

EPICS IX Book of Abstracts

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A

Alonso Belmonte, Isabel

“Textual and visual choices in a multilingual online news: a critical cognitive approach”

This paper presents a multimodal and cross-cultural analysis of the most salient framing devices in the on-line newsbites published about the US Embassy relocation from Tel Aviv to Jerusalem and the subsequent revolts in the Gaza Strip in May 2018. Drawing from a socio-cognitive and critical approach to discourse analysis (Dirven et al., 2007; Hart, 2011, 2014; Hart & Lukeš, 2007), a sample of 37 newsbites published in different on-line mainstream newspapers in Europe were collected and analysed following previous seminal studies on frame media analysis (Semetko & Valkenburg, 2000; De Vreese, 2005; Van Gorp, 2005, 2010). Findings unveil a distinctive set of patterns of text and image combinations grouped around four categories: Subject choice, Composition, Distance and Point of View. Data suggests that these multimodal devices appear indistinctively in the visual and the textual modes and that are used by newsmakers to create and manage communities of shared values about the Palestinian-Israeli conflict in the context of European media discourse. Our findings also suggest interesting differences among European newspapers when dealing with the issue of the US embassy opening in Jerusalem and the revolts in Gaza. This research can be of interest for discourse analysts and media researchers.

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Álvarez Gil, Francisco J. and Elena Domínguez Morales

“An analysis of probability and possibility modals in scientific abstracts on tourism”

This study deals with epistemic modal verb meanings in a corpus of academic abstracts of research articles in the field of tourism. The study of modality in the scientific domain and specialised texts is not new, as put forward in the works of Giltrow (2005), Hyland (1994), Cheng and Cheng (2014), and Biel (2014), among others. For our purposes, we will use a compilation of abstracts in English and published in specialized leading journals on tourism and this will be later analysed using corpus tools. The concordances recovered are analyzed with special attention to the context in order to detect first cases of probability and possibility modals, and second the epistemic meanings these forms convey. Our notion of modality follows the description in Nuyts (2001) and Palmer (2001), among others. In this particular paper, we want to evaluate the use and functions of probability and possibility modals in the above mentioned abstracts of research papers to identify the authors’ manifestation of tentativeness concerning the information they are given, among other communicative intentions. Our conclusions will deal with the functions of these modals in the texts analysed along with an account of their frequency.

Keywords: modals, tourism, abstract, probability, possibility

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Amenós Pons, José, Guijarro Fuentes, Pedro and Ahern, Aoife

“Relevance theory and linguistic interfaces: applications to the study of Second Language Acquisition”

In this talk we address Relevance-theoretical (RT) (Sperber & Wilson, 1995) postulates with clear potential for contributing to the substantiation of the notion of interface in second language acquisition (SLA) processes. Whether the interface is considered the locus of contact between the structural linguistic properties and syntactic operations, on one hand, and the interpretive mechanisms of the conceptual-intentional system, on the other (Chomsky, 1995); or understood as points of interaction among cognitive modules (Jackendoff, 2002), interfaces are fundamental to interpreting grammatical structures that require integrating discourse-contextual information. Supposing the RT conceptual-procedural meaning distinction is approximately correlated with that which exists between lexical and functional categories, it will be shown that much recent research into SLA revolves around the problem of how procedural units are acquired.

Certain functional categories, expressing interpretable (semantic and pragmatic) features, have been analysed as encoding identical procedural indications across different languages. Thus, one challenge that both bi/multilingual populations and second language (L2) learners face is identifying diverse interface effects, derivable from a single procedure, across languages. Our talk will discuss several recent analyses of phenomena involving tense, aspect and mood acquisition (Authors, 2016, 2019). These analyses have led to SLA analyses based on the RT perspective, applying RT principles to empirical findings. Finally, some new directions will be suggested for further theorizing in SLA research on inherent characteristics of utterance interpretation in an L2.

