.

We will consider verbal manifestations of the concept of tolerance in the English and Russian languages and analyse how the culture-specific attitude to tolerance can be observed in communication in different speech acts (agreement, disagreement, giving opinion, prohibition, etc.).



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**Contrastive analysis of Anglo-American and  
Russian screen adaptation (XX-XXI) of Russian  
classics: Intercultural dialogue of discourses**

This research centers around the diachronic socio-cultural contrastive media analysis of Anglo-American and Russian screen adaptations of the renowned Russian prose classics. The contemporary synchronic and diachronic co-existence of Anglo-American and Russian adaptations of Russian classics is seen as a form of intercultural dialogue of adaptation discourses and a form of intercultural exchange. The discourse of “home” screen adaptation is interpreted as a powerful ideological tool of representing Russian national identity and image (the case of Russian screen adaptations), while the international screen adaptation represents a means of shaping the socio-cultural construct of The Other – the Russian nation (the case of Anglo-American screen adaptations).

All screen adaptations of Russian classics (including adaptations of novels and stories by L.N. Tolstoy, F.M. Dostoyevsky, B.L. Pasternak, I. Ilf, E. Petrov, M. Bulgakov, etc.). produced within the period of XX-XXI centuries in the

former Soviet Union and the present-day Russia as well as their American counterparts arising from the same literary source were subject to cultural, ideological, visual (semiotic), ekphrastic, linguistic and authenticity/novel-to-film fidelity analysis.

The concept of authenticity (novel-to-film fidelity) seems central to the exercised research as chronologically-distanced and culturally varying screen adaptations reveal a considerable degree of heterogeneity. While Russian films are marked by a powerful intertextual and content-based “literary source-adaptation” exchange, their American counterparts seem to be more complying with the existing traditions of Hollywood productions. The paper also investigates how the importance of novel-to-film fidelity changes diachronically.

As forms of representing The Other and self-representation are largely different, the concept of representing The Other is recognized as the determining constituent characterizing American production and absent from the Russian one.

The synchronic and diachronic analysis of Russian classics screen adaptations produced in the Soviet/post-Soviet cultural space on the one hand, and American on the other, happens to highlight mechanisms contributing to building different images of the Russian nation in Russia and in the USA.

The instances of film discourse *code-switching* into Russian (in American adaptations) and their instrumental use in shaping Russian national image with the international audience, as well as their role in preserving Russian cultural memory, are focused on.



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## **Linguistic and cultural border crossing and the reconceptualization of identity and socialization**

This paper aims to shed some light on two processes that have been overlooked in second language acquisition (SLA) and sociolinguistic research. Firstly, the notion of linguistic and cultural border crossing in SLA is still frequently concerned with the acquisition of a particular set of linguistic and cognitive skills, not with the struggle for participation and belonging which ultimately leads to a profound identity change. Secondly, the issue of socialization in sociolinguistics is commonly viewed as enculturation into a group, not as a positive condition of living with social and cultural difference. To address the above two issues the paper turns its focus towards Hall's concept of 'diaspora' and a practice named by Rampton as 'language crossing' (also 'code crossing' or 'crossing'). What Hall's concept of 'diaspora' and my approach to the second language (L2) user's identity formation have in common is the relationship between the dominant or target language and culture and the minority language and culture; whereby the dominant or target language and culture grant power and prestige to their users/participants. Language crossing involves code alternation by individuals who are not accepted members of a given discourse community and involves a distinct sense of movement across sociolinguistic and cultural boundaries. These observations raise important questions about agency, power and legitimacy which, in one way or another,

participants need to negotiate within the process of communication.

The data I wish to analyze is taken from the first-person narratives of adult bilinguals on their cultural and linguistic border crossings.

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## **Multimodal argumentation in the Internet era: A new genre of online political cartoon in Taiwan**

This study aims to investigate the multimodal argumentation in the new genre of online political cartoon in the Internet community in Taiwan. As the online social media becomes more influential, a new genre of political cartoon has emerged and received great attention among the online users. Unlike the traditional political cartoons with various characters published in politically-distinct newspapers, the new genre of political cartoons are posted on the social media, such as Facebook, by the politicians themselves with his/her own specially-designed caricature to publicly show their political opinions or beliefs. In these new types of political cartoons, the politicians are not “passively” and ironically depicted or criticized as in the traditional cartoons, instead, the politicians are “actively” demonstrating the multimodal fusion (Lin and Chiang 2015; Lin 2015) of political cartoons to creatively combine their self-image with some popular movie star or comic character to beautify and promote the positive aspects of their faith/policy. In addition, the online users can respond to the cartoon instantly, leading to the interactive communicative form of the new political cartoon genre.

From a cognitive-pragmatic perspective, this study will show how multimodal argumentation has been mounted and used to achieve its communicative functions and influential effects in the new genre of political cartoon. As for

data collection, we examined such political cartoons posted online publicly by politicians from 2015 to 2016 and discovered that Taiwan President Tsai Ying-Wen and Mayor of Taipei, Ko Wen-Che, have been most actively posting such types of political cartoons on their Facebook walls, receiving thousands of likes and comments and broadcasted on news. For example, President Tsai has been represented as the Skywalker in Star War Movies that fights against the dark, while Mayor Ko as the Japanese talented chef that can create the most amazing dish. By analyzing the cartoons and the interactive responses from the online readers, this study will further explore how multimodal argumentation has been realized in the multimodal fusion of the visual images and verbal cues in these cartoons to efficiently communicate with and appeal to the online readers, to successfully win their “likes”, and to make them identify/resonate with the politicians. Viewing from the new genre of online political cartoons posted by Taiwan politicians as promoting strategy, this study hopes to expand the political cartoon studies to a new level of interactive study in multimodal argumentation and communication, highlighting the significance of the rising new genre of political cartoon with its influential power in the boundless Internet era.

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**“This hurts the feelings of the Chinese people”:  
A critical discourse analysis of Chinese nationalism  
in *The People’s Daily***

As claimed by many critical discourse analysts, language can serve as an important tool to create and maintain socio-political ideology, a power force in people’s lives. Since 1978, the concept of “peace” has been promoted by the Chinese government as one of the most important “Asian Values” (see, Deans 2005; Wang 2014; among others). Informed by Critical Discourse Analysis, this study aims at exploring how Chinese nationalism manifests itself in the biggest newspaper group in China, i.e., *The People’s Daily*, an official newspaper of the Chinese Communist Party.

