

# 语用学

及

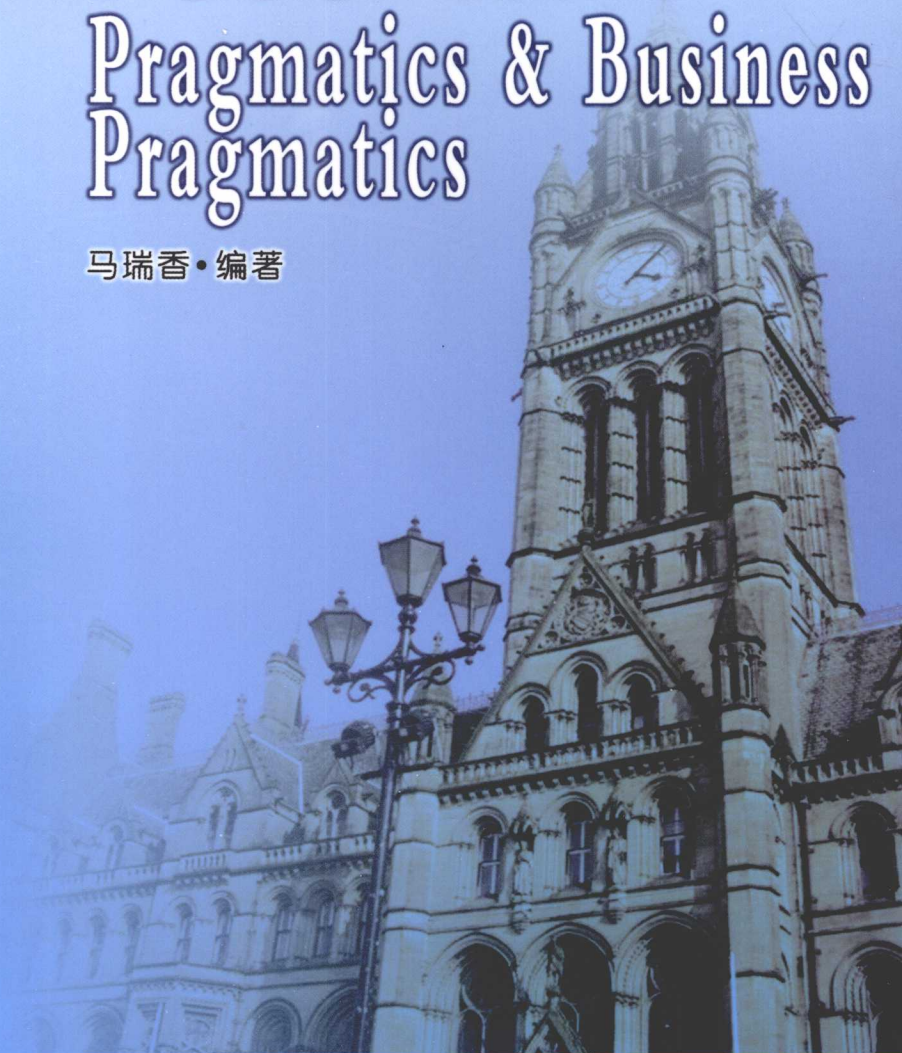
# 商务语用

## Pragmatics & Business Pragmatics

马瑞香·编著

Y  
X  
X  
S  
W  
Y  
Y

辽宁大学出版社



图书在版编目 (CIP) 数据

语用学及商务语用/马瑞香编著. —沈阳: 辽宁大学出版社, 2009. 8

ISBN 978-7-5610-5883-1

I. 语… II. 马… III. ①英语—语用学②商务—英语—语用学 IV. H31

中国版本图书馆 CIP 数据核字 (2009) 第 149633 号

责任编辑: 刘东杰

版式设计: 春平

封面设计: 邹本忠 徐澄玥

责任校对: 吴仁

---

辽 宁 大 学 出 版 社

地址: 沈阳市皇姑区崇山中路 66 号 邮政编码: 110036

联系电话: 024-86864613 网址: <http://press.lnu.edu.cn>

电子邮件: [lnupress@vip.163.com](mailto:lnupress@vip.163.com)

新民市印刷厂印刷

辽宁大学出版社发行

---

幅面尺寸: 148mm×210mm

印张: 8

字数: 200 千字

---

2009 年 8 月第 1 版

2009 年 8 月第 1 次印刷

书号: ISBN 978-7-5610-5883-1

定价: 15.00 元

# 前 言

商务语用研究是当代语用学研究的重要内容，以服务于特殊用途为目的的商务语用研究因其对经济发展，科学进步，特别是跨国经济合作，国际贸易，文化交流的协调、沟通有着重要的作用，备受企业、经贸单位及学界的重视。国际商务语用研究的效度给企业界带来的巨大的经济效益，使一些外国大学、企业、商务机构都加强了对商务语用的研究。