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Aull, Bethany

“Backchanneling through WhatsApp”

By now, numerous studies have illuminated how not only addressers, but *addressees* manage interaction. One way addressees do this is through “activity involving vocal, verbal and non-verbal non-floor-holding responses when a listener responds to the floor-holding message in

a conversation” (O’Keeffe & Adolphs, 2008, p. 6). This activity, called backchanneling (Yngve, 1970) and response tokens (Gardner, 2001) among many names, has been found to aid in guiding interpretation, organizing conversation, developing narrative, and building rapport. Most of these findings have come from spoken L1 conversations, and thus little is known about how intercultural L2 users enact pragmatic competence through such devices, much less through electronic mediums like WhatsApp. Nevertheless, as fundamental relational elements, responses may be key to bridging languacultural, social, and physical distance.

This presentation reports on a study of intercultural WhatsApp conversations in English and Spanish, considering how the participants show involvement (Stubbe, 1998) through their responses as well as how languacultural and L2 factors relate to the type and frequency of response tokens. While the participants backchanneled with similar frequency regardless of language, proficiency, or addressee, their responses appeared to vary qualitatively in terms of level of involvement. These findings show that responses play an important role in L2 intercultural and electronically-mediated informal exchanges, though much remains to be discovered about *how*.

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B

Benítez Burraco, Antonio and Progovac, Ljiljana

“Aggression and linguistic interactions: A human self-domestication approach”

We argue that modern languages and modern uses of languages (pragmatics) might have evolved gradually in our species under the effects of human self-domestication, with three aspects involved in a complex feedback loop: (i) reduction in reactive aggression and reactivity more generally (via self-domestication); (ii) the emergence of simple grammars and verbal aggression/behavior; and (iii) the emergence of pragmatic principles governing conversation, including, but not limited to, turn-taking and conversational implicature, associated with Gricean Cooperative Principle (Grice, 1975). The self-domestication hypothesis (SDH) for humans rests on the finding that humans, in comparison to our primate relatives and extinct hominins, exhibit features commonly found in domesticated strains of animals, notably, reduced aggression, and reduced reactivity more generally, associated with lower cortisol levels in response to stressors (e.g. Herrmann et al., 2011; Hare, 2017). In contrast, proactive (premeditated) aggression has in fact increased in humans, possibly due to the emergence of more sophisticated forms of languages (Kissel & Kim, 2019).

In this talk we will argue that specifically reactive aggression (the type associated with immediate fear and danger) has steadily decreased in humans as a consequence of their increased self-domestication, as well as of evolving linguistic means of aggression/behavior (derogatory language, insults), serving to replace physical aggression with verbal aggression. Verbal aggression (e.g. verbal rituals) has multiple sociolinguistic and pragmatic roles in most societies, and may be of direct relevance for language evolution (Locke, 2009; Progovac & Locke, 2009). Reduced reactivity would have facilitated more extensive and frequent intragroup and intergroup contacts, promoting prosociality (Hare, 2017) and language complexity via enhanced learning and teaching. On the pragmatics side, reduced reactivity, and longer periods of calm and relaxation that characterize self-domestication, through a reduction in cortisol levels, would have been a crucial facilitating factor for the evolution of both language structures and the pragmatic principles that govern their use. This opens new avenues to explore in pragmatic theories. As noted by O'Driscoll (1996), any theory of politeness needs to build on psychosocial principles of animal interaction (coming together vs. noli-metangere), in which the aggression types and levels play a key role.

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Becker Lopes Perna, Cristina

“Pragmatic markers in Portuguese as an additional language”

The important influence of pragmatics and corpus linguistics in the area of language teaching is undeniable. Corpus linguistics, a relatively young linguistic discipline (McCarthy & O’Keeffe, 2010), appeared in the second half of the twentieth century. The blending of pragmatics with a corpus linguistic methodology covers areas of corpus-pragmatic research including speech acts, deixis, hedges and pragmatic markers, among others and facilitate a “constant interpretive dialectic between features of texts and the contexts in which they are produced” (Vaughan & Clancy, 2013, p. 70). The most important methodological benefit of corpus pragmatics is the empirical nature of many corpus studies. Although it is acknowledged that corpus studies can also be qualitative, it is the quantitative element provided by corpus linguistics software that defines the discipline. In this presentation, we intend to show how Portuguese learners acquire pragmatic markers in their production of academic texts in Portuguese.