Analyzing randomly selected online newspaper articles from *The People’s Daily* published during 1978-2013, this study argues that an important ideological component of Chinese diplomatic rhetoric derives from its representation of Chinese nationalism, as manifested in its lexical and syntactical structures (see, Kuo 2001). In addition, the representation of Chinese nationalism in *The People’s Daily* is often based on constructing China or its people as a victim, as evidenced in the frequently occurring expression: “This hurts the feelings of the Chinese people.” Although this expression was first used by government spokespersons of China, it and other similar expressions have flourished like mushrooms in Chinese media discourse in the recent decade. Results also

show that, in *The People's Daily*, when touching upon issues concerned with Taiwan, diplomatic relations, historical memory and national sovereignty of China, such an expression can be observed.

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## **Understanding humour across cultures and languages: a contrastive approach**

Vietnam and France are on the opposite ends of the spectrum both culturally and linguistically, so translating humour from traditional Vietnamese humorous stories into French and making it conceptually accessible to the French audience is a complex and challenging task. The difficulties remain in perceiving and/or understanding the specificities of Vietnamese humour in the context of country's cultural idiosyncrasies. More specifically, there is a long-standing tradition in Vietnam whereby these humorous stories have been passed down from generation to generation. Their main function is to amuse and entertain the audience, but also to put forward a subtle social criticism. This was particularly practiced during the period of Feudalism.

The presentation will analyse some of these stories, identifying the comic effect they contain and commenting on possible conceptual challenges a typical Western reader could face in an attempt to understand its essence. The analysis will utilise the contrastive approach.





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## **I'd rather be a dick than a cunt – Cross-gender perception of taboo lexical items employed as insults**

'You run like a girl' said to a boy is supposed to be an insult while 'you run like a boy' does not usually seem to be perceived as such by a girl. The same might be observed with regard to the utilisation of taboo lexical items in everyday communication. In my presentation, I would like to analyse the divergence in the manner in which the employment of several taboo vocabulary items referring to one gender is perceived when used to insult the other. I would also like to demonstrate how the grammatical gender of a term alters the way it is identified.



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## **Analysing political discourse as a macro speech act**

Communication has always been a major social and political fact, with an essential contribution in establishing the social order. Political discourse is, simultaneously, a specific way of action, a way of representation, but also a linguistic approach that speakers act upon the world and especially on their constituency. The performative aspects of political discourse lead to behaviours such as: vote or abstention, membership, street demonstrations and so on, in an attempt to either maintain the adherence of the audience who already shares the choices and values of the speaker or to conquer (persuade) the “hesitant” or to cause “changings of mind”, seeking to determine the adherence of a larger segment of the population.

By analysing several partisan political speeches delivered by Romanian Members of the Parliament in a session dedicated to the debate and vote of investiture for a new government (28.12.2004), the paper aims at demonstrating their role as macro speech acts. The corpus covers complex discursive functions (agenda setting, debates, decision making, proclaiming, etc.), suitable for both quantitative analysis (the frequency of speech acts – Searle’s 1969 typology – for each category of speakers) and qualitative analysis (how the macro speech act is built by means of political speeches).

The quantitative analysis reveals the frequency in the use of marked speech acts. The distribution of the speech acts

is correlated with the communicative strategies assigned to each role (the chair, the designated Prime-Minister, the MPs from government coalition, the MPs from opposition, others). Through this approach, I aimed at proving that, by valorification, on the level of discourse, the illocutionary force components at the level of the speech is pointed out as the actional function of the language. By means of analyzing political discourse from a macro speech act perspective, doing politics becomes more transparent. The discussion focuses on ways in which politicians do complex identity work (building and maintaining personal, group, and institutional identity), manage face-work, and construct power relations.

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## **“Teaching children how (not) to be taught” through Harry Potter series – Discourse analysis of in-class dialogues between selected teachers and students**

Although the theory of politeness has been studied by numerous linguists whose contributions enriched greatly the principal foundations established by Brown & Levinson (1987), it still requires further investigation in the aspect of power inequality between interlocutors. This study focuses on the classification and evaluation of the politeness strategies used by selected teachers of fictional school created in the Harry Potter series. The analysis of utterances, divided into four pragmatic categories of instruction, motivation, evaluation or classroom management (Jiang 2010), aims to examine the existence of a relationship between teachers' methodological skills and their linguistic choices. Taking into consideration the explicitness of the characters' types in the given, literary context, I will attempt to determine the scheme of positively and negatively marked teachers' behaviours and conclude with the presupposition of the impact it has on children's perceptions of their educators.



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## **Contextualizing and conceptualizing time, space and person in political discourse**

In recent years, a number of researchers have addressed time, space and person from the perspectives of linguistic pragmatics, discourse studies, cognitive linguistics. (Cap, 2013, Evans, 2013, Chilton, 2014, etc.) The goal of our paper is to make a new attempt in the linguistic exploration of time, space and person, focusing on the nexus between these three crucial concepts, with a view of revealing their role in shaping perception and understanding of the sociological, political, cultural and economic contexts during production of a complex event defined by social and communicative situations, which we call discourse.

We support the socio-cognitive approach prioritizing individual practices and subjectivity over social practices in discourse (Van Dijk, 2008, etc.). Meanwhile we consider discourse as a socio-cognitive event, which faces limits by time and space and plays a dynamic role in the change of person's identity. In other words, discourse carries on a system of values of person and constructs cognitive changes.

We used the method of context model analysis (van Dijk, 2008) and the Pragglejaz method developed by Steen and his colleagues. (Steen et al.2010) In total, we selected and analyzed approximately 200 pages of political and political media texts from American and British national corpora. Quantitative analysis of 67 linguistic (deictic elements, verbs, prepositions, etc) and rhetoric (metaphors, metonyms) devices identified in the corpora has been conducted to

demonstrate statistics in order to support our arguments and findings.

The reason why we focus on political and political media discourses is the existence of the high degree of temporal, spatial and personal contextualization and conceptualization dominated by a large number of subjective factors in this types of discourse.

There is a strong correlation between construals of time, space and person and subjectivity in discourse. For example, localization and dynamism are objective parameters in terms of time and space, meanwhile, it is a person who defines these parameters in social life based on subjectivity.



