

## Discourse and Enterprise

Communication, Business, Management  
and other Professional Fields

FERNANDO RAMALLO, ANXO M. LORENZO & XOÁN PAULO  
RODRÍGUEZ-YÁÑEZ (eds.)  
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This book is a collection of new approaches to the study of communication in business and other professional fields. The chapters are all related to the role of discourse—spoken and written language—produced in different domains. The contributions offers a multidisciplinary approach to this topic and therefore provides a number of representative perspectives to the different theoretical and methodological traditions that characterise this subject from the experiences of different people in different parts of the world.

The variety in the articles gives a broad-based approach to the main objectives of this book, applying several representative theoretical and methodological views on the different traditions in this subject matter. Firstly, our aim was to highlight the variety of discourse genres, i.e., business letters, academic tests, advertising, e-mails and online communication, short reports, office conversations, job interviews, press discourse, press releases, city tour guides, pedagogical texts, customer-server conversation, etc. And secondly, to emphasize the presence of a broad variety of theoretical approaches, i.e., systemic-functional linguistics, critical discourse analysis, corpus linguistics, ethnography, pragmatics, conversation analysis and cognitive linguistics.

This book targets the university public and/or specialists in the university arena, and is also of interest to researchers and professionals in the fields of linguistics, communications, marketing, microeconomics, advertising, etc. As far as university courses are concerned, this book is aimed at graduate and postgraduate students, teachers and researchers, for degrees covering communications, linguistics, modern languages, journalism, economics, management, etc.

ISBN 3 89586 878 7. **LINCOM Studies in Pragmatics 15.** 312pp. USD 112.00 / EUR 76.20 / GBP 54.90. 2006.

*Media Arts and Techniques of Writing Advanced and Specialised News in Nigerian Weekly Magazines*

- Godwin Eliareklian Oboh (Ben Idahosa University, Benin City, Edo State, Nigeria)

*The Mass Media and Public Opinion: A Content Analysis of Newspaper Coverage of Alamiyeseigha's Bail Jump Saga*

- Oni Olawale & Oluseye Abiodun B. (Ladoke Akintola University of Technology, Ogbomosho, Nigeria; Federal Polytechnic, Ilaro, Ogun State, Nigeria)

ISBN 978 3 89586 475 9. **LINCOM Studies in Communication 02.** 345pp. USD 97.00 / EUR 66.00 / GBP 47.50. 2007.

## LA MEMORIA Y SUS SIGNOS

Apuntes sobre la Lingüística del discurso mnemotécnico

MARÍA ISABEL RODRÍGUEZ PONCE  
*Universidad de Extremadura*

Este estudio se centra en la posibilidad de establecer una Lingüística del discurso mnemotécnico a partir de una antiquísima tradición histórica: la de las artes de memoria, que comienzan su andadura en la antigüedad grecolatina y viven una etapa de florecimiento en la época barroca. Aunque a simple vista puedan parecer campos de conocimiento muy apartados, las artes de memoria ofrecen un enorme interés para el análisis lingüístico, ya que el impulso que las mueve es una operación lingüística de dimensiones hercúleas: renombrar la realidad a través de imágenes.

Esta investigación trata de estudiar y comprender esa acción semiótica de largo alcance, pues, en primer lugar, la *ars mnemonica* pretende crear con las imágenes un código interpuesto basado en la escritura, que es, a su vez, otro código interpuesto. En segundo lugar, ya que se está hablando de una articulación lingüística de lo visual (y viceversa), este trabajo aborda un análisis extremadamente atractivo de la constitución de esas imágenes, y expone, con una cuidadosa metodología, una valoración de su efectividad desde un punto de vista semiótico y lingüístico, ya que la Semiótica de la imagen implica la comprensión de ésta última como un auténtico texto visual.

ISBN 978 3 89586 028 7. **Linguistics Edition 64.** 100pp. USD 82.30 / EUR 56.00 / GBP 40.30. 2008.

## Discurso, Sociedad y Lenguaje

Una anamorfosis en el nuevo milenio

BOB HODGE, ROSE LEMA, HANS  
SAETTELE (eds.)

El libro reúne veintiún contribuciones de investigadores del ámbito académico mexicano que han tenido una incidencia sobre la reflexión acerca de la relación entre lo discursivo y lo social. Está estructurado en cuatro capítulos. En el capítulo "Discurso y Postmodernidad" se abordan los retos que plantean a la investigación de la discursividad las cuestiones metodológicas y políticas de la actualidad: el diálogo como propuesta para la solución de los conflictos, el corpus, la microhistoria, el empirismo, el hipertexto, los géneros. En el capítulo "Diálogo y Ética" se refleja la discusión actual sobre la ética que se inspira por un lado en la tradición

## Perspectives on Media Discourse

ROTIMI TAIWO, AKIN ODEBUNMI  
& AKIN ADETUNJI (EDS.)