Keywords: Pragmatic Markers, Portuguese as an additional language, corpus linguistics

Biscetti, Stefania

“Verbal aggressiveness and rudeness/impoliteness in English and Italian: exploring cognitive variation”

Verbal aggressiveness and rudeness/impoliteness are phenomena related to interpersonal conflict and usually conflated in the literature (e.g., Archer, 2008; Bousfield, 2008; Culpeper, 1998; Locher & Watts, 2008; Pearson et al., 2001). This conflation is in contrast with the fact that in English and Italian thesauri *aggressive* and *aggressivo* feature neither among the synonyms of *rude/impolite* (It. *maleducato/scortese*) nor among the antonyms of “polite”, but is consistent with the fact that words related to “polite” (e.g. friendly, complaisant) can be found among the antonyms of *aggressive*, and that *hostile* is a collocates of both *aggressive* and *rude* (SketchEngine). This is not true for Italian, however, where “amichevole” and “compiacente” are not opposites of *aggressivo*, and where *ostile* is a collocates of *aggressivo* only. These observations seem to suggest that the conceptual distance between *aggressive(ness)* and *rude(ness)/impolite(ness)* is not the same in English and Italian, and that theoretical discussions of the two phenomena are marked by an anglocentric bias.

Using lexicographic sources, electronic corpora and historical evidence, I shall define the contours of this conceptual distance in both languages and attempt to identify the possible cultural reasons for cognitive variation.

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Bogdanowska, Nika and Bogdanowska-Jakubowska, Ewa

“Construction of national identity in American public discourse: A discourse-historical approach”

The paper explores the construction of national identity in American public discourse. The aim of the study is to analyze how national identity is discursively constructed and how the concept of nation is employed. The linguistic data used in the analysis is the corpus of 100 commencement addresses delivered by high achievers in American universities. Commencement speech, which constitutes an important element of commencement ceremony, is deeply rooted in the American university tradition. It can be characterized by a set of communicative purposes, such as celebrating academic achievements, honoring the graduates, and giving them advice for the future.

We have employed the discourse-historical approach committed to Critical Discourse Analysis as a methodological approach (Reisigl, 2018; Wodak et al., 2009). Taking the discourse analytical perspective, we have been able to take into consideration historical, sociocultural and situational contexts, and analyze the reasons for certain discursive choices, as the discourse historical approach integrates “a large quantity of available knowledge about the historical sources and the background of the social and political fields in which discursive ‘events’ are embedded” (Wodak, 2002, p. 65). As the analyzed discourse is culture-specific and oratorical, the discourse-historical approach is combined with Cultural Studies (Barker & Galasiński, 2001) and rhetorical studies (Eisenhart & Johnstone, 2008).

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Bou Franch, Patricia

“Moral aggression and social activism: Evaluative discourses in a transmedia story”

This talk investigates evaluative discourses in connection to morality, discursive patterns of conflict and prescriptive metapragmatic comments on social media. The role of evaluation in affiliation and community-building processes has recently been identified as an emergent area in social media research (Zappavigna, 2017). In addition, conflict and impoliteness have been the object of recent research on digital discourse, especially in relation to morality (Kádár, Parvaresh & Ning, 2019; Xie, 2018).

The investigation centres on a case study that draws from data surrounding the dispute between Serena Williams and the chair Umpire that took place during the women’s finals of the 2018 tennis US Open. This match was described as “the most controversial US Open final ever staged” (*The Guardian*). As such, the controversy was widely reported and commented on traditional and social media. While some reports and comments centred on William’s emotional reaction and viewed it as moral transgression, others took sides with the athlete and interpreted her protests as social activism. This talk specifically examines the offence-morality interface by looking into the metapragmatics of the controversial interaction and the evaluations of the mediatized controversy in a corpus of online comments from a newspaper. This study takes a critical, intersectional approach to dissenting opinions, and a transmedia perspective on evaluative processes. In particular, the intersectional, transmedia perspectives bring diversity and intertextuality to the fore and pose further analytical issues, such as the struggle about what actions and whose actions in a controversy lead to moral evaluation and offence. This, in turn, reveals the ideologically diverse and fuzzy boundaries between moral aggression and social activism (Ganesh

& Zoller, 2012), and suggests the need to critically review the complex and fluid distinction between causing and taking offence and to problematize the roles of transgressor/offender and victim/offended.

