

ENG508

1. COOPERATIVE PRINCIPLE

- This is the idea that people generally try to be helpful when talking to each other, making conversations easier to understand. We assume that the speaker is trying to give useful and relevant information.

Observing the Maxims

- The maxims are rules we follow to keep conversations clear and smooth. They include:
 - **Maxim of Quantity:** Give the right amount of information—not too much or too little.
 - **Maxim of Quality:** Don't say anything you believe to be false.
 - **Maxim of Relation:** Be relevant in what you say.
 - **Maxim of Manner:** Be clear and orderly.

Flouting the Maxims

- This happens when someone intentionally ignores these rules (e.g., giving too much information) to create a certain effect or to signal something indirectly.

Violating the Maxims

- This occurs when someone breaks the rules without intending to create any special effect, often due to mistakes or miscommunication.

Limitations of the Cooperative Principle

- The principle doesn't always work because sometimes people don't follow the maxims for reasons like sarcasm, indirectness, or unclear communication.

2. RELEVANCE THEORY

- This theory suggests that communication is driven by what is relevant to the listener. People understand things based on their expectations of relevance, focusing on information that helps them make sense of the situation.

What Is Relevance Theory?

- It's the idea that people seek out information that is most relevant and useful to them in a conversation. Communication is based on what the listener thinks will give them the most benefit.

Principles of Relevance Theory

- **Cognitive Principle:** We pay attention to information that seems useful.
- **Communicative Principle:** We expect that information shared will be relevant to us.

Explicatures and Implicatures

- **Explicature:** The clear, direct meaning of what's said.
- **Implicature:** The implied meaning that's not directly stated but understood based on context.

Conceptual and Procedural Meaning

- **Conceptual Meaning:** What words or phrases literally mean.
- **Procedural Meaning:** How language helps structure a conversation or directs attention to important points.

Accessibility and Limitations of Relevance Theory

- This theory has limits because it depends on shared knowledge and expectations, which can vary between people or cultures.

3. IMPLICATURE

- Implicature refers to information that is indirectly suggested or implied in a conversation, even if not said directly.

What Is Implicature?

- It's the idea that sometimes we understand more than what is directly stated by picking up on hints or context clues.

Conversational Implicature

- These are implied meanings that arise from the context of the conversation. They depend on the assumption that people follow the Cooperative Principle.

Generalized Conversational Implicature

- Implicatures that apply in most situations, no matter the context (e.g., "Some of the guests are coming," implying not all are coming).

Scalar Implicature

- This happens when a speaker implies something less than what's said. For example, saying "She's rich" may suggest that she's not extremely wealthy.

Particularized Conversational Implicature

- These are implicatures that depend heavily on the specific context of the conversation (e.g., someone says "It's late" implying they want to leave).

Properties of Conversational Implicature

- They can be cancelled without making the sentence contradictory (e.g., "I don't like pizza, but I do eat it sometimes").

Conventional Implicature

- These are implied meanings that come with certain words or phrases, regardless of context (e.g., "but" often implies contrast).

Properties of Conventional Implicature

- They can't be cancelled like conversational implicatures and are tied to specific words.

Strong Implicature

- This means the implication is strongly suggested by the context (e.g., "John is coming soon," implying he's almost here).

Weak Implicature

- The implication is weaker and more open to interpretation (e.g., "John is coming," meaning maybe he'll be here soon or later).

4. DEIXIS

- Deixis refers to words or phrases that rely on context to be fully understood, like "I," "here," or "now."

What is Deixis?

- Words whose meaning changes depending on who is speaking, when, and where.

Spatial Deixis

- Words that refer to location, like "here" or "there."

Person Deixis

- Words referring to people, like "I," "you," or "he/she."

Social Deixis

- Words that show the social relationship between people, like using titles ("Mr." or "Dr.").

Temporal Deixis

- Words referring to time, like "now," "then," or "soon."

Discourse Deixis

- Words that point to parts of the conversation, like “this” or “that” when referring to things mentioned before.

Deictic Reference

- The way words depend on context to make sense.

Deictic Center

- The starting point or reference point for deixis (e.g., the speaker, time, or place).

The Limits of Indexicality

- There are limits to how much context can clarify meaning, especially in unclear or confusing situations.

Raising Pragmatic Awareness

- Understanding how deixis helps us make sense of conversations in context.