This book explores the use of language and other discourse-related segments of the print and electronic media in Africa, South America, North America and Asia.

The fifteen chapters of the book examine discursive strategies in media interviews, ideology and power relations in headlines, values and truth in international news, explicatures and implicatures in editorials, representation of people in the news, the pragmatics of newspaper headlines, the religion contents of newspapers, the portrayal of women in news reports, phonological features of newscasts, the use of humour in media discourse, speech acting in cigarette advertising, media arts and techniques of writing advanced and specialized news and the representation of public opinions in newspaper reports.

The internationality of the scope of the book and the impressive depth of the treatment of the topics easily recommend it to general readers and scholars all over the world who are interested in media discourse.

Contents:

*Constructing Identity and Alterity in TV Autobiographical Interviews: Analysis of Argentinean Popular Artists' Discursive Strategies*

- María Palmira Massi (Universidad Nacional del Comahue, Patagonia, Argentina)

*Language, Ideology and Power Relations in Nigerian Newspaper Headlines*

- Rotimi Taiwo (Obafemi Awolowo University Ile-Ife, Nigeria)

*Values and Truth in the International New: A Case Study*

- Françoise Nunn (Kochi University, Japan)

*Explicatures and Implicatures in Magazine Editorials: The Case of the Nigerian TELL*

- Akin Odebunmi (University of Ibadan, Nigeria)

*Representation of People in the News in the Nigerian Print Media*

- Moses Alo (University of Ibadan, Nigeria)

*Pragmatic Functions of Newspaper Headlines in Nigeria*

- Olatunde Ayodabo Ajayi (Crowther University, Oyo, Nigeria)

*The Religious Essence of Indigenous Press in Nigeria*

- Abiodun Salawu (University of Lagos, Lagos, Nigeria)

*Playing Unfair: The Synergy of Culture and Sexism in Nigerian News Discourse*

- Kate Azuka Omenugha (University of Gloucestershire, Cheltenham, United Kingdom)

*Errors of Segmental Phonemes in the Spoken English of Nigerian Television Newscasters*

- S. A. Aladeyomi (Ladoke Akintola University of Technology, Ogbomosho, Nigeria)

*Meaning Death Mediation: A Pragmatic Study of Obituaries in Nigerian Newspapers*

- Akin Adetunji (Oyo State College of Education, Oyo, Nigeria)

*Discourse Features of the Language of Nigerian News Magazines*

- Innocent Chiluwá (Covenant University, Otta, Ogun State, Nigeria)

*Humor in Media Discourse*

- Alleen Pace Nilsen and Don L. F. Nilsen (Arizona State University, Tempe, USA)

*A Speech Act Analysis of Cigarette Advertising in the Nigerian Media*

- Mafhouz Adedimeji (University of Ilorin, Nigeria)

hermenéutica alemana (Gadamer, Habermas) y por otro lado en el desconstruccionismo (De Man, Derrida). En el capítulo "Medios e identidad" se presentan resultados de análisis discursivos de la compleja situación política-discursiva generada por diferentes procesos sociales, en particular el surgimiento de la voz de los pueblos indios, con especial atención a su última manifestación mexicana, el zapatismo.

En el capítulo "Pedagogía crítica" se reúnen trabajos que testimonian de la intensa labor de investigación que se ha dado en México acerca de la educación y del lenguaje, tanto bajo el aspecto del bilingüismo como bajo el aspecto de la diferenciación social del habla. En la introducción, los editores sitúan los trabajos reunidos en el libro desde el punto de vista de las continuidades y discontinuidades epistemológicas que se pueden postular en el campo circunscrito por el título del libro, recurriendo entre otros al concepto de "anamorfosis" para dar cuenta del súbito cambio de perspectivas sobre el campo que parece ser una de sus características en este cambio de siglo.