Breeze, Ruth

“Opening up a confidential genre: using pragmatics to understand ongoing changes in peer review”

One recent change in scientific publishing has been the advent of open peer review, that is, the publication of referee reports alongside the final version of the article, together with the authors’ response/rebuttal. This innovation sheds light on the previously occluded genres of the referee report and response, but also raises the question as to how far these public reports and responses resemble their confidential counterparts. Here, I examine 30 referee reports and author responses published in one online journal in the area of biomedical sciences, and compare them with 30 confidential referee reports from journals in the area of biomedicine and their corresponding responses obtained locally. Previous research on pragmatic strategies in peer review (Gosden, 2001; Mungra & Webber, 2010) is used to develop a robust taxonomy, which is then applied to the two corpora. At the same time, a taxonomy is developed to classify author responses to the referee’s requests. The different strategies are quantified and their discursive realisation is examined. Particular attention is paid to potentially fact threatening acts and the responses to them.

Comparison between open and confidential formats does not reveal major differences in the type and number of criticisms or requests made by the referees, or the authors’ willingness to make changes. However, it does show greater attention to language in open peer review, with more complex sentences, more adverbs, fewer direct questions, and more hedging. More politeness strategies are also observed, and greater care is taken with potential face threats. Regarding author responses, these also show subtle but persistent changes, moving towards greater elaboration and a higher degree of attention to relational aspects.

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E

Ellis, Raissa

“Operationalization challenges in experimental research on irony identification in computer mediated communication”

The aim of this talk is to address some potential problems with experimental design of a study on irony recognition in computer-mediated communication.

First, it is crucial to select test materials that represent the examined phenomenon, but aren't cliché (authentic, current examples). A researcher needs to make sure that their examples are truly irony and not only jokes or other theatrics outside of the scope of irony. The experimenter needs tools (perhaps a series of checks) to assess whether a potential CMC example meets the scientific standard of what is considered irony - within a given account, since there is no consensus between the various theories, e.g. the echoic account (Sperber & Wilson, 1981) vs. the pretence account (Clark & Gerrig, 1984) vs. the allusional pretence theory (Kumon-Nakamura, Glucksberg & Brown, 1995).

A researcher who operationalizes irony based on the echoic theory of irony (Wilson, 2006), must design the materials assuming a certain way of thinking on the part of the subjects, so that they would consider that a given utterance includes an echo/allusion to common convictions and expectations. It may present a challenge since in CMC, mutuality of the interlocutors' cognitive environments differs significantly from that in face-to-face interactions (Yus, 2011). For instance, incongruity between image and text in a meme is not enough to ensure that it is an example of irony. Perhaps, in the experimental materials the subjects must be introduced to contextual assumptions available to an audience who would be a recipient of the message. Moreover, the intention of the communicator who uses that juxtaposition must be taken into account.

The success of experimental design includes selecting the right questions to pose to the subjects to elicit responses in which they discernibly indicate whether they identified the ironic intent. On the one hand, asking directly whether a test item includes irony or having irony as one

of the options in a multiple choice format is likely to result in data tainted by demand characteristics. On the other hand, asking a general, open ended question (“What did the speaker have in mind?”) may result in responses from which it is difficult to discern whether the subject identified irony. Yet another important element of experimental design concerns developing a key to interpret subjects’ responses.

In order to operationalize irony for experimental studies of irony in CMC, we run the risk of losing some of the sophistication of the theoretical approach while we take it apart to construct a tool for effective use in such studies.

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Escandell Vidal, Victoria & Vilibakhova, Elena

“Nominal tautologies and evoked knowledge”

In this paper we examine the relationship between nominal tautologies (*Friends are friends*), and the knowledge they tend to evoke in order to obtain a relevant interpretation.

