Pref	face to the series	XI
Ack	nowledgements	XIII
Intr	oduction: The pragmatic perspective	1
	/erschueren	
1.	Pragmatics and its formative traditions 2	
2.	Pragmatics as a repository of interesting topics 8	
3.	The problem of delimitation 10	
4.	On dimensions, perspectives, methodology, and evidence 14	
5.	A functional perspective on language 19	
Ada	ptability	28
	Verschueren & Frank Brisard	
1.	Introduction: The pragmatic perspective 28	
2.	Biological adaptability and language 28	
	2.1 The adaptive emergence of language 29	
	2.2 The adaptive functioning of language 39	
3.	Social-interactive adaptability and language use 40	
0	3.1 An adaptability theory of pragmatics 41	
	3.2 Applications of an adaptability perspective 42	
4.	Conclusion 45	
Cha	nnel	48
Stef	Slembrouck	
1.	Digging underneath the speech/writing distinction <b>48</b>	
	1.1 Print and handwriting 49	
	1.2 Televization and secondary orality 50	
2.	Beyond the verbal: The visual and the digital 54	
	2.1 Multi-modality and the visual 54	
	2.2 Digital hypertext 56	
3.	Afterthought 60	

#### Communication

Peter Harder

- 1. Language and communication 62
- 2. Communication in an *evolutionary* perspective 63
- 3. The mathematical theory of communication 66
- 4. Human communication 67
- 5. The study of language as communication 70
- 6. Communication and *background* 74
- 7. Intercultural communication 77
- 8. Business communication 79
- 9. Mass communication 81

## Context and contextualization

Peter Auer

- 1. Preliminaries 86
- 2. Context is more than deixis 87
- 3. Which contexts do we need to consider? 90
- 4. The nature of the contextual link 95
  - 4.1 The creativity of contextualization 95
  - 4.2 The vagueness of contextualization 96
  - 4.3 The negotiability of context 97
  - 4.4 The groundedness of context in interactional work 97
  - 4.5 The culturality of contextualization 98
  - 4.6 Indexicality iconicity symbolization 98
  - 4.7 Using contexts 98

# **Conversational logic**

Robin Tolmach Lakoff

- 1. Origins 102
- 2. The basic system of conversational logic 102
- 3. The universality of CP 107
- 4. CP and discourse genre 109
- 5. CP and politeness 110
- 6. Other discussion of indirectness 111
- 7. The future of CL 112

## Deixis

# Jack Sidnell

- 1. Definitional and theoretical issues 114
- 2. Deictic semantics and morphology in a typological perspective 119

114

- Formulating place: Deictics in interaction 127 3.
- Directions for further research 136 4.

### Implicitness

### Marcella Bertuccelli Papi

- 1. Historical note 140
- Semantic and pragmatic categories of implicitness 2. 141
  - Entailment 141 2.1
  - Semantic presupposition 141 2.2
  - Pragmatic presuppositions 147 2.3
  - Implicatures 149 2.4 Generalized and particularized implicatures 2.4.1 152
    - 2.4.2 Conventional implicatures
  - Scalar implicatures 153 2.5
  - Politeness implicatures 2.6 155
  - Explicatures 2.7 156
  - Implicitures 158 2.8
- Implicitness and cognition 3. 159

## Non-verbal communication

Lluís Payrató

- Introduction 163 1.
  - Broad conception and scope (literal definitions) 1.1 163
  - Some basic concepts & distinctions (narrow definitions) 1.2 164
  - (Sub)categories of non-verbal communication 166 1.3
  - Functions of non-verbal communication 167 1.4
- A historical overview and a synthesis of contemporary trends 2. 168
  - The psychological viewpoint 169 2.1
  - The anthropological viewpoint 170 2.2
  - The sociological viewpoint 170 2.3
  - The semiotic viewpoint 2.4 170
  - The linguistic viewpoint 2.5 171

#### Psycholinguistics, neurolinguistics and non-verbal communication 172 3.

- Gesticulation, speech and thought 3.1 172
- Acquisition of non-verbal communication 3.2 173
- Pathologies of non-verbal communication 174 3.3

#### Pragmatics, discourse analysis and non-verbal communication 4. 175

- Non-verbal (speech?) acts 175 4.1
- Deictic gestures and spatial orientation 176 4.2
- Discursive styles, functional variation and conversation 4.3 176

163

- Sociolinguistics, linguistic anthropology and 5. non-verbal communication 177 Sociocultural factors and non-verbal communication 177 5.1 Multilingualism and non-verbal communication 5.2 178 6. Applied linguistics and non-verbal communication 179 Lexicography of gesture 6.1 179 Language learning 180 6.2 Concluding remarks 7. 180 Theoretical considerations 180 7.1 Methodological considerations 181 7.2 Final historical comments 7.3 182 Afterthought 7.4 183 Presupposition 195 Francesca Delogu Introduction ٦. 195 From semantic presuppositions to pragmatic presuppositions: 2. Historical backgrounds 196
- 3. Pragmatic presuppositions 198
- 4. Pragmatic accounts of presupposition projection 199
- 5. Informative presuppositions: Context and accommodation 200
- 6. Hybrid presuppositions 202

#### Primate communication

Michael Tomasello

- 1. Introduction 208
- 2. Primate vocal communication 209
- 3. Primate gestural communication 211
- 4. Where is the pragmatics? 214

#### Semiotics

#### Christiane Andersen

- 1. Introduction 217
- 2. Basic concepts of semiotics 218
- 3. Basic sign theories 219
  - 3.1 Logical approaches 220
  - 3.2 Structuralist approaches 220
  - 3.3 Phenomenological approaches 221
  - 3.4 Pragmatic approaches 222
  - 3.5 Cultural approaches 224
- 4. Interdisciplinary extensions 226

208

## Speech act theory

Marina Sbisà

- 1. Where does speech act theory come from? 229
- 1.1 Frege and the assertion sign 229
  - 1.2 Wittgenstein and the uses of language 230
  - 1.3 Austin and the performative utterance 230
  - 1.4 Grice and speaker's meaning 231
- 2. Utterances as acts 231
  - 2.1 Austin's distinction of locutionary, illocutionary, and perlocutionary acts 231
    - 2.1.1 The complexities of saying 232
    - 2.1.2 The three kinds of effects of the illocutionary act 232
    - 2.1.3 The distinction between illocution and perlocution 233
  - 2.2 Searle's notion of the speech act as illocutionary act 233
    - 2.2.1 Illocutionary force and propositional content 234
    - 2.2.2 Felicity conditions as rules 234
    - 2.2.3 Intention and perlocution 235
- 3. Main problems in speech act theory 235
  - 3.1 Illocutionary force-indicating devices 235
  - 3.2 The classification of illocutionary acts 236
  - 3.3 Modes of understanding 237
  - 3.4 Speech acts and truth 238
  - 3.5 Universality vs. the linguistic and cultural relativity of speech acts 239
- 4. Trends of development in speech act theory 239
  - 4.1 From the conventionality of performatives to the naturality of inferences 239
  - **4.2** From interpersonal action to the intentionality of the speaker's mind **240**
  - 4.3 Some collateral endeavors 241
- 5. Open issues and possibilities of further development 242