#### Contenido:

- 'Tareas teóricas para México en el nuevo milenio'* Bob Hodge, Rose Lema y Hans Sättele  
*'Diálogo profundo'* Bob Hodge  
*'El cuerpo herido o la constitución del corpus en análisis de discurso'* Teresa Carbó  
*'Diálogos y microhistorias postmontejinos: una lectura audiovisual'* Rose Lema  
*'Empirismo radical: el trabajo de campo en antropología y en la Année sociologique'* Glenn Bowman  
*'Un acercamiento al hipertexto'* Tatiana Sorókina  
*'El (g)ambito etnográfico: las mujeres en la negociación de la masculinidad'* Matthew C. Gutmann  
*'Diálogo y ética "¿Qué es ética discursiva?"'* Hans Sättele  
*'La paradoja de Paul de Man'* César González Ochoa  
*'Reflexiones sobre la interpretación. Notas sobre Gadamer'* Raymundo Mier  
*'Diálogo'* Mariflor Aguilar  
*'Afirmación del origen como afirmación deconstruccionista'* Benjamín Mayer Foulkes  
*'Medios e identidad "Identidad étnica y ciudadanía indígena en América latina: un desafío para el siglo XXI"'* José Antonio Arrueta  
*'El discurso cubano acerca de lo nacional en la prensa de principios de siglo: una aproximación léxica'* Irene Fonte Zarabozo  
*'La formación de conceptos en kaló'* Laura Hernández  
*'La voz india del discurso zapatista'* Gabriela Coronado  
*'El acontecimiento Chiapas: estudio comparativo de prensa mexicana, francesa y quebequense'* Ma. de Lourdes Berruecos V. y Ma. Eugenia Gómez de Mas  
*'La indianización de la otredad: un análisis sobre la respuesta de los chamulas al turismo'* Óscar Barrera Núñez  
*'La pedagogía radical en nuevos contextos educativos: Henry Giroux'* Guido De La Zerda  
*'Los saberes ambientales y el curriculum de primaria'* Jenny Beltrán Casanova  
*'La concepción de calidad desde la evaluación y la investigación de la educación indígena'* Héctor Muñoz C.  
*'La producción de alfabetos como guerra de liberación'* Kjell Magne Yri

ISBN 3 89586 368 8. **LINCOM Studies in Pragmatics 12.** 536pp. USD 134.90 / EUR 91.80 / GBP 66.10. 2002.

## The Computing of Discourse Focus

WEI ZUO & YAN ZUO

Tilburg University, University of Rochester

This book is a comprehensive and in-depth study of the notion of focus with two of its salient characteristics being the interdisciplinary approach adopted and the range of query covered. The research is largely motivated by the realization that focus is a notion figuring crucially in both core linguistic studies such as phonetics/phonology, syntax, semantics, and discourse analysis, and peripheral linguistic areas such as psycholinguistics, cognitive linguistics and in particular computational linguistics.

The major contributions of the study can be summarized as follows. Firstly after a critical review of the various previous definitional accounts, it is concluded that the notion of focus is best defined as a cognito-pragmatic one and accordingly the constructs of knowledge store and discourse model are postulated before a working definition of focus is proposed. Secondly, on the basis of this definition, the process of focus determination in discourse is captured in the form of a formal algorithm, namely, Focus Determination Algorithm (FDA), which, being programmable and operationable, can be integrated into the discourse modeling system. This formalization is enabled by the constructs of knowledge store and discourse model introduced before and substantiated by research findings from social psychology and neuropsychology. Thirdly, the linguistic, in particular the prosodic, means of realizing focus is discussed and for this purpose data from a range of languages are cited. Similar to the determination of focus, the process of how accent is assigned on the basis of focus is also captured in a semi-formalized manner by virtue of a procedural algorithm, namely, an Accent Determination Procedure (ADP).

As just mentioned, the research is marked by its interdisciplinary perspective; it incorporates impetuses, insights and inputs from core linguistics (specifically phonology and discourse analysis), computational linguistics, social psychology, and neuropsychology. What is particularly noteworthy is its orientation towards and potential significance for natural language processing, especially the generation of natural speech by enabling the integration of discourse-level information such as focus into the prosody generation model.

ISBN 3 89586 617 2. **LINCOM Studies in Pragmatics 06.** 180pp. USD 103.20 / EUR 70.20 / GBP 50.50. 2001.

## Silence in Spontaneous Dyadic English Conversation: Structures, Meanings and Functions

YAN ZUO

Tilburg University

This research attempts an exploration into the silence phenomenon as it occurs in dyadic English conversations. The fundamental position assumed throughout is that silence is far more than a mere absence of speech; rather it is a linguistically significant category constituting an integral part of the communicative framework of conversation. Accordingly, it is argued that as such, three dimensions might be identified for silence, namely, structure, meaning and function.

Stemming from this assumption and based on a quick literature review as well as a critical examination of the preliminaries concerning both

the structure and organization of the conversation (such as the concept of turn, turn-constructional unit etc.), a theoretical construct is proposed, developed and finally illustrated with two case studies. Broadly speaking, this construct comprises three components, i.e. a classification scheme, a descriptive/explanatory framework, and an analytic model.