国外商务语用研究主要围绕“专门用途英语”(English for specific purpose)进行。专门用途英语是当代语言学研究的重要分支，也是企业人力资源培训、公共关系、国际市场从业人员培训、政府外事官员、外贸官员必须认真对待的重要内容。这方面的研究每年都有大量的成果，特别是跨文化商务语用研究受到普遍的重视。

商务语用研究在我国近几年来有所发展，伴随着全球化的进程，商务语用研究出现了新气象，但这方面的成果并不多，本人在这方面进行了探讨。本书共有十一章：第一章句法、语义与语用；第二章语用学研究的范围；第三章语用规则与商务；第四章指示与预设；第五章语境

与商务；第六章 言语行为理论；第七章 话语分析；第八章 关联理论；第九章 商务中的隐含问题；第十章 商务谈判中的语用问题；第十一章 广告双关语的语用视角。全书分析了商务谈判、商务写作等商务语用失误现象，从语用合作原则、礼貌原则、关联原则，隐含、预设、推理的语用观结合实际阐述了商务语用原则。

商务语用研究前景广阔，具有重要的理论价值和实用价值，我愿同这方面的学者共同努力开启这片丰富的山林。

辽宁大学出版社的刘东杰编审和诸位相关的同志做了大量的工作，在此深表谢意。在本书写作过程中，得到了很多学者的指导，在此也深表谢意。

《语用学及商务语用》是作者近年来辛勤劳动的成果，不敢说这本书写得如何好，但本人认真地查阅了大量资料，进行了研究。我相信使用本书的学校和教师在今后的工作中会感受到这一点的。我真诚地希望同行们在阅读此书后，提出批评、给予指正。我会听取同行们有益的建议，不断改进、完善对“语用学及商务语用”的研究和探索。

马瑞香

2009年6月于沈阳

# CONTENTS

<b>Chapter 1 Syntax, Semantics and Pragmatics</b> .....	1
1.1 Syntax studies sentence-formation processes .....	1
1.2 Semantics explores the meaning of linguistic units, especially at the level of words .....	3
1.3 Pragmatics—wastebasket? .....	5
<b>Chapter 2 The Areas of Pragmatics Studies</b> .....	7
2.1 Traditional pragmatics views and modern pragmatics views .....	8
2.2 The areas of pragmatics studies .....	10
2.3 The pragmatics landscape .....	13
2.4 Pragmatics in business .....	14
<b>Chapter 3 Pragmatic Principles and Rules and Business</b> .....	17
3.1 General principles and rules .....	17
3.2 The Cooperative Principles .....	19
3.3 Cooperative Principles in Business .....	20
3.3.1 The violation of Cooperative Principle .....	26
3.3.2 Violation of Quality Maxim .....	27
3.3.3 Violation of Quantity Maxim .....	32
3.3.4 Violation of Relation Maxim .....	36
3.3.5 Violation of Manner Maxim .....	41
3.4 Violation of CP demonstration as followings .....	43
3.5 Implicature .....	44

3.6	Horn's two principles: Relation Principle and Quality Principle .....	53
3.7	Development in analysis of implicature .....	54
<b>Chapter 4</b>	<b>Deixis and Presupposition .....</b>	<b>60</b>
4.1	What is deixis and presupposition? .....	60
4.2	Reference and inference .....	62
4.3	Presupposition .....	64
<b>Chapter 5</b>	<b>Context and Business .....</b>	<b>66</b>
5.1	Context and varied context .....	67
5.2	The functions of context .....	72
5.3	Context is more than just reference .....	74
5.4	Context is an action .....	75
5.5	Context, mental world and social world .....	76
5.6	Linguistic channel and linguistic context .....	80
5.7	The generation of context .....	81
5.8	The manipulation of context .....	83
5.9	Contextualization .....	83
<b>Chapter 6</b>	<b>Speech Act Theory .....</b>	<b>88</b>
6.1	Background of the speech act theory .....	88
6.2	Terms for speech act .....	92
6.3	Austin's performative utterances .....	93
6.4	Describing true or false or doing things .....	96
6.5	Constatives and performatives .....	97
6.6	Locutionary act, illocutionary act, perlocutionary act .....	99
6.7	Austin distinguishes the classes of utterance according to their illocutionary force .....	102
6.8	Searle's development of Austin's Speech Acts Theory .....	104
6.9	Indirect Speech .....	108

