

Kecskes, Istvan and Laurence Horn (eds.). **2007. Explorations in Pragmatics: Linguistic, Cognitive, and Intercultural Aspects.** Berlin/New York: Mouton de Gruyter.

## **Introduction**

This volume consists of selected papers from the LAUD Symposium held on March 27–30, 2006 in Landau, Germany, including the keynote address by John Searle, six of the plenary talks and four selected papers from the conference. These papers reflect current trends in international research in pragmatics over recent years. The authors coming from ten different countries represent all angles of pragmatics.

The development of new perspectives on pragmatics has been prompted by several factors. Recent theoretical work on the semantics/pragmatics interface, serious applications of evolutionary biology to the study of language, and empirical work within cognitive and developmental psychology and intercultural communication has directed attention to issues that warrant reexamination and revision of some of the central tenets and claims of the field. In addition, cultural changes emanating from globalization have affected the relation of language to the wider world; in particular, the spread of English as a global language has led to the emergence of issues of usage, power, and control that must be dealt with in a comprehensive pragmatics of language.

Pragmatic theories have traditionally emphasized the importance of intention, rationality, cooperation, common ground, mutual knowledge, relevance, and commitment in the formation and execution of communicative acts. The new approaches to pragmatic

research reflected in this volume, while not questioning the central role of these factors, extend the purview of the discipline to allow for a more comprehensive picture of their functioning and interrelationship within the dynamics of communication.

The papers address these issues from a variety of directions. In Part I, Searle and Horn examine language use and pragmatics from a philosophical perspective. They each invoke the influence of Gottlob Frege, the father of both predicate logic and the modern philosophy of language, but they address quite different aspects of Frege's legacy for the theory of meaning. Searle seeks to rectify what he sees as the most serious gap in the otherwise impressive set of accomplishments of linguistic philosophy, the failure to fully recognize that language is a natural biological phenomenon and that linguistic meaning, the meaning of speech acts and sentences, must be considered an extension of the biologically more fundamental forms of intentionality. This in turn facilitates a new understanding of the origin and evolution of language as part of our biological endowment.

Horn focuses on Frege's characterization of aspects of meaning that—in the terminology of modern pragmatic theory—do not constitute part of what is said. In its treatment of such non-truth-conditional aspects of meaning, including the relations corresponding to presupposition and implicature, Fregean doctrine informs current disputes in pragmatic theory; Horn defends Frege's notion of *Andeutung*, and Grice's notion of conventional implicature which descends from it, against recent challenges and extends it to new ranges of data.

In Part II, the cognitive aspect of pragmatics is represented in the papers of Moeschler, Ruiz de Mendoza & Baicchi, and Giora. They focus on well-known domains

such as illocutionary constructions, the pragmatics of negation, and the relevance-theoretic concept of explicature. However, each paper sheds new light on the familiar concepts. Baicchi & Ruiz de Mendoza argue that sets of semantic conditions based on the Cost-Benefit Cognitive Model capture all the relevant information from high-level illocutionary scenarios associated with all speech act categories. Giora rejects the standard view of negation as an operator that suppresses or wipes out assumptions, and provides empirical evidence to show that a negative operator often effectively maintains rather than deactivating information within its scope. Assuming a characterization of explicatures as pragmatically derived enrichments of the logical forms of sentences, Moeschler argues that such explicatures are either basic, when they represent propositional forms, or higher-level, when they represent illocutionary forces and propositional attitudes. The main argument of his paper is that intercultural misunderstandings are caused by the triggering of erroneous higher-level explicatures by the hearer.

The papers in Part III by Mey, Kecskes and Grundy focus on the intercultural aspects of pragmatics. Mey explains the role of pragmatics in establishing and defining intra- and inter-culturality, especially within a language-oriented context. With regard to interculturalism, he argues that if it is to be exercised and defined as a meeting of cultures, it must respect the intracultural rights of individuals and groups to their own culture, including the right to use one's language, which is what linguistic rights are all about.

Kecskes undertakes to analyze data from English Lingua Franca (ELF) with the goal of identifying the main features of ELF pragmatics. His paper seeks to determine the extent to which the players will stick to the original rules of the game with no native

speakers participating in the language game, and how current pragmatic theories can explain English Lingua Franca communication. He calls for further research to identify the characteristic features of Lingua Franca Pragmatics. Grundy looks at lingua franca instruction from a practical perspective and shows how the evolution of language teaching methodology runs parallel to the evolution of pragmatic inference.

The papers by Margerie and Geeraert & Kristiansen utilize corpus-based methodology in different ways within pragmatics. Margerie's paper addresses the grammaticalization of the pragmatic marker *kind of* and its phonetically reduced form *kinda*. She compares these hedges with their French equivalents and shows through a close observation of examples from corpora how these units develop into boosters. Geeraerts & Kristansen demonstrate the effectiveness of the use of corpora in analyzing pragmatic units. Taking current Natural Semantic Metalanguage-based analyses as their starting-point, they argue that a truly usage-based analysis in the domain of intercultural pragmatics must take a number of *methodological, descriptive, and theoretical* refinements into account, and particularly, that the reductionist characteristics of the Wierzbickian perspective need to be revised from a perspective grounded in empirical research.

One rich vein of cross-linguistic and cross-cultural work in pragmatics has been in the treatment of politeness phenomena, dating back to Brown & Levinson's influential neo-Gricean study of politeness two decades ago that was also inspired by Goffman's influential notion of positive and negative face. Terkourafi explores the explanatory potential of an interpretation of Grice's Cooperative Principle that takes face to be "the accepted purpose ... of the talk exchange." She proposes a second-order notion of face,

Face2, which is characterized by two properties: first, a biological grounding in the dimensions of approach vs. withdrawal, and second, intentionality, understood in the phenomenological tradition as a property of mental states.

*Istvan Kecskes and Laurence R. Horn*