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## **The conceptual and the empirical: Returning to Wittgensteinian grammatical analysis**

This paper considers the ways in which Wittgenstein's later philosophy and his focus on logico-grammatical analyses has been sidelined in favour of his emphasis on the pragmatic orientation of language use. Such an orientation has in some instances been selectively used to shore up empirical programmes in discourse studies and downplay a concern with grammatical intelligibility and the criterial use of concepts. Furthermore, his philosophical position involving hypothetical or remembered examples has been found to be wanting in comparison with the analysis of actual instances of spoken and written discourse. This concern with empirical investigation is therefore set in opposition to conceptual analysis, where the latter is found to be wanting. The argument is made that Wittgenstein later philosophy, like that of Austin's concern with speech acts should be viewed as a part of rhetorical engagement with other forms of philosophy, albeit pointing the way forward for an empirical programme.

The paper seeks to overturn the view that Wittgenstein's logico-grammatical approach is somehow in competition with empirical work in discourse studies, or that it is limited in scope in comparison to those studies. It is argued that rather than taking his philosophical concerns as being theoretically foundational to empirical studies, they should be considered as part of his radical contextualism in

terms of cases, concepts and criteria. The argument is made that his approach to the public nature of language use is not inferior because of its lack of empiricism and descriptivist stance. Rather, the paper contends that such a view is a misunderstanding of his concern with the working of language as conceptual issue that requires clarification of logico-grammatical use rather than explanation grounded in the analysis of data.

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## **Distance crossing and alignments of self/other identifications in online charity discourse**

In mediated public discourses, collective identities and intergroup relationships tend to be constructed strategically with specifically selected linguistic and multimodal resources (Fairclough, 1995). Likewise, online charity appeals are characterized by textual and visual devices that enhance the persuasive potential of the messages to solicit donations by rational argumentation (*logos*), credibility-building (*ethos*), or affective appeal (*pathos*). Given the intense mediatization of charity, Chouliaraki (2013) observes that current rhetoric of fundraising appeals tends to be more contemplative and centered on the benefactors' needs for sharing, while being less negative and less *othering*. With more images of smiling faces and elegant descriptions of effective results of charity actions, this new trend in humanitarian communication seems to be attuned to the conventions of popular culture.

The present study assumes that the pragmatics of charity appeals relies on *aligning* the aims of the humanitarian organization with the needs, values and emotional dispositions of prospective donors through appropriate self- and other-identifications, as well as through the reducing of distance between the donor and the beneficiary. The study explores how language and visuals are deployed strategically to achieve the solicitation effect by Polish Humanitarian Action (PAH). PAH is one of the most prominent Polish charities, whose activities target

impoverished and disaster-stricken communities in Africa and Asia. PAH's reports, self-descriptions and photo-galleries on its official website are designed to bring those geographically distant causes and communities closer to the lifeworld of Polish/European donors. The categories for this analysis are adopted from the theory of proximization and distance crossing (Cap, 2013; Kopytowska, 2015), as well as from multimodal discourse analysis (Hart, 2016; Machin and Mayr, 2012).

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## **Dialogues in literary fiction and blogs: A genre and cross-genre corpus-based study**

There is an ongoing dispute concerning the nature of novelistic speech. Some scholars argue for the presence of mimesis in fiction while others claim that the selection of speech features is limited and the mimesis is a “linguistic hallucination”. Second, the popular opinion among the users of the Internet is that they chat online. On the other hand both genres are written to be read thus the question about being involved in a real-life conversation, at least in the linguistic sense, arises. The issue of the language of electronic media and/or literature has already been undertaken by Giltrow, J. & Stein, D (eds.). (2009); Ryan, Marie-Laure. (2001); and Tagg, C. (2012). The main aim of this study is twofold: to ascertain whether the two genres bear linguistic likeness to each other as well as to real-life dialogues. The study employs a corpus-based approach to text analysis, which is a well-established discipline (Biber, D. (2006); (Fischer-Starcke, B. (2010); Mahlberg, M. (2009). For the purpose of this study a 12 000 words sample of literary dialogues of the 20<sup>th</sup> and 21<sup>st</sup> century British and American writers, and one of the same size containing conversations that are part of blogs dated 2013-14 have been compiled. The investigation focuses on: 1) The frequency and keyness of selected grammatical and lexical items (personal pronouns, verbs); 2) The typology of 4-word clusters as well as their profile (genre, media). The results demonstrate that literary dialogues resemble real-life

conversations, while the language used in conversations on the Internet displays a peculiar mixture of spoken and written features.

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## **Indeterminacy within higher-level explicatures**

As has been argued in some pragmatic literature of the last decades, the encoded meaning underdetermines the truth-conditional meaning communicated by an utterance (e.g. Bach 1994; Bezuidenhout 2002; Carston 2002; Recanati 2004; Sperber and Wilson 1995). A related, yet distinct notion of indeterminacy, understood as speaker's weak commitment to a communicated assumption (or a range of assumptions) has also been discussed, both in relation to explicit content (Jodłowiec 2015) and implicatures (e.g. Grice 1975, Sperber and Wilson 1995).

In this paper I would like to focus on the possible indeterminacy of a component of explicit meaning referred to as higher-level explicature (Wilson and Sperber 1993), which communicates information on the speaker's propositional attitude, speech-act description and emotional stance toward the utterance. This kind of information is often to a large extent inferred (rather than decoded), and as such it tends to be weakly communicated and may thus be indeterminate.

In some cases, indeterminacy is motivated by a need to save processing effort – the hearer would not benefit from developing a fully determinate propositional attitude and/or speech act description. For example, when Mary says that Paul is at work, the hearer's exact realisation if Mary is certain about it, or merely so supposes may not contribute to the relevance of Mary's utterance (cf. Blakemore 1991; Nicolle 2000). I shall argue that in other cases indeterminacy can also

contribute some speaker-intended effects and be exploited in communication. For example, when Mary says that doing housework is an effective method of fighting depression, it may remain indeterminate if she is asserting the proposition expressed or merely joking about it (e.g. to implicate that she is trying hard to find benefits of doing housework). It appears that this kind of indeterminacy may give rise to some interpersonal effects in communication, since the speaker can at the same time express an opinion and avoid full responsibility for endorsing it, should this opinion prove controversial.



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## **The interplay of cultural expectation, gender identity and communicative behavior: Some evidences from compliment-responding behavior**

A number of pragmatic studies have reported to gender variations on compliment-responding linguistic behavior, many of which focused only on people's responses to positive commentaries on their physical attractiveness. How people of different gender identities reacted to compliments on other themes were rarely discussed. However, men and women's values priorities are incompatible, which can impose significant impact on their reactions to compliments of varying topics. This study therefore investigated how men and women pragmalinguistically respond to compliments on different themes, including appearance, ability, possession and personality trait. A discourse completion test was designed to elicit people's compliment-responding patterns under different scenarios, which were distributed to 600 male and female undergraduate student informants. The analytical frameworks developed by Holmes (1988), Herbert (1989, 1990), and Yu (2004) were integrated and slightly adjusted to fully categorize the data in the present corpus. The independent sample T-test was utilized to examine the distributional differences between males and females' communicative strategies.

