

the tongue between: Swahili & English in Tanzanian parliamentary discourse

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the tongue between attempts to untangle a communicative puzzle pertaining to a mixed code that has become a variety of choice within an institutionalized diglossic policy prescribing a choice between two officially recognized languages. Tanzanian national parliament (the Bunge) presents a perfect communicative site for illustrating this phenomenon. While the Bunge's parliamentary proceedings language policy has persistently remained 'Swahili or English', the actual communicative interactions have persistently been dominated by the alternation between a 'standard' form and a 'mixed' form of Swahili, respectively referred to here as standard Swahili (SS) and elite Swahili (ES).

Drawing on the language use as a social act[ion] perspective, the book makes two major claims: first, ES is a distinct variety in its own right and second, its persistent occurrence in the Bunge's discourse is both pragmatically and symbolically motivated thus manifesting as a site where the society's linguistic culture is clearly articulated and represented alongside demonstrating a communicative innovation and dynamics, but also highly contested trend. In this regard, historical and synchronic analysis is considered essential for a better understanding of the phenomenon. This book provides insightful clues for scholars and students in language policy, language mixing, identity construction, and political discourse in an African setting.

ISBN 978 3 89586 236 6. **LINCOM Studies in Pragmatics 19**. 110pp. USD 67.20 / EUR 54.60 / GBP 46.40. 2010.

An Analysis of Code switching in Conversations among Multilingual Nigerian (Shuwa) Arabs in Maiduguri, Nigeria

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This book discusses Nigerian (Shuwa) Arab history, demography and social life pattern in Maiduguri. It describes codeswitching conversation among Shuwa Arabs in Maiduguri, by identifying English (E) and Standard Arabic (SA) lexical insertions used in Nigerian (Shuwa) Arabic (NA), Hausa (H) and Kanuri (K) languages in codeswitching discourse. Our analysis to the codeswitching corpus, shows integrations at different linguistic levels; While (SA) phonological system, show complete integrations into Nigerian Arabic phonology, English lexical items maintain their normative phonology in the data, but some considerable examples from data violate English phonological norms. At the morph-phonological level, both (SA) and (E) lexical insertions used in the codeswitching data completely integrate into the Nigerian Arabic morph-phonological rule of stress and affixes. The zero marked (uninflected) insertions in their word class or category, integrate into Nigerian Arabic and Hausa Matrix languages, whose functional morpheme elements form the constituent structure occupied by the inserted lexical items. The study thus, revealed that, while (SA) lexical insertions show complete integration at all levels (Phonology, morphology, syntax), the English ones show integrations at the morpho-syntactic level, and a partial integration at the phonological level.

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ISBN 978 3 86288 008 9. **LINCOM Studies in Communication 05**. 160pp. USD 77.30 / EUR 62.80 / GBP 53.40. 2010/III.

Perspectives on language use and pragmatics

ALESSANDRO CAPONE (ed.)
Università degli Studi di Palermo

This volume is written in memory of Sorin Stati. The authors of this volume mainly deal with perspectives on language use and pragmatics. Each of them has his/her own approach, so the volume should not be taken as representing a single school of thought. Of course, the ideas expressed in all of the articles are reminiscent of Wittgenstein's position which privileged meaning as use. We use language to do many things, to give and to obtain, to persuade and to order, to interact and create human bonds. Words and sentences acquire meaning in context, thus a decontextualized approach must be delegitimized. What the authors in this collection do is to place emphasis on the power of context and context to create meaning through myriad relations among the constituents of sentences, and among utterances themselves, which are arranged in discourse following an argumentative logic.

Contents:

- Bernard Pottier (Université de Paris-Sorbonne, Institut de France): *À propos des relations sémantiques interlexicales*
Jeanne Martinet (Sorin Stati et la SILF) & Milena Srpova (Université Paris 3-Sorbonne Nouvelle, France): *Cultural variety in translation and its linguistic treatment*
J. Schön & Labo. J. Lordat (Univ. Toulouse-le-Mirail): *On inequality in linguistic interchanges (with examples from French)*
Frans H. van Eemeren & Bart Garssen (University of Amsterdam): *Linguistic criteria for composition and division fallacies*
Fabio Paglieri & Cristiano Castelfranchi (ISTC-CNR, Roma): *Self-argumentation: On a neglected function of internal discourse*
Alessandro Capone (Università di Palermo): *On pragmemes again.*
Cornelia Ilie (Orebro University): *Ideologically*

biased definitions as institutionally legitimating arguments

Daniela Pirazzini: *Concessivity on the Argumentative Level of Reported Discourse*
M. Metzeltin (University of Wien): *For an explicit deconstruction of the semantics of sentences*