While in the literature it is standardly assumed that tautologies evoke some sort of common, shared or stereotypical knowledge (cf. Fraser, 1988; Escandell-Vidal, 1990; Gibbs & McCarrell, 1990; Farghal, 1992; Okamoto, 1993; Miki, 1996; Meibauer, 2008; Rhodes, 2009; Kwon, 2014), the exact nature of this knowledge has not yet been explored.

We address the following questions: (a) how do the various dimensions of knowledge (normative *vs* descriptive, common *vs* local, knowledge about the world *vs* language,) interact with each other; (b) how are these types of knowledge related to the existing classifications of tautologies; (c) what happens when no shared knowledge is evoked.

To answer these questions, we conduct a corpus study, collecting examples of nominal tautologies from the Corpus of Contemporary American English (COCA) (Davies, 2008, –over 450 million words, spoken and written English from 1990 to the present), and web-based sources. Since tautologies express generalizations and thus can be seen as a subset of generic utterances, we analyze data from the perspective of the theories of genericity (Carlson, 1977, 1995; Krifka, 1995, 2004, 2013; Cohen, 2001; Leslie & Lerner, 2016; Van Rooij, 2018),

We show that different dimensions of knowledge can combine in various configurations. Making use of Meibauer’s (2008) distinction between enriching *vs.* restricting tautologies, we demonstrate that there are five possible combinations. Enriching tautologies, referring to properties of the real-world entities, can evoke both common and local knowledge, which can be in turn either normative or descriptive, while restricting metalinguistic tautologies, in accordance with their discourse function of signaling a literal definitional use of a linguistic expression (Bulhof & Gimbel, 2001), can only be normative and refer to common linguistic knowledge.

Tautologies thus serve the discourse function of explaining something by invoking general knowledge. They can, however, have the opposite interpretation when they are used as replies to information-seeking questions: in this particular case, they can only be interpreted as refusals.

F

Figueras Bates, Carolina

“The psychology of mitigation in advice-giving”

The present study aims to contribute to the study of mitigation by taking into consideration the psychological factors in the basis of this pragmatic category. Adopting a cognitive perspective, this study is concerned with how participants deal with social and emotional stressors and navigate conflictive interactions by mapping specialized cognitive procedures (e.g., theory of mind and empathy) to specific mitigation discursive mechanisms. Mitigation strategies are regarded in the

present work as linguistic strategies that reveal the coping mechanisms mobilized by participants to react to social and/or psychological stressors and to save face. The focus of my research is the speech act of providing peer advice in a mental health online support group. The corpus collected for this study was comprised of 45 threads, with a total of 559 posts and 104,578 words, selected from an anorexia nervosa recovery forum. The analysis was conducted in a psychological paradigm that highlighted the role of cognition and emotion in the advice-giving act. The theoretical framework aligned Martinovski et al.'s (2005) model of mitigation with Sperber and Wilson's (1986/1995) relevance theory. The findings suggest that the cognitive processes of mindreading, argumentation, and empathy were linguistically construed in the advice-giving messages as coping mechanisms to confront the stressor of managing a life-threatening disorder in interaction. In the context of the forum advisory exchange, these three operations were deployed as discursive mitigating strategies to protect life rather than to protect face when negotiating the meanings of the illness.

Fracchiolla, Béatrice and Romain, Christina

“Why and how verbal aggression can be understood as a positive signal. Demonstration through an exchange of professional emails”

Generally speaking, verbal violence and aggressiveness are seen as negative behaviors and conveying negative emotions in our interactions. But is that always the case? We will observe in which cases verbal violence or aggressiveness could on the contrary be positive and may be even useful *for* something? And then, for what? More specifically, we want here to consider aggressiveness as having two facets: one known as negative, but also a less known one, that is positive. This, according to the theoretical frame of aggressiveness as developed in ethology (Lorenz, 1983; De Wall, 1992). As a matter of fact, aggressiveness is often a signal sent to mark a limit; this signal be answered in two forms: that is acknowledged and answered to with a backing up from the receiver; or ignored which, in most cases, will lead to verbal violence.