5. PRESUPPOSITION AND ENTAILMENT IN PRAGMATICS

- **Presupposition** is background information assumed to be true before a statement is made.
- **Entailment** is a situation where one statement logically leads to another.

Types of Presupposition

- This includes things like presuppositions of existence (e.g., “The king of France is bald,” presupposes there’s a king of France).

The Projection Problem

- This is the issue of figuring out what information is presupposed in different situations.

Ordered Entailments

- When one statement implies another in a sequence, like "John is in the room" entails "John is somewhere."

Presupposition in the Real World

- How background assumptions shape communication in daily life.
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6. SPEECH ACTS THEORY

- Speech acts theory studies how we use language to do things, like making promises, requests, or giving commands.

Austin’s Speech Act Theory

- Philosopher John Austin said that language is not just about saying things but about doing things with words (like promising, apologizing, etc.).

Searle’s Speech Act Theory

- John Searle expanded on Austin’s ideas and categorized speech acts into types like assertions, questions, requests, etc.

Felicity Conditions

- These are the conditions that must be met for a speech act to be successful (e.g., for a promise to be valid, the speaker must intend to keep it).

Direct and Indirect Speech Acts

- **Direct:** When what you say is exactly what you mean (e.g., "Give me that book").
 - **Indirect:** When you mean something else, like asking indirectly (e.g., "Could you pass me that book?").
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7. SPEECH ACTS AND SOCIETY

- **Social Dimensions:** The way speech acts vary depending on social roles, status, or power.
- **Cultural Dimensions:** Different cultures use language in different ways.
- **Limitations of Speech Act Theory:** The theory doesn't always explain the complexity of language in every social or cultural setting.

Macro-functions

- These are large, general purposes of speech acts, like making requests, providing information, or giving orders.

Exploring Speech Acts

- Studying how we use speech acts to communicate effectively in different situations and cultures.

1. POLITENESS THEORY

- This theory focuses on how we use language to show respect and avoid offending others during conversations.

What Is Politeness Theory?

- It's a theory about how we manage our behavior to show respect for others' feelings and social status when we communicate.

Face Wants

- **Face** refers to the social identity or self-image we want to project in a conversation. "Face wants" are our desires to maintain a positive image or avoid embarrassment.

Negative and Positive Face

- **Negative Face:** The desire to be free from impositions or intrusions. We don't want others to interfere with our actions or choices.
- **Positive Face:** The desire to be liked, respected, and approved by others. We want our actions to be valued by people.

Say Something: Off and On Record

- **Off Record:** Indirect communication, where the speaker hints at something but doesn't directly say it (e.g., "It's cold in here," implying "Please close the window").
- **On Record:** Direct communication, where the speaker clearly states what they want.

Positive and Negative Politeness

- **Positive Politeness:** Strategies that show friendliness and make the other person feel good (e.g., compliments).
- **Negative Politeness:** Strategies that avoid making the other person feel uncomfortable or pressured (e.g., using hedges like "I'm sorry to bother you").

Politeness Strategies

- These are the ways we adjust our speech to show respect and avoid offending others, like using polite language or avoiding direct demands.

2. POLITENESS AND CONTEXT

- The way we use politeness depends on the situation, the people involved, and cultural norms.

Form and Function

- **Form:** How something is said (e.g., using formal or informal language).
- **Function:** The purpose of what's said (e.g., making a request or giving a compliment).

Situational Context

- The specific circumstances in which communication occurs, such as time, place, and the people involved.

Social Context

- The relationships between the people involved, like whether they're friends, strangers, or coworkers.

Cultural Context

- The cultural norms and values that influence how politeness is understood and expressed.

Applying Politeness

- This is about how we use politeness strategies appropriately in different contexts to show respect and maintain good relationships.
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3. CONVERSATIONAL ANALYSIS

- This is the study of how people manage and structure everyday conversations.

What Is Conversational Analysis?

- It's the study of how conversation works, looking at things like turn-taking, pauses, and how people respond to each other.

Turn-Taking

- The way speakers take turns during a conversation. This is usually done smoothly without interruptions.

Pauses, Overlaps, and Backchannels

- **Pauses:** Brief silences during conversation.
- **Overlaps:** When two people speak at the same time.
- **Backchannels:** Small responses (like “uh-huh”) to show you're listening.

Adjacency Pairs

- These are pairs of connected speech acts, like a question followed by an answer (e.g., "How are you?" / "I'm good, thanks!").