Catherine Kerbrat-Orecchioni (University of Lyon): *L'approche « transphrastique » et la question de l'interprétation*

Jacques Moeschler (University of Geneva): *Title of the article: Is a pragmatic of discourse possible?*

Dorota Zielinska (Jagiellonian University): *Selected aspects of the c-field*

Henriette Walter: *Face à la mondialisation, le français et les langues régionales en France*

Harro Stammerjohann (College de France): *Vom unauffälligen Sprechen.*

Marcelo Dascal (University of Tel Aviv): *On polemical moves.*

ISBN 978 3 929075 72 4. **LINCOM Studies in Pragmatics 16**. 250pp. USD 81.40 / EUR 66.20 / GBP 56.30. 2009/III.

Studies in Slang and Slogans

SOLA BABATUNDE, AKIN ODEBUNMI,
AKIN ADETUNJI, MAHFOUZ ADEDIMEJI
(eds.)
University of Ibadan

Studies in Slang and Slogans, with contributions from Nigeria, America, France, Poland and Indonesia, addresses the nature, form and function of the slangy items and slogans engaged in politics, computer-mediated communication, sports, the military, students' informal interactions, transportation, advertising and general human interactions. The book centrally examines how human social-political experiences and encounters with digital technology constrain the choice of slang and slogans favoured in the focused domains, the varieties of these slang and slogans, and the impact of these on human socio-cognitive processes in society. Studies in Slang and Slogans, therefore, should be of great interest to general readers, scholars from diverse areas of academic concerns, politicians, internet users, students, government officials and advertisers.

Politics and American Slang - Axis of Evil: A Pragmatic Consideration - Slang, Sexual Organ and Metaphor in Nigerian English - Indonesian Slang in Internet - Slang, Naming and Nigerian Supporters of English Premiership - Slang and the Nigerian Army - Students' Slang in the University of Ilorin - Students' Slang on Internet Fraud - Slang in Text Messaging Amongst Nigerian University Students - Slang Among Nigerian University Students: Forms and Types - Kegites' Slang in a Nigerian University - Slogan and Anti-slogan Practices: A Confrontation on Public Space and Advertising in Parisian Subway - Sociological and Historical Contexts of Number Plate Sloganeering in Nigeria - The Politics and Pragmatics of Slogans on Nigerian Vehicle Number Plates - Slogan and Sloganeering in Nigerian Political and Religious Discourses - Language and Style in Political Slogans - A Pragmatic Analysis of Political Slogans: A Case of Governor Gbenga Daniel of Ogun state, Nigeria - Political Slogans in Chinua Achebe's A Man of the People.

ISBN 978 3 929075 71 7. **LINCOM Studies in Pragmatics 18**. 200pp. USD 81.40 / EUR 66.20 / GBP 56.30. 2010.

Languages and Parliaments

HEIKO F. MARTEN

FU Berlin/Reseknes Augstskola

The central question of Marten's volume is how languages and parliaments interact, and what role a parliamentary institution can play within language policy. This question is addressed in particular in the context of minority languages and language revitalisation processes. Based on in-depth research of parliamentary documents and interviews with policy makers, scholars, and language activists from Scotland and Norway, the study investigates how the establishment of the decentralised Scottish Parliament and the parliamentary assembly for the Sámi population in Norway, the Sameting, have generated increased efforts of language maintenance of the Gaelic and Sámi languages respectively.

For this purpose, Marten on the one hand contrasts the situations before and after the establishment of these two parliaments in 1999 and 1989 respectively, and on the other hand compares the developments in the two countries in the light of the different political structures in Scotland and Norway. The study illustrates how negotiations take place between supportive and reluctant policy makers in the two parliamentary contexts and shows how they have eventually resulted in a higher level of empowerment of the two speech communities. As a result, the volume therefore shows that a decentralisation of parliaments can indeed lead to increased language maintenance efforts, albeit within certain limits. Parliamentary decentralisation is thus identified to be one piece within the large puzzle of minority language policy. As such, it is related to the theoretical literature on minority languages by suggesting an additional component in the evaluation of minority language situations.

ISBN 978 3 89586 298 4. **Languages of the World** 37. 360pp. USD 95.00 / EUR 77.20 / GBP 65.60, 2009.