Results empirically evidenced the sophisticated interplay of cultural expectation, gender identity, and

communicative behavior. Typical masculine characteristics of assertive, confident, and career-minded as well as the desirable feminine attributes of well-mannered, attractive, thrifty, and thoughtful were manifested through the informants' linguistic reactions to compliments on their appearance, possession, and personality trait. However, the meaning of gender is not invariable over time and nothing is absolutely necessary in the definition of gender identity. From the informants' responses to compliments on their ability, it was noticed that women nowadays are more confident in their ability in non-domestic tasks, which in turn modifies the definition of femininity and the cultural views of female gender role in the contemporary Taiwanese society. Simply put, findings of the current study empirically manifested that people's styles of communication are a reflection of cultural values. Yet, people do not always linguistically behave to create an image to satisfy the traditional social prescriptions for males and females, which is because the meaning of gender varies along with development and transformation of the society.

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## **Hypostases of fools in English speaking culture**

The purpose of this research is to identify and characterize the main image types of fools who are peculiar to English speaking culture as they take the beginning from it. Fools first appeared during medieval carnivals that were pictured brightly in the work "Praise of Folly" (1509) by Erasmus. Upon examination this piece of art, it becomes clear the author exalts recklessness and demonstrates fools to be always around us. Through showing of modern carnival dissolvent in everyday life (by prof. V.O. Samokhina), this research highlights that over time the conception of man has been built: he combines seriousness with mocking and is not limited in space and time. Such people are habitually called fools.

Though current literature in this field is large, there are still various gaps to fill, especially in the domain of objectivation of the notion "fool" in modern world. The word was borrowed from Old French *fol* «crazy» – negative etymological connotation. Using definitional analysis one can state the notion to be ambivalent: on the one hand invective; on the other – this focus undermines likeness as dominant creative force: mask behind which a man stands with broad outlook and truth to convey to others.

One can distinguish the following hypostases of fools:

- 1) **Buffoons.** Dominant characteristics: wit, sense of humor, bright personality. Play role of philosophers and teachers. Their life position is to cod and flutter.

- 2) **Jesters**. Appeared as professional clowns employed by noblemen in the Middle Ages, then transformed into auctorial narrators. Bearers of internal paradox but dependent on “customer” – a rich master whose tastes they must indulge.
- 3) **Tricksters**. Play roles of catalysts and troublemakers. Pretend to be helpless to catch antagonist by surprise. Objectives: awareness of himself, search for his own path, experience accumulation and transfer. Chaos, vitality, hypersexuality, duality, comic effect caused by invective.
- 4) **Clowns**. Caricature humanity in a delightful manner. When acting is over, they leave their image on stage. Identified through hyperbolic garment and clothing,

All types of fools use language games and various stylistic devices to show ideas to society in a witty way.

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## **More on the political discourse: Establishing identity and interacting with the audience**

This paper aims to demonstrate how leaders of political parties establish their identity and at the same time actively engage listeners within the argumentation expressed in their political speeches, through the use of self-mentions and engagement markers as metadiscourse categories. More precisely, it sets out to explore the function and use of self-mentions and engagement markers i.e. personal pronouns, directives and questions in 8 speeches delivered by Macedonian politicians and 8 speeches delivered by American politicians. The speeches in both corpora were delivered by politicians both from the ruling and opposing party.



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## **Going beyond the personal/impersonal distinction: Pragmatic uses of the third person in political discourse**

Although the use of pronouns in political discourse has already been widely studied (Wilson 1990; Pennycook 1994; Duszak 2002; Krizsán 2011), it tends to focus on the first and second person paradigms and to neglect the third person, whose referent(s) are considered outside the actual situation of utterance (Benveniste 1966: 254; Lyons 1977: 638; Levinson 1983: 69).

This paper investigates so-called R-impersonals or “impersonals triggered by a reduction in referentiality”, which “have the appearance of regular, personal constructions but feature a subject which is human and non-referential” (Siewierska 2011: 57–58) in a corpus of contemporary parliamentary debates in France, Germany and Great Britain. A class of heterogeneous markers is analysed, ranging from lexical R-impersonals like *people* to pronominal R-impersonals like the numeral *one* in English, impersonal pronouns like *man* (German) and *on* (French), and regular personal pronouns, such as the English *we*, *you* or *they*, which might trigger genericity in non-prototypical uses.

Following Obeng (1997: 80), I argue that the use of the third person in political discourse can be seen as a marker of “verbal indirection”. Relying on a common sense or

presupposed shared knowledge amongst the participants, the use of inclusive markers morpho-syntactically linked with third-person agreement is simultaneously a mitigation strategy of a Face Threatening Act (negative face) and an inclusive strategy (positive face) (Brown & Levinson 1978, 1987). It enables to embrace categories of population who become target recipients (*destinataires*) without being the addressees (*allocutaires*) of political discourse (Ducrot 1980). Despite the underspecification of these markers, the identity of the referents can easily be inferred from the wider discourse setting; in fact, it refers very often to specific, well-known participants. Thus, are R-impersonals in political discourse really so impersonal (see Gelabert-Desnoyer 2008)?



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## **Reflexions on Grice's Cooperative Principle in the context of euphemisms in the media**

Euphemisms are ubiquitous both in everyday communication and public discourse, and their use seems justified and desirable, especially in the context taboo topics such as war and death. The main aim of the presentation is to evaluate primary and secondary functions of euphemisms in media discourse based on the dichotomy proposed by Luchtenberg (1985), dividing euphemisms into two subtypes: concealing and veiling. While the former is motivated by the desire to observe established cultural norms of behaviour and simultaneously protect both the speaker and the hearer from a possible face threat, the latter has a more sinister objective: deliberate hiding of information with a view to either achieving and maintaining a dominant position in communication, or saving one's own face in order to maintain a good public image by withdrawing information that could tarnish it, as is often the case in political discourse. Both subtypes draw on the same mechanisms and employ the same semantic devices in the process of formation, but their similarity is in fact not accidental, but rather governed by the speaker's intention to hide his original motivation. The above mentioned functions of euphemisms will be reviewed in the light of Cooperative Principle and conversational maxims (Grice, 1975) with regard to their adherence to Grice's rules of communication. Finally, the findings will be illustrated by examples from newspaper articles on the topic of the Syrian

war, with a focus on the intentions of primary and secondary speakers- politicians and journalists, who either reproduce an utterance or produce it themselves.