To begin with, it is contended that silence in conversation is classifiable and that it can most aptly be classified according to its location within the overall conversational structure. Two general categories are first distinguished at the primary level, respectively referred to as within-turn and between-turn silence, with the turn serving as the reference unit. Within each category, subdivisions are further made, still by the location criterion: under the rubric of within-turn silence are differentiated within-unit and between-unit silences with the turn-constructional unit as the reference unit, whilst under that of between-turn silence are distinguished Sequence-internal and Sequence-external silences with the reference unit being the carefully defined unit of Sequence.

Next, the categories and subcategories thus identified are discussed in great detail in terms of the three dimensions of structure, meaning and function, thereby developing a descriptive and explanatory model. Under the heading of structure, three parameters are identified, i.e., location, duration and frequency, which are respectively dealt with for each (sub)category. The meanings of silence are likewise treated by dividing them into the two broad aspects of connotative and denotative ones on the latter of which is placed greater emphasis by postulating the mechanism entailed by the interpretation of such meanings. With regard to the dimension of functions, it is argued that occurring within the context of conversation which is characterized by the simultaneous presence of cognitive planning and dynamic interaction between participants, silence in conversation may acquire both cognitive and interactional functions (in the case of between-unit silences, a linguistic function is also involved). Furthermore, there exists some degree of interaction between the multiple functions thus identified.

It is further pointed out that conversation is also featured as being simultaneously a process as well as a product, based on which, different perspectives may be adopted in examining the silence phenomenon occurring within. An analytic model is therefore developed by viewing conversation more as an ongoing process than as an accomplished product where the relationship between various categories and subcategories, with its nature being identified as actualization, is explored.

Thereafter, two case studies of spontaneous conversation excerpts are provided in order to both testify the validity of the theoretical construct thus developed and demonstrate its operationality.

Finally, it is noted that this research may have a number of significant implications, not only to linguistic studies proper, in particular, pragmatics and discourse analysis, but also to some other disciplines such as cognitive science, psychopathology and artificial intelligence. It is believed, therefore, that the present research, by investigating one of the integral, albeit long-neglected, component of conversation, will eventually prove to fill a critical gap in the study of, in a narrow sense, conversation, and in a broad sense, the overall human communicative network; and in an even wider perspective, it might as well turn out to be conducive to the advancement of a number of pertaining disciplines.

ISBN 3 89586 676 8. **LINCOM Studies in Pragmatics 11.** 190pp. USD 117.90 / EUR 80.20 / GBP 57.70. 2002.

## Against essentialism: toward language awareness

KAROL JANICKI  
*University of Bergen*

The major point made in this book is that the philosophical position called 'essentialism' engenders a very unrewarding set of beliefs. These beliefs are reflected in how people view language and in all the possible walks of life which involve the use of language. A critical stance toward philosophical essentialism is the idea which permeates and thus unites all the eight dialogues in the book.

After a short introductory dialogue (1) concerning the use of incomprehensible language, the book treats the following issues: (2) the importance of philosophical knowledge both for the professional linguist and for the average language user; (3) the importance that language users attribute to words; (4) the relationship between cognitive linguistics and non-essentialism (including a discussion of imprecision, creativity, fuzziness, metaphor); (5) the omni-presence of misunderstanding; (6) conflict (including a discussion of intolerance, dogmatism, infallibility, conceit, authoritarian argumentation); (7) the political correctness debate; and (8) ways in which essentialism can be counteracted (including encouragement of a tolerant attitude to language use and of new coinages).

This book is intended primarily for undergraduate and graduate students of linguistics; but, given the informal style and the main claims of the book, which go significantly beyond linguistics, it may appeal to a much broader audience.

ISBN 3 89586 621 0. **LINCOP Studies in Pragmatics 07.** 260 pp. USD 107.60 / EUR 73.20 / GBP 52.70. 2002.

## Interlanguage Pragmatics Compliment Responses by Learners of Japanese and English as a Second Language

JUNKO BABA  
*University of South Carolina, Columbia*

The purpose of this study is to identify what sociolinguistic variables are problematic for learners of Japanese and English as second languages and how those variables may affect the types of Compliment Responses (CRs) the learners choose in conversation.

To investigate interlanguage CRs, this study compares the learner data with baseline data taken from native Japanese and American English speakers. The sociolinguistic variables studied were the targets (Family versus Self) and topics (External versus Internal) of compliments. The variables were combined into four target-topic categories: Family External, Family Internal, Self External, and Self Internal.