Preference Structure

- The idea that some responses in a conversation are preferred over others (e.g., agreeing is preferred over disagreeing).

Sequences

- The order in which things are said, like how a greeting often leads to small talk or a request leads to a response.
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4. CULTURE AND LANGUAGE LEARNING

- This is about how different cultures influence how we use language and understand communication.

Cross-cultural Pragmatics

- The study of how people from different cultures use language to communicate politely and effectively.

Intercultural Pragmatics

- The study of how people from different cultures interact and understand each other's communication styles.

Inter-language Pragmatics

- How learners of a second language (L2) understand and use language in social situations.

Listener Behavior in CCP

- How listeners respond to and interpret what speakers say, considering cultural and social factors.

Referential Communication

- Communication that focuses on referring to or describing things, making sure the listener knows exactly what the speaker means.

5. COMPUTER SEMANTICS AND PRAGMATICS

- This involves using computers and technology to analyze and understand language.

Computers and Linguistics

- The study of how computers can help analyze language, from grammar to meaning.

Computers, Corpora, and Semantics

- Using large collections of texts (called corpora) to study how words and phrases are used to convey meaning.

Computers and the Study of Translation

- Using technology to help translate languages and understand how meaning is transferred between them.

Computers and Pragmatics

- Using computers to study how meaning is shaped by context and social situations in language.

Computers, Speech Acts and Conversation

- The use of technology to study how speech acts work and how conversations are structured.

6. INFORMATION STRUCTURE AND PRAGMATICS

- This is about how we organize information in language to make communication clear and effective.

Introduction to Information Structure

- The way information is arranged in a sentence to make sure the most important parts are highlighted.

Given and New Information

- **Given Information:** What the listener already knows.
- **New Information:** What the speaker is introducing for the first time.

Topics and Contrast

- **Topic:** The main subject of the conversation.
- **Contrast:** Highlighting differences between things, often using words like "but" or "however."

Definite and Referential Expressions

- **Definite Expressions:** Phrases like "the car" that refer to a specific, known thing.
- **Referential Expressions:** Phrases that refer to something without specifying it exactly, like "a car."

Generic and Specific Expressions

- **Generic Expressions:** Referring to things in a general way, like "cats are cute."

- **Specific Expressions:** Referring to particular things, like “my cat is cute.”
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7. RESEARCH IN PRAGMATICS

- Pragmatics research looks at how language is used in real-world situations.

The Nature of Pragmatic Investigation

- Pragmatic research focuses on understanding how people use language in social contexts, considering things like politeness and cultural norms.

Collecting Data for Pragmatic Analysis

- Gathering real-world examples of how people communicate to analyze how language works in practice.

Transcription of Conversation

- Writing down spoken language exactly as it occurs in conversations for analysis.

Investigable Topics

- Research topics in pragmatics can include things like politeness, speech acts, or how context affects meaning.

Learning by Doing

- In pragmatics research, hands-on experience (like observing real conversations) is important for understanding how language works in practice.
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8. KEY TERMS IN PRAGMATICS

- These are specific terms that are important in the study of pragmatics.

Ambiguity, Disambiguation and Vagueness

- **Ambiguity:** When something can have more than one meaning.
- **Disambiguation:** Clarifying which meaning is intended.
- **Vagueness:** When something is not clear or precise.

Attributive Concept and Argumentation Theory

- **Attributive Concept:** Assigning characteristics to things (e.g., "a tall man").
- **Argumentation Theory:** The study of how arguments are made in communication.

Code Model

- The theory that communication involves encoding a message and decoding it by the receiver.

Communicative Competence

- The ability to use language correctly and appropriately in different social situations.

Demonstrative

- Words like “this” or “that” that point to something specific in the context.

Ellipsis

- When part of a sentence is omitted because it’s understood from the context (e.g., "I want to go to the park, and you [want to go] too").

Folk Pragmatics

- The everyday understanding of how language works in different cultures and social settings.

Formal and Experimental Pragmatics

- **Formal Pragmatics:** Studying language using structured, logical methods.
- **Experimental Pragmatics:** Using experiments to test how people understand and use language.

Cognitive Pragmatics

- Studying how our brains process language and understand meaning.

Fragment

- A part of a conversation that doesn’t stand alone as a complete sentence but still carries meaning (e.g., "Maybe").

Metaphor and Synecdoche

- **Metaphor:** Saying something is something else to create meaning (e.g., "Time is money").