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## **Polarization in the Canadian Mosaic**

This talk revolves around Canadian Multiculturalism, which has been granted recognition as one of the most successful models of multiculturalism ever to have been established. Regardless of the ongoing 'rise and fall' of the multiculturalism narrative, especially in European socio-politics, the successful story of Canadian Multi-culturalism continues to be praised and treated as the model of multiculturalism worth emulating. What remains hidden to the public eye, more often than not, however, is that regardless of its success, the Canadian Mosaic model of multiculturalism is far from a socio-political and cultural condition that can be taken for granted: it must be constantly re-negotiated and updated on various levels. The boundary between success and failure in maintaining a cohesive and integrated, in Bhikhu Parekh's words, multi-culturalistic society (2000, 2006) is extremely fragile and unstable. As a result, such a society is characterized by strong polarization and involves complex relations of inclusion and exclusion.

This talk investigates the general socio-political polarization found in the Canadian Mosaic. The discussion is based on a speech delivered by Canadian PM Justin Trudeau on 3/9/2015, entitled, *Canadian Liberty and the Politics of Fear*. The investigation, drawing on the fields of linguistics, politics, sociology and history, follows the Critical Discourse Analysis methodology/framework. The analysis of chosen fragments of the speech, with regard to the concept of

common ground (Clark), ideological square (van Dijk) and proximization theory (Cap), is accompanied by socio-political historical commentary, as well as by Charles Taylor's Politics of Recognition (1994) and Will Kymlicka's theory of multiculturalism. Both Taylor and Kymlicka are Canadian political philosophers who specialize in the matters of multiculturalism, cultural/ethnic diversity and individualism, among others. The former's Politics of Recognition revolves around the existence of collective and individual identity, which results in the overall difficulty in maintaining multiculturalistic societies and in establishing and updating successful models of multiculturalism. This talks emphasises the strong polarization present in the fragile structure of the Canadian Mosaic and the dire need for constant effort put into the maintenance and enhancement of the model in question.

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## **Nineteenth-century institutional (im)politeness cultures: Insights through speech act profiles**

The internal and external correspondence of the British Colonial Office in the Late Modern period provides a so far unexplored institutional collection of epistolary data. Research into historical correspondence has utilised similar datasets to uncover the underlying norms of interaction and to investigate the involved (im)politeness cultures (Kádár 2012). The paper is based on a selection of letter exchange in the first three decades of the nineteenth century pertaining to the Cape Colony (Theal 1897-1905). Epistolary interaction of institutional nature involves a set of very specific conventions, as well as restrictions on linguistic expression manifested, among others, in the nature and frequency of the involved speech acts. The paper aims to establish the nature of the most commonly employed speech acts in order to reconstruct the leading speech-act profiles of such correspondence and to elucidate the underlying norms behind their use. The analysis focuses on the most frequent lexical sets and formulae (extracted through *n*-gram analysis) that occur in the vicinity of the referential terms denoting the writers and the addressees. Repetitive strings show specific patterns of occurrence relative to person reference revealing the institution-specific dynamics of interaction determined by social constraints on expressive language, power differentials and the overwhelmingly elaborate, yet ambiguous, ways of stance expression.



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**The path to persuasion leads through surprise  
– Skillful exploitation of contextual combination  
in advertising**

The essence of advertising lies very often in unusual and surprising juxtaposition of apparently incongruous elements, which nevertheless successfully combine in producing a coherent and understandable message. A vital role is performed by a skillfully engineered context, which allows for simultaneous activation of certain otherwise inconspicuous senses and construction of novel and attractive connections. Such theoretical proposals as Lemke's *traversals* (2001; 2005), Fauconnier and Turner's *Conceptual Blending Theory* (1998; 2002) and Keckes's *Dynamic Model of Meaning* (2008) seem to encompass very well many vital aspects of the phenomenon in question. It is in advertising that we often come across linking of elements by transgressing naturally existing borders between domains which are unrelated, are invited to map onto each other different mental spaces on the basis of their salient analogy or identity, and indulge in creative riddle-like exploration of contextual elements in order to reconstruct the intended message. Nevertheless, in spite of their surreal and dreamlike character, advertisements successfully avoid creating conflicts between 'the real' and 'the imaginary' in the minds of their recipients. Their true power lies in their ability to blur the distinction to such an extent that certain irrational but attractive connections,

implanted in the minds of the audience, take part in subsequent decisions in the real world.

The present study attempts to uncover the ways in which certain unrelated elements are skillfully brought together in a context allowing for such a juxtaposition in selected Polish TV advertisements for various medicine and health-related products, which are in a large part also advertised internationally in a very similar way. The method employed is an in-depth content analysis of the material, followed by an attempt to integrate the identified mechanisms with the models of meaning-making mentioned above. The results will hopefully help in better understanding of the ways in which particular components of the context structure may interact with the message expressed verbally or pictorially in the construction of multilevel meanings in advertising communication.



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## **Pragmatics within a semantic content** ***A red herring, a half-truth and a bluff***

From ancient times a growing number of authors have been devoting their works to analysis of lying and misleading. Just to name a few moderately recent books and papers: Adler 1997, Puzynina 1997, Antas 1999, Bok 1999, Ekman 2001, Carson 2006, 2010, Bogusławski 2011, Strokke 2013, 2014, Kucharski 2015. Apart from proposing definitions and moral evaluation of acts of deceiving some authors emphasize the connection between lying and Grice's Quality Maxim (Fallis 2012, Benton 2016, Schee 2015). However other submaxims are never (to my knowledge) explicitly mentioned in respect to deceiving acts.

In this presentation I shall concentrate on lexemes which refer to communicative misleading, namely *a red herring* and *a half-truth*. They presuppose the violation of resp. Relevance and Quantity Maxims as well as they lexicalize the information of inferential process made by an addressee of an input utterance (Gazdar 1979, Sperber, Wilson 1986, Levinson 2000, Davis 2014, Horn 2014). Before getting into details of semantic content of chosen language units I shall present the general sketch of their semantic components. Having this as a background I shall discuss the function of the word *a bluff* in its literal uses. Although the meaning of *a bluff* shares the presupposition of making conversational implicatures with former lexemes it has its hallmarks worth of separate analysis. As a result we will be

able to observe a complex verbal interaction incorporated in the meaning of chosen expressions.