A total of 60 informants participated in the study, of which 12 were American native speakers of English (AAs), 17 were native speakers of Japanese (JJs), 14 were Japanese learners of English (ESLs); and 17 were American learners of Japanese (JSLs). Each informant had a 30- to 60-minute conversation session with a female friend, or conversation leader, who was a native speaker of the language in which the conversation was conducted. The data was analyzed both quantitatively and qualitatively. All data was tape-recorded, narrowly transcribed, and coded by politeness type. The politeness types are those from Brown

and Levinson's theory of politeness: Positive Politeness, Negative Politeness, Off-Record, and Do-not-Do-FTA (Face Threatening Act). In politeness type, the compliment responses of the learners were found to approximate those of the native speakers of the target languages. A detailed examination of the sociolinguistic variables of CRs and the dispreferredness of certain discourse structures, however, revealed that the learners use pragmatic transfer from their L1 and overgeneralize politeness types of their L2. The result of a chi-square test revealed that the use of Negative Politeness in Family External CRs was most significantly different across groups, whereas its use in Self External CRs was found to be the most similar across groups. The family variable in CRs was the most difficult for the learner groups, especially for the JSLs, who are not familiar with using Negative Politeness when responding to compliments about their family members.

The study also investigated the correlation between politeness type and the intensity of the compliments and the correlation between politeness type and the different sequences of complements and their responses. Only among AAs did Positive Politeness CRs correlate with the intensity of the compliments, while ESLs seemed to be bothered by increased intensity.

ISBN 3 89586 622 9. **LINCOP Studies in Pragmatics 04.** 330pp. USD 115.00 / EUR 78.20 / GBP 56.30. 1999.

## Actos de habla y cortesía en español

MARÍA E. PLACENCIA Y DIANA BRAVO  
(editoras)  
*Birkbeck College / Universidad de  
Estocolmo*

*Actos de habla y cortesía en español* es una recopilación de trabajos recientes que tratan de diferentes actos de habla en español y la relación que su realización lingüística tiene con las normas de cortesía vigentes en las comunidades en estudio. Los actos de habla que se examinan, desde diferentes perspectivas teóricas y metodológicas –la pragmática, el análisis (crítico) del discurso, la antropología lingüística y el análisis de la conversación– incluyen, entre otros, ofertas, peticiones, piropos, y reclamos. Están representadas comunidades de habla de Argentina, Bolivia, España, México, Venezuela y Uruguay. Estudios como los que se presentan aquí no han alcanzado en el español el grado de interés y de difusión que han tenido en otras lenguas. Así, este volumen intenta llenar un vacío en publicaciones en el área y constituye un paso adelante hacia un registro que abarque a las diferentes comunidades hispanohablantes.

*Panorámica sobre el estudio de actos de habla y la cortesía verbal.*

María E. Placencia y Diana Bravo

*La expresión de camaradería y solidaridad: Cómo los venezolanos solicitan un servicio y responden a una solicitud de un servicio.*

Carmen García

*Estrategias de cortesía en el español hablado en Montevideo.*

Rosina Márquez-Reiter

*Modo imperativo, negación y diminutivos en la expresión de la cortesía en español: el contraste entre México y España.*

Carmen Curcú y Anna de Fina

*Las ofertas y la cortesía en español peninsular.*

Mariana Chodorowska

*Actos asertivos y cortesía: Imagen del rol en el discurso académico argentino.*

Diana Bravo

*Los reclamos como actos de habla en el español de Venezuela.*

Adriana Bolívar

*Piropos: Cambios en la valoración del grado de cortesía de una práctica discursiva.*

Mariana Achugar

*“Deja tu mensaje después de la señal”.*

Jesús Valeiras Viso

ISBN 3 89586 337 8. **LINCOP Studies in Pragmatics 05.** 200pp. USD 104.70 / EUR 71.20 / GBP 51.30. 2002.

## Discourse in Professional Contexts

R. GELUYKENS & K. PELSMAEKERS  
(eds.)

The papers in this collection are all concerned with a rather special type of discourse: they deal with either spoken or written language which was produced in what could be called an "institutional", professional context.

Despite the growing interest within discourse pragmatics for language produced within an institutional framework, existing publications tend to concentrate either on one specific type of institutional setting (e.g. business negotiations) or on one specific research tradition (e.g. conversation analysis).

The present book is rather different in concept, in that the subject matter is approached from a variety of functional research traditions and methods, and in doing so cuts right across the spoken-written distinction. First of all, the contributors scrutinize a variety of discourse types, such as business interaction, business letters, classroom talk, political interviews, press releases, and pharmacist-patient interaction. Secondly, they show a variety of research traditions and methods at work, including systemic-functional linguistics, conversation analysis, social semiotics, ethnography, and cognitive grammar. Thirdly, since institutional communication takes place in various modes of speaking and writing, the present collection includes work on discourse in such varied modes as face-to-face interaction, media interviews, group interaction, news reports, and letters.

