

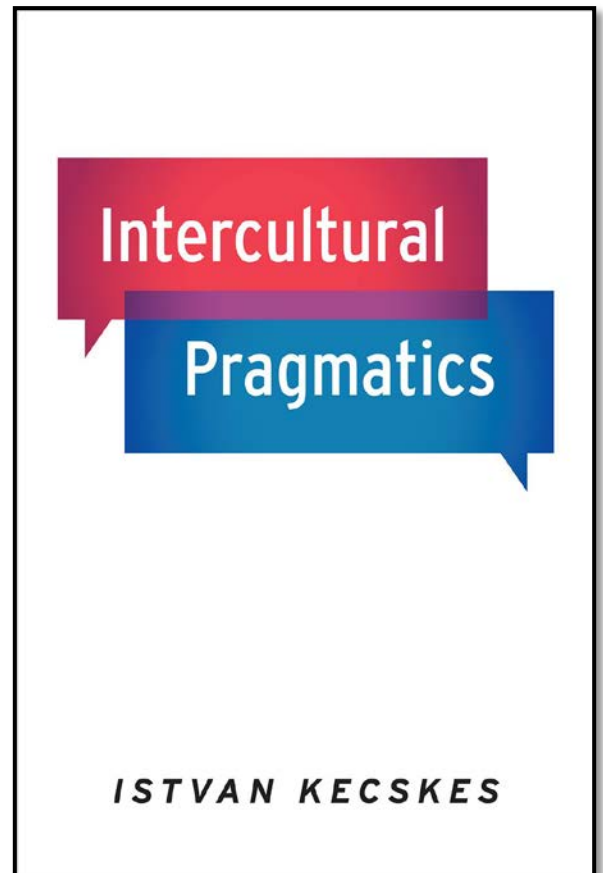
INTERCULTURAL PRAGMATICS

Istvan Kecskes, Professor of Linguistics and Education, State University of New York

This is the first book about Intercultural Pragmatics that focuses on language use in intercultural interaction. Intercultural Pragmatics is rooted in the socio-cognitive approach (SCA) that combines the intention-based, pragmatic view of cooperation with the cognitive view of egocentrism to incorporate emerging features of communication. In this approach people cooperate by generating and formulating intention that is relevant to the given actual situational context. At the same time their egocentrism means that they activate the most salient information to their attention in the construction (speaker) and comprehension (hearer) of utterances. In this approach interlocutors are considered as social beings searching for meaning with individual minds embedded in a socio-cultural collectivity.

Intercultural Pragmatics is a rapidly-growing field, and the only subfield of pragmatics to incorporate features of intercultural interaction into mainstream pragmatics. This volume offers both a valuable synthesis of current research and a new way to think about pragmatics.

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About the author

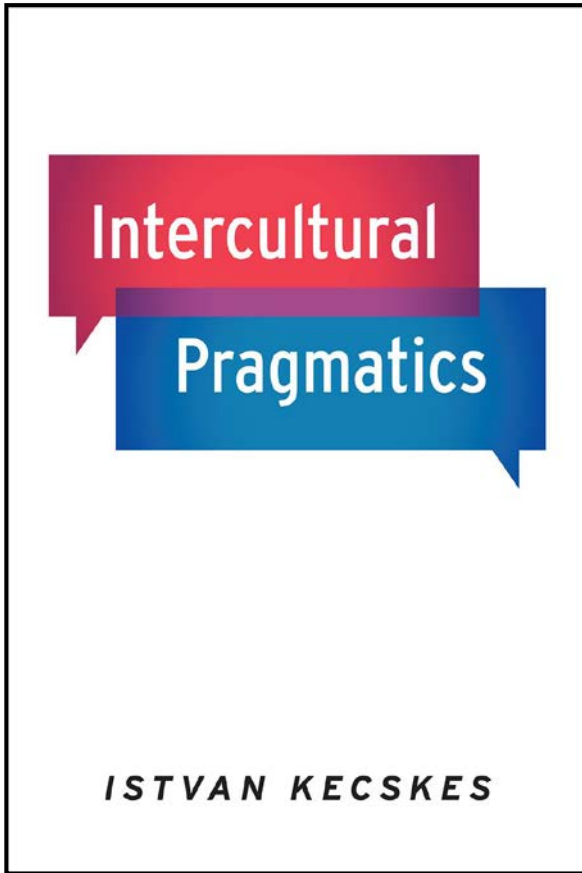
Istvan Kecskes is Professor of Linguistics and Education at the State University of New York, Albany. He is the President of the American Pragmatics Association and Editor-in-Chief of the journals *Intercultural Pragmatics* (De Gruyter), *Chinese as a Second Language Research* (De Gruyter) and the *Mouton Series in Pragmatics*. He is the founding co-editor of the *Journal of Language Aggression and Conflict* (Benjamins).

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“This book introduces an important new dimension to the field of pragmatics, shedding much light on social interaction across cultural lines and on the way that language is used in these interactions.”

- Steven Pinker, author of *The Language Instinct* and *The Stuff of Thought*.

“Intercultural Pragmatics presents a valuable new perspective on how individual and cultural factors are intertwined in communication. Moving beyond the traditional pragmatic concern with utterance-length exchanges among monolingual speakers, and focusing instead on the distinctive features of discourse-length exchanges among speakers with different languages and cultures, it provides genuinely important insights into an exciting new field of research.”

- Deirdre Wilson, University of London

“Istvan Kecskes, the internationally renowned forefather of intercultural pragmatics, has now written THE book on the subject. Professor Kecskes is an invaluable guide for exploring the sociocultural and cognitive dimensions of intercultural—and intracultural—communication and their implications for the study of pragmatics.”

- Laurence Horn, Yale University

“In the increasingly globalized and ‘translingual’ world, intercultural communication is one of the greatest practical problems facing millions of people on a daily basis. How do they manage to communicate (if they do)? This is the central question of the new field of intercultural pragmatics, of which Istvan Kecskes is the *spiritus movens*. It is also the question at the heart of Kecskes’s new book *Intercultural Pragmatics*. Few questions addressed by linguists today could be more important and more fascinating.”

- Anna Wierzbicka, Austral National University

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