A closer look into semantics of some falsehood exponents let us realize that linguistic tools not only are a necessary condition for human communication but at the same time the meaning of some of them embody an intricate description of the later. In this sense linguistic phenomena are priory to philosophical terms and theories.

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## **Historic accounts of interpreted events: Deictic markers in the descriptions of la Malinche's work in the Conquest of the New Spain**

Reconstructing interpreted events from a historical perspective is a rather impossible task as we are left with no trustworthy evidence. All we can rely on are recollections or, undeniably, partial accounts of these encounters. Still, on some occasions, sources contemporary to the interpreted communicative situations provide us with some indications to entertain the possibility of carrying out an intellectual exercise to reconstruct the utterances in question. Such could be said of the work of la Malinche, Hernán Cortés's interpreter during and shortly after the conquest of the New Spain, now Mexico. She appears in various manuscripts including, for example, the work of Fray Bernardino Sahagún (1577) or Bernal Díaz del Castillo (1552).

In their almost contemporary accounts, *La historia general de las cosas de la Nueva España* (Sahagún) and *La historia verdadera de la conquista de Nueva España* (Díaz del Castillo), they each give their respective accounts of the meetings that took place between Cortés, the leader of the Spanish troops, and Moctezuma II, the last Aztec ruler. They both include explicit references as to the interpreting work carried out by la Malinche, this evidently influential character who enjoyed a celebrity status few interpreters can claim

today (Alonso Araguás *et al.*, 2015; Karttunen, 1994; Yannakakis, 2006).

Within the framework of positioning theory (Goffman, 1981; Harré & Gillett, 1994; Harré & van Langenhove, 1999) and the discursive approach in translation studies (Hatim & Mason, 1990, 1997), the current paper proposes to provide a comparative analysis of the two texts as regards the deictic references to the two primary speakers as well as to the interpreter, mainly in order to analyse the latter's role in co-constructing the interpreted encounters.

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## **Bilingual discourse strategies in EFL classes in Mexico**

The use of L1 and L2 in the language classroom has been conceptualised and prioritised between the two extremes of a wide spectrum where the grammar translation method tends towards an excessive use of the students' L1 while the communicative approach or the direct method gives far greater preference to the L2 (whether second language or foreign language) that is being taught. Based on the concept of English as an International Language (EIL) (c.f. Alsagoff *et al.*, 2012; Holliday, 2006; McKay, 2002; Sharifan, 2009) and considering the language classroom as a "third space" (c.f. Bhabha, 2004), the current project aims to classify the types of code-switching/code-mixing interactions (Brian, 2000; Cook, 2010; Cook, Hall & Cook, 2013; Lin, 2008; Martin-Jones, 1995; Polio & Duff, 1994, Simon, 2001), in the EFL classroom in Central Mexico.

Analysing transcripts of video recordings of EFL teacher trainees in their final year of their BA course, first, the teachers' self-interpreted utterances (between the L1, Spanish, and the L2, English) will be categorised along the taxonomy established by Cecilia Wadensjö (2014) in the field of community interpreting. These groupings include: close renditions, expanded renditions, reduced renditions, substituted renditions, multi-part renditions, summarised renditions, non-renditions and zero-renditions (pp. 107-108). It is hoped that this classification will lead to understanding

the discursive contexts the teachers employ these different ways of interpreting themselves and, most importantly, why they use these techniques in their communication with the students.



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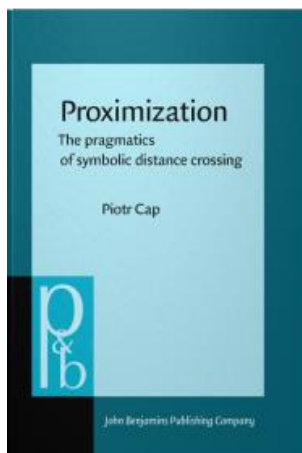


Department of Pragmatics (est. 2005, head: prof. Piotr Cap) is committed to the perception of pragmatics as a functional, i.e. cognitive, social and cultural, perspective on all aspects of language and communication. Our research, which follows this broad mission, is regularly published by reputable international publishers, such as Elsevier Science, John Benjamins, Multilingual Matters, Palgrave Macmillan, Bloomsbury Academic, and Mouton de Gruyter. Our members are involved in various forms of international scholarly activity, including journal management (International Review of Pragmatics, Lodz Papers in Pragmatics, and *Lingua*) and book series editorships (Topics in Humor Research) as well as service on boards of scientific organizations (International Pragmatics Association, European Consortium in the Humanities). Department of Pragmatics participates in EU research and didactic projects (LLP DysTEFL, SILCC, Minerva QuADEM), and is principal organizer of several conference series (New Developments in Linguistic Pragmatics, Linguistic Approaches to Funniness, Amusement and Laughter, Political Linguistics), as well as host organizer of international congresses (e.g. CADAAD-2010). In 2008, members of the Department launched Polish Pragmatics Association. In 2012, following our initiative, the Senate of the University of Łódź conferred the Uł honoris causa degree on Professor John Searle (UC Berkeley), one of the greatest contemporary intellectuals and a founding father of the discipline of Pragmatics. Our members have been winners of prestigious research awards (e.g. prize of the

Polish Academy of Sciences) and international fellowships (awarded by the Polish-US Fulbright Foundation, the Humboldt Foundation, the US Department of State, Kościuszko Foundation).

## RECENT PUBLICATIONS

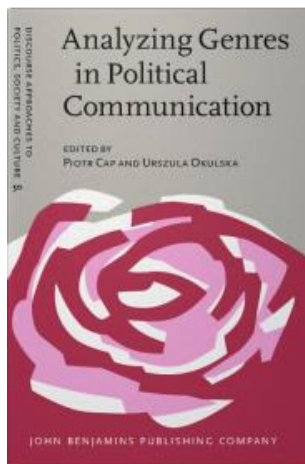
Cap, P. 2013. *Proximization: The Pragmatics of Symbolic Distance Crossing*. Amsterdam/Philadelphia: John Benjamins.