This collection also offers an introductory overview of the field, as well as a selective bibliography of past research on institutional discourse, subdivided into seven major categories: business, medical, legal, classroom, media, political, and scientific/academic. Elements of all seven domains can, in various forms, be found in the present volume.

ISBN 3 89586 613 X. **LINCOP Studies in Pragmatics 03.** 300pp. USD 136.40 / EUR 92.80 / GBP 66.80. 1999.

## Request Patterns in Chinese and German A Cross-cultural Study

WEI HONG  
*Purdue University*

The main objective of this book is to study request patterns of Chinese and German with respect to various cultural and social values. The data collected from Chinese and German native speakers were used to study similarities and differences in realization patterns of requests across Chinese and German under relatively similar social constraints. The effects of social variables such as distance, power and familiarity on the realization patterns of requests within

Chinese and German were also examined and evaluated. The research was conducted by applying speech act theory as well as pragmatic and sociolinguistic analyses to request patterns in Chinese and German.

The most general finding is that German requests have higher levels of directness and lower levels of politeness, and Chinese ones have lower levels of directness and higher levels of politeness. A comparison of the data obtained from the questionnaire with those from previous studies shows a minor difference in stressing what factors are among the most significant ones in affecting people's request patterns. It is suggested in this research that CULTURE be stressed as equally important as social distance and power, since many differences in request patterns are due to cultural factors. This research found as well that within German and Chinese, social and situational factors are among the most important factors in determining one's choice of request patterns. The findings of this study contribute directly to the analysis of request patterns in pragmatics. Furthermore, the results will enrich the cross-cultural study on requests by adding the Chinese language, which has not been studied by most of the major cross-cultural studies.

ISBN 3 929075 99 7. **LINCOM Studies in Pragmatics 01.** 100pp. USD 80.00 / EUR 54.40 / GBP 39.10. 1998.

## Effects of Pragmatic Interpretation on Translation: Communicative Gaps and Textual Discrepancies

XOSÉ ROSALES SEQUEIROS  
*University of Greenwich*

This book discusses the impact of pragmatic interpretation on translation. It involves applications of contemporary semantic and pragmatic theory to various translation areas. The main theoretical model adopted throughout is provided by Relevance theory, as a general approach to verbal communication and translation (see Sperber and Wilson 1995; and Gutt 2001). In this respect, two of the main objectives of this book are, firstly, to explore applications of this theory to translation in order to improve and expand the description of the processes and products involved in translation practice and, secondly, to investigate the consequences of these applications for the theory itself.

The areas covered range from the role of pragmatics in translation, the contrast between interlingual enrichment and impoverishment processes, through to acceptability judgements in translation. The link between these various topics stems from three basic assumptions made herein. Firstly, translation is seen as an instantiation of language use, just like any other form of verbal communication, with the only difference that it involves two languages. Secondly, translation falls, consequently, within a general theory of verbal communication, which covers both intra- and inter-linguistic forms of language use. Finally, translation is studied together alongside all other forms of verbal communication within a single unified theoretical model, which in this book is Relevance theory (a framework considered to be one of the main contemporary theories of verbal communication, thus covering the study of translation). In this respect, the applications explored here provide further evidence for the validity of the theory adopted, particularly as a result of its use within a wider set of translation data and languages.

ISBN 3 89586 957 0. **LINCOM Studies in Pragmatics 13.** 120pp. USD 84.40 / EUR 57.40 / GBP 41.30. 2005.

## Cross-Cultural Pragmatics and Interlanguage English

BETTINA KRAFT & RONALD GELUYKENS (eds.)  
*University of Southampton, University of Oldenburg*

In recent years, there has been a rapidly growing body of research in the field of cross-cultural pragmatics. The present collection of papers focusses on the pragmatics of interlanguage English, a focus which is justified by the growing importance of English as a global lingua franca as well as by the fact that, in cross-cultural contexts, English is now predominantly used by EFL or interlanguage users rather than by native speakers.

A lot of work in interlanguage pragmatics has traditionally been speech act based; some of the papers in this volume follow this tradition and examine the realisation of speech acts such as requests, apologies, and complaints. Others investigate the use of interlanguage English (and, in a few cases, French) in a variety of interactional contexts. Such contexts include controlled elicitation procedures (e.g. interviews, role plays) as well as spontaneous conversational interactions.

