

# Pragmatics

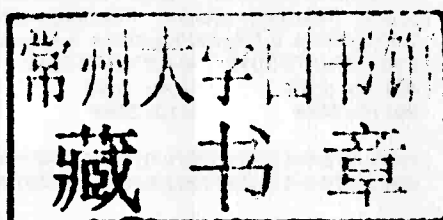
An advanced resource book for  
students

**Dawn Archer, Karin Aijmer and  
Anne Wichmann**

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## Series editors' preface

The Routledge Applied Linguistics series provides a comprehensive guide to a number of key areas in the field of applied linguistics. Applied Linguistics is a rich, vibrant, diverse and essentially interdisciplinary field. It is now more important than ever that books in the field provide up-to-date maps of what is an ever-changing territory.

The books in this series are designed to give key insights into core areas of Applied Linguistics. The design of the books ensures, through key readings, that the history and development of a subject is recognized while, through key questions and tasks, integrating understandings of the topics, concepts and practices that make up its essentially interdisciplinary fabric. The pedagogic structure of each book ensures that readers are given opportunities to think, discuss, engage in tasks, draw on their own experience, reflect, research and to read and critically reread key documents.

Each book has three main sections, each made up of approximately ten units:

**A: An Introduction** section in which the key terms and concepts which map the field of the subject are introduced, including introductory activities and reflective tasks, designed to establish key understandings, terminology, techniques of analysis and the skills appropriate to the theme and the discipline.

**B: An Extension** section in which selected core readings are introduced (usually edited from the original) from existing key books and articles, together with annotations and commentary, where appropriate. Each reading is introduced, annotated and commented on in the context of the whole book, and research or follow-up questions and tasks are added to enable fuller understanding of both theory and practice. In some cases, readings are short and synoptic and incorporated within a more general exposition.

**C: An Exploration** section in which further samples and illustrative materials are provided with an emphasis, where appropriate, on more open-ended, student-centred activities and tasks, designed to support readers and users in undertaking their own locally relevant research projects. Tasks are designed for work in groups or for individuals working on their own. They can be readily included in award courses in Applied Linguistics, or as topics for personal study and research.

The target audience for the series is upper undergraduates and postgraduates on language, applied linguistics and communication studies programmes as well as teachers and researchers in professional development and distance learning programmes. High-quality applied research resources are also much needed for teachers of EFL/ESL and foreign language students at higher education colleges and universities worldwide. The books in the Routledge Applied Linguistics series are aimed at the individual reader, the student in a group and at teachers building courses and seminar programmes.

We hope that the books in this series meet these needs and continue to provide support over many years.

## THE EDITORS

Professor Christopher N. Candlin and Professor Ronald Carter are the series editors. Both have extensive experience of publishing titles in the fields relevant to this series. Between them they have written and edited over one hundred books and two hundred academic papers in the broad field of applied linguistics. Chris Candlin was president of AILA (International Association of Applied Linguistics) from 1996 to 2002 and Ron Carter was Chair of BAAL (British Association for Applied Linguistics) from 2003 to 2006.

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## How to use this book

Pragmatics is a rapidly developing field. From its beginnings in ordinary language philosophy with a focus on 'how to do things with words', pragmatics has grown into a full-blown theory of communication and language use.

Whilst a pragmatics-based perspective could be said to be pervading linguistics and communication studies more generally, 'pragmatics' as a term remains an elusive notion. In this book we have tried to do justice to the origins of the discipline, to its cross-fertilization with other disciplines such as sociolinguistics, psycholinguistics and discourse analysis and to more recent developments. Hence, in addition to covering the origins of pragmatics and the essential concepts in pragmatics, the present volume also describes some of the newer areas in pragmatics. These include historical pragmatics, critical pragmatics, cross-cultural pragmatics and the contribution of prosody and non-verbal communication to pragmatic meaning.

We also include an overview of the methodological approaches to pragmatics. Pragmatics has become an empirical area of study, and we discuss what constitutes empirical evidence. In particular, pragmatics research has become characterized by the use of corpora and more experimental methods. Large corpora can provide the data for studying how pragmatic phenomena such as speech acts or pragmatic markers are used in a variety of social activities and by different speakers. Corpus data provides illustration for many of the points we make, and is also the basis of some of the exploratory tasks that are proposed in the third section of the book.

The book has three sections

- Section A Introduction: contains twelve chapters which address the origins, essential concepts and applications of pragmatics. These chapters, some of which contain brief exercises to guide your understanding, can stand alone as an overview of the current extent of the field of pragmatics.
- Section B Extensions: the twelve chapters provide extracts from published books or articles that relate to each topic in Section A. Each reading is followed by tasks that help you to understand and to critically evaluate what you have read. In addition we suggest a number of other publications that will help you to understand the topic, and explain how they are relevant.
- Section C Exploration: contains nine chapters, each of which addresses one or more of the topics presented systematically in Sections A and B. They contain

questions, activities and small research projects. These chapters are designed first to help you understand first hand some of the problems that arise in empirical work: what sounds so simple in a published article is often much more difficult to achieve in practice. Second, and most importantly, these projects should help you apply your understanding of pragmatics to your own context and culture, whether English is your first language or a language you are in the process of learning. In many cases we provide corpus data for you to work on, or links to corpora that you can explore yourself, but you are also encouraged to gather your own data, in situations determined by yourself.

There are a number of ways of working with this book. As we said above, Section A can stand alone as an overview of the field, but it is best read in conjunction with the respective units of Section B, which introduce you to some of the original research on which our overview is based. Before embarking on any of the research projects in Section C, it is crucial to understand something of the methodologies used in pragmatics, and for this reason we recommend that Unit C1 should be addressed before any of the others. Whatever order you choose, however, there are extensive cross-references that should help you find your way around the book.

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