This book proposes a new theory (“proximization theory”) in the area of political/public legitimization discourse. Located at the intersection of Pragmatics, Cognitive Linguistics and critical approaches, the theory holds that legitimization of broadly consequential political/public policies, such as preemptive interventionist campaigns, is best accomplished by forced construals of virtual external threats encroaching upon the speaker and her audience’s home territory. The construals, which proceed along spatial, temporal and axiological lines, are forced by strategic deployment of lexico-grammatical choices drawn from the three domains. This

proposal is illustrated primarily in the in-depth analysis of the 2001-2010 US discourse of the War-on-Terror, and secondarily in a number of pilot studies pointing to a wide range of further applications (environmental discourse, health communication, cyber-threat discourse, political party-representation). The theory and the empirical focus of the book will appeal to researchers working on interdisciplinary projects in Pragmatics, Semantics, Cognitive Linguistics, Critical Discourse Studies, as well as Journalism and Media Studies.

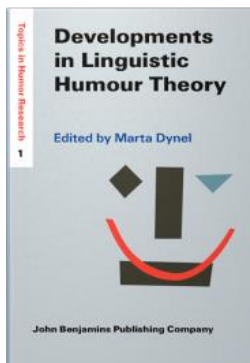
Cap, P. and U. Okulska. (eds.) 2013. ***Analyzing Genres in Political Communication: Theory and Practice***. Amsterdam/Philadelphia: John Benjamins.



Featuring contributions by leading specialists in the field, the volume is a survey of cutting edge research in genres in political discourse. Since, as is demonstrated, “political genres” reveal many of the problems pertaining to the analysis of communicative genres in general, it is also a state-of-the-art addition to contemporary genre theory. The book offers new methodological, theoretical and empirical insights in both the long-established genres (speeches, interviews, policy documents, etc.), and the modern, rapidly-evolving generic forms, such as online political ads or weblogs. The chapters, which engage in timely issues of genre mediatization, hybridity, multimodality, and the mixing of discursive styles, come from a broad range of perspectives spanning Critical Discourse Studies, pragmatics, cognitive psychology, sociolinguistics, applied linguistics and media

studies. As such, they constitute essential reading for anyone seeking an interdisciplinary yet coherent research agenda within the vast and complex territory of today's forms of political communication.

Dynel, M. (ed.) 2013. *Developments in Linguistic Humour Theory. Topic in Humor Research, Vol. 1.* Amsterdam/Philadelphia: John Benjamins.



This volume presents recent developments in the linguistics of humour. It depicts new theoretical proposals for capturing different humorous forms and phenomena central to humour research, thereby extending its scope. The contributions critically survey and develop the existing interpretative models, or they postulate novel theoretical approaches to humour in order to better elucidate its workings. The collection of articles offers cutting-edge interdisciplinary explorations, encompassing various realms of linguistics (semantics, pragmatics, stylistics, cognitive linguistics, and language philosophy), as well as drawing on findings from other fields: sociology, psychology and anthropology. Thanks to careful overviews of the relevant background literature, the papers will be of use to not only researchers and academics but also students. Albeit focused on theoretical developments, the volume is illustrated with interesting research data, such as the discourse of television programmes and series, films and stand-up comedy, as well as jokes.





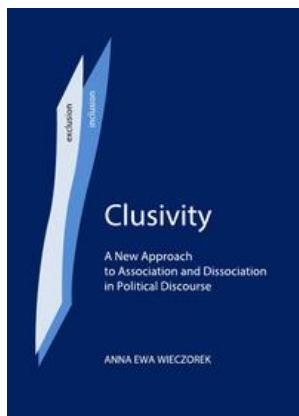
Nijakowska, J., Kormos, J., Hanusova, S., Jaroszewicz, B, Kálmos, B., Imrene Sarkadi, A., Smith, A. M., Szymańska-Czaplak, E. and N. Vojtkova. 2013. ***DysTEFL – Dyslexia for Teachers of English as a Foreign Language***. Cham, Germany: Druck+Verlag Ernst Vögel GmbH.



A coursebook for EFL teacher training on teaching English to learners with dyslexia. Self-study version available at [course.dystefl.eu](http://course.dystefl.eu).



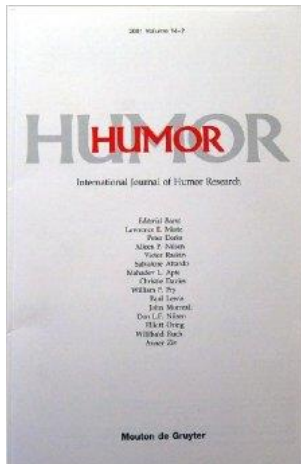
Wieczorek, A.E. 2013. *Clusivity: A New Approach to Association and Dissociation in Political Discourse*. Newcastle upon Tyne: Cambridge Scholars Publishing.



This book develops an original framework for the analysis of inclusion and exclusion encoded linguistically in political discourse. The approach taken situates political discourse in a broader context of social and psychological relations between groups and their members which influence the manner in which the speaker's message is constructed and construed by individuals. This study proposes a pragmatic-cognitive model which underlies and explains the discursive representation of belongingness and dissociation in terms of the conceptual location of various discourse entities in the Discourse Space (cf. Chilton 2005). The model in question is concerned with three mechanisms which, combined, form a fully-fledged apparatus for the analysis of the legitimizing power of association and dissociation in political discourse through positive self and negative other presentation tactics. The study is a theoretical enterprise which, however, includes a

comprehensive empirical part whose aim is to evaluate and confirm the theoretical assumptions made. The focus is essentially on the relationship between the speaker and the addressees.

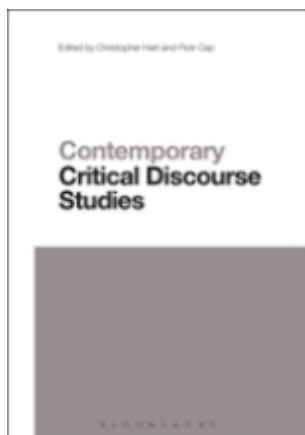
Dynel, M. (ed.) 2014. *Special Issue on the Linguistics of Humorous Irony*. *HUMOR: International Journal of Humor Research* 27(4).



*HUMOR*, provides an interdisciplinary forum for the publication of high-quality articles on humor as an important and universal human faculty. Contributions include theoretical papers, original research reports, scholarly debates, short notes, book reviews, and letters to the editors.



Hart, C. and P. Cap. (eds.) 2014. ***Contemporary Critical Discourse Studies***. London: Bloomsbury Academic.