6. 10	The performative hypothesis .....	111
6. 11	Questions for furthering discussion .....	111
<b>Chapter 7</b>	<b>Discourse Analysis .....</b>	<b>113</b>
7. 1	Interpreting discourse .....	113
7. 2	Cohesion .....	114
7. 3	Coherence .....	115
7. 4	Gap in the context .....	115
<b>Chapter 8</b>	<b>Relevance Theory .....</b>	<b>117</b>
8. 1	Relevance and inference in communication .....	118
8. 2	Deductive inference .....	120
8. 3	Ostensive inferential .....	121
8. 4	Relevance and context .....	122
8. 5	Descriptive use and interpretive resemblance .....	123
8. 6	Relevance-theoretic comprehension procedure .....	124
8. 7	Optimal relevance .....	126
8. 8	Relevance and cognition .....	127
8. 9	Speech act employed in ads .....	132
<b>Chapter 9</b>	<b>Contexts and Implicature Issues in Business .....</b>	<b>141</b>
9. 1	Verbal and non-verbal context .....	141
9. 2	Immediate context .....	142
9. 3	The functions of context in business communication .....	145
9. 4	Concrete context .....	151
9. 5	Cultural context in business communication .....	152
9. 5. 1	Cultural meaning of business English vocabulary .....	152
9. 5. 2	(In) directness and cultural context .....	154
9. 6	Time sensitivity in business communication .....	156
9. 7	Implicature and business .....	158
9. 7. 1	What is an implicature .....	159

9.7.2	Conventional Implicature .....	164
9.7.3	Scalar Implicature .....	166
9.7.4	Covert communications in business communication .....	167
9.7.5	The effectiveness of conversational implicatures in business communication environment .....	178
9.7.6	The limitations in the application of conversational implicature .....	183
9.7.7	The failure of conversational implicature in some business communications .....	185
9.7.8	Some suggestions to the application of conversational implicature .....	187
9.7.9	Avoid using conversational implicature in improper situations .....	191
<b>Chapter 10</b>	<b>Pragmatic Issues and Business Negotiation</b> .....	<b>193</b>
10.1	Politeness strategy in business negotiation .....	195
10.2	Politeness in business negotiation .....	198
10.3	Violation of cooperative principle .....	211
10.4	Positive politeness strategy .....	213
10.5	Negative politeness strategy .....	214
10.6	Conversational implicature in business negotiation .....	214
<b>Chapter 11</b>	<b>Pragmatic Perspectives on Puns in Advertisement</b> .....	<b>216</b>
11.1	Puns .....	219
11.2	Puns in Advertising .....	220
11.3	Context-based Puns .....	225
11.4	Puns With Their Two Meanings .....	227
术语对照表.....		233
<b>References</b> .....		<b>243</b>



# Chapter 1

## Syntax, Semantics and Pragmatics

### 1.1 Syntax studies sentence-formation processes

Syntax is the study of relationships between linguistic forms, sentence sequence and arrangement in sequence. The same state of affairs can be described by means of very different syntactic structures (Jef Verchueren 2000).

- [1] *Bob broke the cup.*  
*The cup was broken by Bob.*  
*The cup was broken.*  
*The cup got broken.*

Syntax studies sentence-formation processes, and explores the meaning of linguistic units, typically at the level of words (lexical semantics) or at the level of sentences, whether or not they correspond to simple propositions. A syntactic approach to a sentence focuses on the rules that determine the correct structure, when we focus the structure and ordering of components with a sentence, which means we are studying syntax of a language. Usually we are trying to have an accurate analysis of the sequence or the orders of arrangement of elements in the linear structure of the sentence.

## Generative grammar

Since the 1950s, **Noam Chomsky**, an American linguist, professor of MIT, has been engaging in research of Generative grammar, hoping to make a particular type of grammar, which have a explicit system of rules, these rules can specify combination of basic elements and results in well-formed sentences. It's proposed that this kind of explicit system of rules would be functional as that mathematics has. **Chomsky** thought that language is a set of sentences. From mathematical point of view, generative means to use mathematical way to describe this type of grammar. For example, here an algebraic expression  $3x + 2y$ , when  $x = 5$ , and  $y = 10$ , the result is 35. When  $x = 2$  and  $y = 1$ , the result is 8. This is simple algebraic expression which can generate an endless set of rules. Scholars of Generative grammar thought that explicit formalized rules could generate the endless set of sentences. So, they believe that these must have been a set of explicit rules which yield those sentences such a set of explicit rules in a generative grammar. In the mid-fifties, **Noam Chomsky** developed his famous theory of generative transformational grammar. In his earliest attempts, he made syntax into the main component of the grammar, completely separated from the semantics, the meaning of language. In fact sentences can't be described perfectly well on the syntactic level if not have to mean anything, that is to say, communication is not like algebraic formula.