Arabic Rhetoric: Norms & Deviations

BASIL HATIM

American University of Sharjah, UAE

The rhetorical traditions of a nation are an important part of the linguistic and thought processes which characterize the intellectual make-up of its people. This has perhaps never been more evident than in the case of the Arabic language and those who speak it. Such an interrelationship between language and thinking has been at the heart of serious misunderstandings of the perceptions and attitudes of the Arabs on the part of those who interact with them via culture, trade and more recently politics.

The aim of Arabic Rhetoric: Norms & Deviations is thus to provide a core text on Arabic Rhetoric (balagha) for semi-specialist and generalist readers with professional interest in the Arabic language and culture. In an accessible manner, the reader is presented with a comprehensive, albeit brief, account of the salient features of Arab rhetorical thinking. Such accounts aim to familiarize the reader with the major themes, what these mean to the modern user of Arabic in fields such as translation and how they compare and contrast with recent trends in modern text linguistics. The focus of the book is not so much on the chronology and historical ramifications as on the conceptual map which highlights milestones in the development of

Arabic rhetorical thought.

ISBN 978 3 929075 73 1. **LINCOM Studies in Communication** 04. 200pp. USD 81.40 / EUR 66.20 / GBP 56.30, 2010.

Género y discurso

Las mujeres y los hombres en la interacción conversacional

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Universidad de Vigo

Las conversaciones de los hombres y las de las mujeres, ¿son iguales o presentan ciertas diferencias? ¿giran en torno a los mismos temas o tienden a centrarse en distintas cuestiones? ¿es más propio de las mujeres hablar de los problemas cotidianos y contar historias de queja o intercambiar confidencias? ¿tienen las charlas entre ellas un carácter más íntimo y relacional? ¿son las bromas, los chistes sexuales y las historias divertidas más características de las conversaciones entre ellos? ¿emplean los hombres un estilo de habla más directo, enérgico o “poderoso”?

La existencia de numerosas creencias, estereotipos e ideologías acerca cómo es o cómo debe ser el “habla de las mujeres” a diferencia del “habla de los hombres” sugiere el importante papel que el género puede adquirir en nuestras conversaciones cotidianas. Este estudio aborda la cuestión desde una perspectiva dinámica, poniendo de relieve que tanto las prácticas conversacionales de los hombres como las de las mujeres pueden poner simultáneamente de manifiesto rasgos estereotípicamente “masculinos” y “femeninos”. Apoyándose en el análisis exhaustivo de una selección de conversaciones espontáneas entre hablantes gallegos/as del mismo sexo, la presente tesis explora las distintas formas en que las normas y estereotipos de género pueden actuar como base para la *negociación* de las identidades femeninas y masculinas de los/as participantes, y al mismo tiempo de sus relaciones interpersonales.

ISBN 978 3 929075 57 1. **LINCOM Studies in Pragmatics** 17. 315pp. + CD. USD 97.20 / EUR 72.00 / GBP 68.40, 2009/II.

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 73.20 / EUR 59.50 / GBP 50.60, 2008.

CULTURA Y ESTRUCTURA DEL DISCURSO: LA PRENSA NACIONAL BRITÁNICA

MARÍA JOSÉ GONZÁLEZ RODRÍGUEZ

Universidad de La Laguna

Los datos incluidos en este trabajo proceden de la prensa diaria nacional británica. El motivo de esta elección se debe primordialmente a la manifestación expresa de algunos investigadores del discurso periodístico (Bell, 1991:175; van Dijk, 1986:181; González, 1999:274) de que distintos tipos de prensa redactan no solo titulares de forma diferente, sino que también estructuran las historias de distinta manera, hecho que requiere un estudio individualizado. En este sentido, la prensa nacional británica ofrece la posibilidad, desde un ángulo comparativo, de analizar distintos periódicos pertenecientes a diferentes clases socioeconómicas, con lo cual se toma en consideración la división de la sociedad británica en estratos más o menos fijos a diversos niveles.

El estudio se centra en una descripción de la organización y de la ordenación del relato periodístico informativo, y en cómo se categorizan los temas del relato periodístico atendiendo a una división por mercados o de acuerdo con los distintos tipos de prensa escrita (prensa de formato sábana vs. prensa tabloide). Particularmente destaca las características más relevantes de la estructura organizativa de los textos periodísticos informativos en la prensa nacional británica tabloide, ya que es precisamente dicha organización la que imprime el carácter de tales publicaciones.

ISBN 978 3 89586 116 1. **Linguistics Edition** 68. 98pp. USD 68.60 / EUR 55.80 / GBP 47.40, 2008.

Discourse and Enterprise Communication, Business, Management and other Professional Fields

FERNANDO RAMALLO, ANXO M.