In short, the collection explores a variety of data collection methods as well as examining a wide range of linguistic phenomena in the field of interlanguage pragmatics (intonation, coherence devices, word order, speech acts). Additionally, a number of methodologies are employed in the various papers (relevance theory, conversation analysis, speech act theory).

This book thus offers a representative overview of the current 'state of the art' in cross-cultural pragmatics in general, and the pragmatics of interlanguage English in particular.

### PART I: THEORETICAL BACKGROUND

#### Chapter 1: Cross-Cultural and Interlanguage Pragmatics: The State of the Art

*Bettina Kraft and Ronald Gelyukens*

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*Beatriz De Paiva (Heriot Watt University)*

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*Ronald Gelyukens (University of Oldenburg) & Bettina Kraft (University of Southampton)*

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#### Chapter 5: The Development of Foreign Language Learners' Supportive Moves in Requests

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#### Chapter 6: Requests in American and British English: A Contrastive Cross-Cultural Analysis

*Anja Breuer (University of Muenster) & Ronald Gelyukens (University of Oldenburg)*

### PART III: INTERLANGUAGE AND DISCOURSE

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*Winnie Cheng (Hong Kong Polytechnic University)*

#### Chapter 8: Intensifiers in the Responses of Native and Non-Native Speakers to Evaluating Questions

*Aart Pouw (University of Groningen)*  
Chapter 9: On Research Methodology in Interlanguage Pragmatics: The Case of Marked Word Order

*Marcus Callies (University of Marburg)*

Chapter 10: Coherence Devices in the Englishes of Speakers in the Expanding Circle

*Christiane Meierkord (University of Muenster)*

Chapter 11: Tone Choice in the English

*Intonation of Finns Juhani Toivanen (University of Oulu)*

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## Style in Religious Communication in Nigeria

AKIN ODEBUNMI  
& ADEYEMI O. BABAJIDE (eds.)  
*University of Ibadan*

The book, which contains twelve well-developed chapters, explores different aspects of style in the contexts of Christianity, Islam and traditional religion in Nigeria with insights from such disciplines as linguistics, literature and music. The goal is to facilitate access to the meaning intended in the communication and reveal the stylistic distinctiveness of this communication as projected through such media as advertisements, sermons, scriptural language, the internet, home videos, music, orature and poetry.

The various chapters examine the forms and functions of the expressions and other communicative tools (such as musical instruments, non-verbal cues, etc) engaged by the religious communicators to describe and exemplify their messages; situate, clarify and magnify their points; and assure, reassure, challenge and satirise their audience. This approach promises better appreciation and interpretation of religious discourses in Nigeria and the world as a whole.

*The Stylistics of Religious Electronic Media Advertisements in Nigeria*

AKIN ODEBUNMI

*A Stylistic Study of Muslim Sermons in Southwestern Nigeria* K.K. OLANIYAN & A.G. OYEKOLA

*A Speech Act Analysis of Christian Religious Speeches*

SOLA BABATUNDE

*Tenor in Electronic Media Christian Discourse in Nigeria*

ROTIMI TAIWO

*Thematic Structures in Isaiah 49* KAYODE OGUNLEYE & SADE OLAGUNJU

*Phonological Features of Electronic Media Christian Sermons* S.A. ALADEYOMI

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*The Praise 'n' Worship Musical Style of the Contemporary Nigerian Avant Garde (Charismatic) Christian Church* FEMI ADEDEJI

*Style in Christian Home Videos in Nigeria* AKIN ADETUNJI

ISBN 978 3 89586 496 4. **LINCOM Studies in Communication 01.** 284pp. USD 113.50 / EUR 77.20 / GBP 55.60. 2007.

## Speaking of Power: Japanese Professional Women and Their Speeches

HIDEKO ABE  
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There are three issues in the speech of Japanese women which need reevaluation: women's speech as categorical, as powerless, and as marked. Previous studies on Japanese women's speech characterized it "polite", "soft", or "less assertive"; however, the author challenges these assertions and examines how women "control" their speech in interaction. There are pressing questions as to what it is to obtain communicative competence as Japanese women, how women obtain what they want, how women manipulate their speech to satisfy their goals, and how women's role and/or status affects how they speak. In order to answer these questions, the author looks to various immediate speech contexts in which frequent linguistic shifts are observed.

For instance, native speakers of Japanese associate sentence-final particles with gender, so by looking at these (with the combination of distal and direct styles of predicates), the author analyzes how women navigate "masculinity" or "femininity" in speech in order to negotiate power. While some women prefer using so-called "masculine" sentence-final particles in business negotiation, others prefer "feminine" ones. The author finds that urban professional Japanese women are aware of the distinction between the "femininity" and "masculinity" attached to a sentence-final particle. That difference is distinguishable, but it is generally idealized along the lines of dominant gender stereotypes: men's language=strong / women's language=weak.