**Chomsky** insists that this sentence is perfectly correct. But from its form,

[2] *Colorless green ideas sleep furiously.*

we don't know what it means.

## 1.2 Semantics explores the meaning of linguistic units, especially at the level of words

*Semantics* is the study of the relationships between linguistic forms and entities in the world, that is lexical semantics, or at the level of sentences, whether or not they correspond to simple propositions or more complex structures. Semantic analysis can help to establish the relationship between verbal descriptions and states of affairs in the world as accurate or not, regardless of who produces that description. But many words can't be understood under aspects of world knowledge.

### [3] *The door opened*

“Open” here may have different meanings, depending on physical propositions of context. Maybe this “open” is a description of an event, or the door is opened automatically by somebody hidden from the speaker's vision. The domain of lexical semantics, meaning is more taken into account what would normally be regarded as its dictionary meaning. Semantics is the study of how words literally connect to things, or more generally, the investigation of meaning as encoded in language. Semantics is also concerned with truth-conditions of propositions expressed in sentences. Generally, these propositions correspond to the basic literal meaning of a simple clause. From this viewpoint, it is agreed that propositions are joined by logical connector symbol for conjunctions. Suppose the first Proposition is **P**, the second proposition is **Q**, if **P** is true and **Q** is true, then **P & Q** is true. If either **P** or **Q** is not true, then the conjunction of **P & Q** is not true. So, this is analysis in formal semantics. This type analysis is based on basic literal meaning and logical analysis.

In fact, the meaning expressed can't be got in this logical way of formal semantics. It limits the understanding of the true meaning of a word or a clause uttered. In everyday world of language use, there is a sequence of two events which are described, and we expect sentence occurrence to be reflected in the other of mention. From the viewpoint of semantics:

[4] *The policeman rush to Tom and beat him.*

[5] *The policeman beat Tom and rushed to him.*

In fact, we have a lot of examples of what we communicated more than what we said, **P** involves some actions and **Q** involves another actions, the conjunction and is not logical & but a sequential expression. A rule of syntax or semantics can't explore what people communicated more than what people said, but pragmatics can do, because pragmatics is a wastebasket.

Generally, semantics is the study of the meaning of words, phrases and sentences. People always focus on what words conventionally mean, rather than on what a speaker might want the words to indicate on a particular occasion. When studying the meaning of words in language, some linguists are normally interested in the conceptual meaning of words. Conceptual meanings of words are those basic, essential components of meaning, which are expressed by the literal use of a word, but neglecting associative meaning or stylistic meaning of words. For an example, what does the word book mean? 'Book' can be used as a noun. It refers to something printed for reading. As a verb, it refers to an action to order tickets. Without associative situation, it's hard to have its conceptual meaning. So, people can't successfully communicate only by conceptual meaning. Without context, without associative relations, conceptual meaning of a word will not play a good role in communication. Certain-

ly, playbills and advertisements are quite common in using terms in such a way that associative meaning are evoked.

The meaning of a word can't be interpreted when it is used only according to some basic syntactic rules for forming English sentences, that is to say, a well-structured sentence syntactically may be odd semantically.

[6] *The hamburger ate the man.*

This is a good sentence syntactically, but what does it mean? The hamburger ate the man? No. The noun hamburger can't eat, and has no property as man does. So, by analyzing the meaning of the above sentence, we can find that a sentence can be syntactically good but semantically odd. Syntactics is sometimes unable to answer the questions of semantics, and pragmatics is helpful to this. But what is pragmatics? Why is pragmatics called a wastebasket?

### 1.3 Pragmatics——wastebasket?

What is pragmatics? Is it a wastebasket?

Most definitions of pragmatics can be traced back to **Charles Morris**'s famous definition of pragmatics. His definition is the study of the relation of signs to interpreters (**Morris 1938: 6**). In contrast to traditional linguistics, the notion of pragmatics focuses on the language-using humans, the research on pragmatics focuses on the process of producing language and its producers, not just in the end-product——language, trying to overstep the narrow boundaries of syntax and semantics. **Mey (2001)** points out that the study of language can be divided into two pretty independent parts: one is a description of the traditional methods

of grammars, and the other is a description of its use (from the view of pragmatics). About grammars, **Katz** (1977; 19) says: "Grammars are theories, in contrast ...explicate the reasoning of speakers."