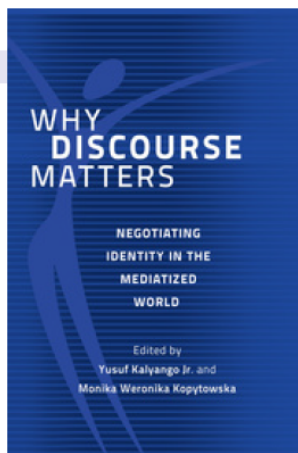


CDS is a multifarious field constantly developing different methodological frameworks for analysing dynamically evolving aspects of language in a broad range of socio-political and institutional contexts. This volume is a cutting edge, interdisciplinary account of these theoretical and empirical developments. It presents an up-to-date survey of Critical Discourse Studies (CDS), covering both the theoretical landscape and the analytical territories that it extends over. It is intended for critical scholars and students who wish to keep abreast of the current state of the art. The book is divided into two parts. In the first part, the chapters are organised around different methodological perspectives for CDS (history, cognition, multimodality and corpora, among others). In the second part, the chapters are organised around particular discourse types and topics investigated in CDS, both traditionally (e.g. issues of racism and gender

inequality) and only more recently (e.g. issues of health, public policy, and the environment). This is, altogether, an essential new reference work for all CDS practitioners.



Kalyango, Y. and M. Kopytowska. (eds.) 2014. ***Why Discourse Matters: Negotiating Identity in Mediatized World***. New York, NY: Peter Lang.

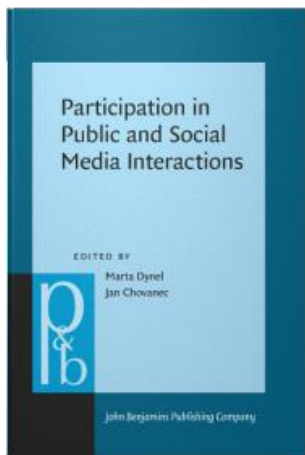


This volume draws on issues and cases from more than 20 countries to provide empirical evidence and theoretical insights into why discourse matters. Covering a wide range of concepts and topical issues, contributors from media studies, journalism, and linguistics address the following key questions: Why and how does discourse matter pertaining to identity in a mediatized world? Who makes discourse and identity matter, for what reason, in what way, and with what consequences?

The volume provokes a new proposition that it is necessary to go beyond the safe havens of disciplinary strongholds with familiar terminology, methodology, and questions to address future inquiries into discourse and identity from a combination of linguistics and journalistic media studies.



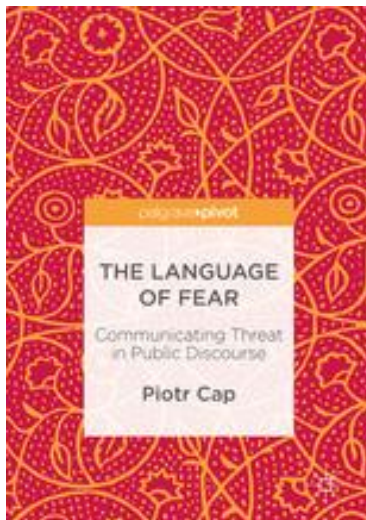
Dynel, M. and J. Chovanec (eds.) 2015. *Participation in Public and Social Media Interactions*. Amsterdam/Philadelphia: John Benjamins.



This book deals with participation frameworks in modern social and public media. It brings together several cutting-edge research studies that offer exciting new insights into the nature and formats of interpersonal communication in diverse technology-mediated contexts. Some papers introduce new theoretical extensions to participation formats, while others present case studies in various discourse domains spanning public and private genres. Adopting the perspective of the pragmatics of interaction, these contributions discuss data ranging from public, mass-mediated and quasi-authentic texts, fully staged and scripted textual productions, to authentic, non-scripted private messages and comments, both of a permanent and ephemeral nature. The analyses include news interviews, online sports reporting, sitcoms, comedy shows, stand-up

comedies, drama series, institutional and personal blogs, tweets, follow-up YouTube video commentaries, and Facebook status updates. All the authors emphasize the role of context and pay attention to how meaning is constructed by participants in interactions in increasingly complex participation frameworks existing in traditional as well as novel technologically mediated interactions.

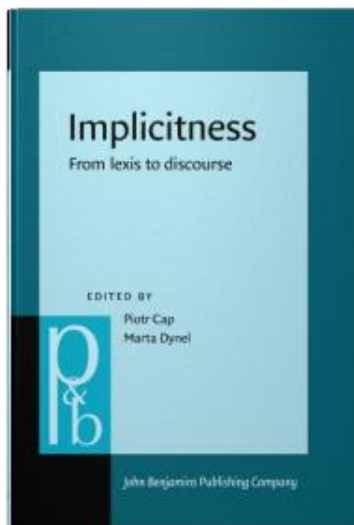
Cap, P. 2017. *The Language of Fear: Communicating Threat in Public Discourse*. Basingstoke: Palgrave Macmillan.



This book investigates linguistic strategies of threat construction and fear generation in contemporary public communication, including state political discourse as well as non-governmental, media and institutional discourses. It describes the ways in which the construction of closeness and remoteness can be manipulated in the public sphere and bound up with fear, security and conflict. Featuring a series of case studies in different domains, from presidential speeches to environmental discourse, it demonstrates how political and organizational leaders enforce the imminence of an outside threat to claim legitimization of preventive policies. It reveals that the best legitimization effects are obtained by

discursively constructed fear appeals, which ensure quick social mobilization. The scope of the book is of immediate concern in the modern globalized era where borders and distance dissolve and are re-imagined. It will appeal to students and researchers in linguistics, discourse analysis, media communication as well as social and political sciences.

Cap, P. and M. Dynel (eds.) 2017. *Implicitness: From Lexis to Discourse*. Amsterdam/Philadelphia: John Benjamins.



Although the term *implicitness* is ubiquitous in the pragmatic scholarship, it has rarely constituted the focus of attention per se. This book aims to help crystallize the concept of implicitness by defining its linguistic boundaries, as well as specifying and exploring its different communicative manifestations. The contributions by leading specialists scrutinize the main conceptualizations, forms and occurrences of implicitness (such as implicature, implicature, explicature, entailment, presupposition, etc.) at different levels of linguistic organization. The volume focuses on phrasal, sentential, and discursive phenomena, showcasing

the richness and variety of implicit forms of communication, systematizing (where possible) the existing analytic perspectives, and identifying the most productive procedures for further exploration. Taken together, the chapters exhibit theoretical differences that hinder a consensus on the nature of implicitness, but they simultaneously reveal methodological points of contact and raise common questions, thereby signposting a future analytic agenda. The book will appeal to both theoretically and empirically minded scholars working within and across the disciplines of Pragmatics, Semantics, Language Philosophy, Discourse Analysis, and Communication Studies.