Significantly, female consultants consistently use both. In other words, they can successfully negotiate both "masculinity" and "femininity" without being constrained by either. Some consultants appropriate men's language while struggling for power, turning the stereotype to their own advantage. Other consultants who have established their power use feminine forms in just as powerful ways. The status of position outweighs the weakness implied by the stereotype.

ISBN 3 89586 890 6. **LINCOM Studies in Pragmatics 10.** 250 pp. USD 13.50 / EUR 77.20 / GBP 55.60. 2000.

## La estructura del párrafo de entrada de la noticia o lead

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*Universidad de La Laguna*

Este estudio se centra en uno de los elementos que componen la estructura de una noticia en la prensa escrita: el lead. Una de las propiedades distintivas del lead, el cual se corresponde con el primer párrafo de la noticia, es resumir la información más relevante y destacada de la noticia, además de caracterizarse por ser exacto y conciso. Tal y como señala van Dijk (1986), el lead es la máxima expresión de la estructura temática de la noticia.

A través de la propuesta de Bell (1991) para el estudio del lead, este trabajo ofrece un análisis de la estructura discursiva y de la función del lead en los diarios nacionales británicos, los cuales atienden a una variedad de gustos e intereses. En este sentido, examinamos hasta qué punto diferentes tipos de periódicos emplean distintos tipos de leads de acuerdo con la preferencia de los

lectores.

El estudio analiza el papel que desempeña el lead como micro-historia y concluye mostrando que entender cómo funciona el lead es llegar a un entendimiento de la propia naturaleza de la noticia (Bell, 1991).

ISBN 3 89586 338 6. **Edición Lingüística 22.** 44pp. USD 30.30 / EUR 20.60 / GBP 14.80. 2002.

## Institutional Discourse in Cross-Cultural Contexts

RONALD GELUYKENS & BETTINA  
KRAFT (eds.)  
*University of Oldenburg, University of  
Southampton*

While the fields of Institutional Discourse Analysis and Cross-Cultural Pragmatics are now two well established, and rapidly growing, subdisciplines within pragmatics, the cross-section between these two areas remains underexplored. The current book attempts to explore this interdisciplinary dimension, by presenting a collection of papers dealing with cross-cultural aspects of institutional interaction, approached from a variety of methodological perspectives (such as ethnomethodology, speech act theory, and systemic-functional grammar).

Two areas of institutional interaction are explored in detail. The first is classroom interaction, where the focus is mainly on the question how foreign language learners can improve their communicative competence in a formal teaching environment. Phenomena investigated here include intonation, phatic talk, speech act realisations, and the issue of autonomous language learning. The second context is that of professional interaction in the narrow sense, which incorporates both business and academic discourse, and which includes both written (e.g. business letters) and spoken (e.g. conferencing, service encounters) modes of communication.

Given that this collection has institutional (or professional) discourse as its main focus, it is an ideal companion volume to the earlier 'Discourse in Professional Contexts' (edited by R. Geluykens and K. Pelsmaekers, 1999) collection published in the same series.

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### PART II: CLASSROOM INTERACTION IN CROSS-CULTURAL CONTEXTS

Chapter 3: Phatic Talk in Learner – Native Speaker Interaction  
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*Maria Pilar Safont Jordà (Universitat Jaume I)*  
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*Lienhard Legenhausen (University of Muenster)*  
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*Eija Ventola (University of Helsinki)*  
Chapter 10: Complaint Sequences in Service Encounters  
*Bettina Kraft (University of Southampton) & Ronald Geluykens (University of Oldenburg)*

ISBN 3 89586 775 6. 280pp. **LINCOM Studies in Pragmatics 14.** USD 82.96 / EUR 68.00 / GBP 47.60. 2008/II.

## A Rainbow of Corpora: Corpus Linguistics and the Languages of the World

ANDREW WILSON, PAUL RAYSON &  
TONY MCENERY (eds.)

The aim of this volume is to showcase the range of corpus-based linguistic research currently being carried out on languages other than English.

The papers included report on work carried out on Arabic, Bulgarian, Czech, Dutch, French, German, Biblical Greek, Biblical Hebrew, Medieval Irish, Korean, Romanian and Swedish, including a number of regional and social variants. They also address a range of areas as diverse as corpus design, corpus annotation, register analysis, syntax, and quantitative linguistics.

The papers in this volume will leave the reader in no doubt that corpus-based research is now being conducted for a whole "rainbow of languages".

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