But there are some major questions to be solved by researchers, even **Chomsky** creates that performance is proper domain of pragmatics or the theory of competence.

Such as:

- What is the role of pragmatics in the so-called 'hyphenated areas' of research?
- How about research areas such as mathematical and computational linguistics?

The language use is the main role in pragmatics, and is the center of attention, the user's point view——a common orienting future for pragmatic research.

There are no strict rules and conditions for pragmatics universe. Pragmatics questions can't be answered in a rule-based grammar. Mathematic or physical method can't be pragmatic approach to language, but can be answered by pragmatic theory.

## Chapter 2

### The Areas of Pragmatics Studies

**Geoffery Leech** (1983: 6) seems to be the most prominent representative of pragmatics. About the relation between pragmatics and semantics, he remarks that the view that semantics and pragmatics are distinct, though complementary and interrelated fields of study, is easy to appreciate subjectively, but is more difficult to justify in an objective way. It is best supported relatively, by pointing out the weakness of alternative views. **Leech** holds the notion of three distinctions: semanticism = pragmatics inside semantics, pragmatism = semantics inside pragmatics, complementarism = semantics and pragmatics complement each other, but are independent areas of research.

**Austin** (1962) considers that we can do 'things' with words when uttered, that is pragmatic aspect of language which is a case of **pragmaticism**. **Austin**'s famous work *How to Do Things with Words* had tremendous impact on linguistic philosophy, and thereby on linguistics, especially in its pragmatic variant. His theory of "speech act" was further developed and calcified by American philosopher, **John R. Searle**. People had to face a serious problem that the fledgling pragmatic tradition had to face. The problem is the limitation imposed on linguistic thinking by semantics that are based on truth condition. Some philosophers who are working in the truth-functional tradition restrict themselves to 'propositions'. As a proposition, it always represents one particular class of sentences, which is called **declarative** that must contain

some testable proposition. At a meeting, when the Chair pronounces: “Begin!”, the word about the truth of the fact, this is doing things with words. In other words, they are **speech acts**.

## 2.1 Traditional pragmatics views and modern pragmatics views

Traditional pragmatics views focus on “the study of the relation of signs to interpreters” (Morris 1938: 6), and modern pragmatics view, a communication-oriented terminology view focuses on “message” and “language uses”: that’s to say that traditional pragmatics studies the elements and structures, such as sounds, sentences which language users produce; but modern pragmatics studies the language-using human.

**Performance.** The terms of performance Chomsky (1957: 19) has used is the proper domain of pragmatics. Performance is the way the individual uses language indicating distinguishes of performance from an abstract **competence**. Based on Chomsky’s viewpoint, Katz, J. (1977) includes that grammars are theories about the structure of sentence types...pragmatic theories, in contrast, ...explicate the reasoning of speakers and hearers. Language use is in the center of attention when we talk about pragmatics. Also we can identify that users’ point of view is a common orienting feature for pragmatic study.

Use of language, the term is implied by the role of the language user, but it varies with various pragmatician’s interpretation. Use of language is considered to be doing things with words by users, and also is considered that the language user to expresses his or her intended meaning in an explicit way. Levinson’s viewpoint about pragmatics is that pragmatics is the study of those relations between languages enclosed in the structure of a language (1983). His **grammatical view** includes the



operations with phonological, morphological and syntactic elements under the direction of grammatical rules. His notion of grammatical view fails to clean up connections between language uses and grammar, and can't explain how language and context relate without or with the help of grammar. Regarding to solution of pragmatics boundary problems, **Levinson** remarks: "From what we now know about the nature of meaning, a hybrid or modular account seems inescapable, there remains the hope that with two components, a semantics and a pragmatics working in tandem, each can be built on relatively homogeneous and systematic times." (1983: 15). So, it is made many linguistic between semantics and pragmatics.

**Morris**, the founding father of pragmatics makes distinguishes between syntax, semantics and pragmatics: Syntactic rules determine the sign relations between sign vehicles; semantical rules correlate sign vehicles with other objects; pragmatical rules states the conditions in interpreters under which the sign vehicle is a sign. Any rule when actually in use operates as a type of behavior, and in this sense there is a pragmatical component in all the rules (1938: 35).

**George Yule** points out that pragmatics is the study of relationships between linguistic forms and the users of those forms. The advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions, which they are performing when they speak. Syntax research is from sign to sign; semantics research is from sign to objects; and pragmatics studies whatever relationship these are between signs and their users or interpreters.

Linguistic pragmatics studies people's use of language, a form of behavior or social action. The pragmatic perspective can give insight into the link between language and human life into the link between language