LORENZO & XOAN PAULO RODRIGUEZ-YAÑEZ (eds.)

Universidade Vigo, Galicia, Spain

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 98.00 / EUR 79.70 / GBP 67.80. 2006

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

- Maria 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 Odebumni (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

For more details see www.lincom.eu.

ISBN 978 3 89586 475 9. **LINCOM Studies in Communication 02.** 345pp. USD 85.50 / EUR 69.50 / GBP 59.10. 2007.

Discurso, Sociedad y Lenguaje

Una anamorfosis en el nuevo milenio

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

El libro reúne veintinueve 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 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 deconstructiva' 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

For more details see www.lincom.eu

ISBN 3 89586 368 8. **LINCOM Studies in Pragmatics 12.** 536pp. USD 117.20 / EUR 95.30 / GBP 81.00. 2002.

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

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Tilburg University

This research attempts at 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 operativeness.

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 103.00 / EUR 83.70 / GBP 71.20. 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 90.70 / EUR 73.70 / GBP 62.70. 2001.

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 Curcó 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. **LINCOM Studies in Pragmatics 05.** 200pp. USD 91.90 / EUR 74.70 / GBP 63.50. 2002.

Discourse in Professional Contexts

R. GELUYKENS & K. PELSMACKERS (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. **LINCOM Studies in Pragmatics 03.** 300pp. USD 118.50 / EUR 96.30 / GBP 81.90. 1999.

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 74.90 / EUR 60.90 / GBP 51.80. 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 Geluykens

Chapter 2: Integrating Relevance: An Evaluation of Theoretical Accounts for the Acquisition of Pragmatic Abilities in a Second Language

Beatriz De Paiva (Heriot Watt University)

PART II: SPEECH ACTS AND INTERLANGUAGE

Chapter 3: Upgrading and Downgrading in English Interlanguage Complaints

Ronald Geluykens (University of Oldenburg) & Bettina Kraft (University of Southampton)

Chapter 4: Gender-Based Differences in English Apology Realisations

Eva Ogiermann (University of Oldenburg)

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

Muriel Waga, (University of Graz)

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

Anja Breuer (University of Muenster) & Ronald Geluykens (University of Oldenburg)

PART III: INTERLANGUAGE AND DISCOURSE

Chapter 7: Discourse Patterns in Intercultural Conversations

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)

ISBN 978 3 89586 776 7. **LINCOM Studies in English Linguistics 11.** 260pp. USD 94.40 / EUR 76.70 / GBP 65.20. 2007.

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

Structural and Syntactic Differences in Selected Verses of Three Versions of the Holy Bible E.T. BABALOLA

The Poetics of Songs: An Analytical Stylistic Study of Solomon's The Song of Solomon and p. Bitek's Song of Lawino ADEYEMI O. BABAJIDE

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 99.30 / EUR 80.70 / GBP 68.60. 2007.

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.

PART I: THEORETICAL PRELIMINARIES

Chapter 1: Introduction: The Cross-Cultural Dimension of Institutional Discourse

Ronald Geluykens and Bettina Kraft

Chapter 2: Taking a Multiple Analysis Approach to Discourse

Paul Erik Flyvholm Jørgensen (Aarhus School of Business)

PART II: CLASSROOM INTERACTION IN CROSS-CULTURAL CONTEXTS

Chapter 3: Phatic Talk in Learner – Native Speaker Interaction

Bernhard Bielick (University of Potsdam)

Chapter 4: Instructional Effects on the Use of Request Acts Modification Devices by EFL Learners

Maria Pilar Safont Jordà (Universitat Jaume I)

Chapter 5: Classroom Procedures and the Development of Pragmatic Competence

Lienhard Legenhausen (University of Muenster)

Chapter 6: What does the Tonic Say in Pre-School Teacher Talk in the EFL Classroom? An Acoustic-Based Analysis of Tonicity

Riesco Bernier, Silvia & Romero Trillo, Jesús (Universidad Autónoma de Madrid)

PART III: CROSS-CULTURAL PROFESSIONAL COMMUNICATION

Chapter 7: Requesting in Native and Non-Native Business Letters

Ronald Geluykens (University of Oldenburg)

Chapter 8: Deductive and Inductive Methods in the Teaching of Business

Pragmatics: Not an Either/Or!

Anna Trosborg (Aarhus School of Business)

Chapter 9: Lexical Density and Grammatical Intricacy in Conferencing

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 99.30 / EUR 80.70 / GBP 68.60. 2008/II.