We will here develop the explanation of this notion of “positive aggressiveness” we propose, through the analysis of email exchanges between academics, where a tension appears but gets solved (or, we could say, “not consumed”). We will study these exchanges through the theoretical frames of interactional analysis (Kerbrat-Orecchioni, 1992, 2005, 2010), (im)politeness

(Brown et Levinson, 1978, 1987; Culpeper, 2008, 2011), the linguistic analysis of verbal violence (Fracchiolla et al., 2013a,b) and the description of aggression (Archer, 2008). In fact, we think aggressiveness is useful to maintain the social (and relational) bond. This, because it is a certain amount of information that gets released (or is voluntarily given) to others about how one works and what her or his limits are, in order to optimize the kind of possible relations that can be maintained or continued between the two interactants. We will consequently analyze how aggressiveness is verbally expressed, shown, developed in our corpora and used one way or the other (positively or negatively) in the framework of accommodation and cooperation (Bousfield, 2008). This will lead us to propose a continuum between the moment in which the point of tension clearly emerges (crystalizes) in the interaction followed by the manifestation of either positive or negative aggressiveness. The result of the interaction then clearly depends on how the recipient understands and answers the expressed aggressiveness. It can either get solved or lead to a clash.

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G

García Gómez, Antonio

“To sext, or not to sext: teen girls, language and sexuality performativities”

Especially over the last decade, sexting has been the subject of intense debate. Yet questions remain about the complexity of young women's choices, agency and the norms of performing feminine sexiness. Feminist scholars call attention to the simplistic and alarming nature of policy and educational responses to this social phenomenon and urge academics to further rethink sexualisation's assumptions. In line with their work, this study aims to intervene into these debates on sexualisation, women's sexual agency and choice, drawing upon the discourse analysis of young women's evaluative beliefs and motivations behind the act of sexting voluntarily.

Given that the study is aimed at interrogating girls' choices and social sexual norms, the focus is on young women who have consensually participated in sexting. More specifically, I use a quantitative and a qualitative method, based on a rigorous discursive analysis of guided

discussions among 36 British young women who (1) have practised sexting with their close friends or their significant others as part of a consented game and (2) comment on the social and personal consequences. By analysing how young women position themselves and discursively negotiate their gendered identity while justifying their sexuality and morality, the analysis gives evidence that girls' capacity for choice cannot be reduced to the influence of mass culture. In particular, the discourse analysis of these young women's evaluative beliefs suggests how they self-present as sexually self-aware and sexually agentive and credit themselves as free women who live their sex life in full.

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Geddo, Christian

"Reformulation and relevance theory: New perspectives from a corpus-based study"

The aim of this paper is to provide a new perspective on the debate relating the relevance-theoretic analysis of *reformulation*. Since the works of Franck (1980) and Güllich and Kotschi (1983), the term 'reformulation' has systematically designed a mean used by speakers to expand

or repair a problematic communication. Within relevance-theoretic approach, in an initial phase of research, Blakemore (1996) proposed to explain reformulating phenomena in terms of *interpretative resemblance* between two utterances (Sperber & Wilson, 1995), involving a gradual relationship of resemblance between propositional forms. However, it soon appeared that this classification was not enough. On the one hand, in her following studies Blakemore argued that there are some situations which cannot be analysed in terms of interpretative use but of inferential relations, such as in the case of restatement and exemplification (cf. Blakemore, 1997). On the other hand, she has recently proposed to consider segments introduced by *or* and *that is* as meta-linguistic reformulations, conceptual meta-representations or corrections (cf. Blakemore, 2007).

Thus, it seems that within relevance theory there is not a unitary and comprehensive account of reformulation. Through a general review of the main contributions existing in literature, we will focus on a new possible classification of reformulations, developed through a *corpus-based* study of an Italian sociolinguistic spoken variable. After that, we will briefly overview some cases of *non-self reformulation*, rarely considered in Blakemore's works. Finally, we will show that reformulating phenomena challenge the traditional distinction between descriptive and interpretative use, suggesting new paths for further research.

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Grabarczyk, Izabela

“Polish community in Ireland – discourse in migratory context”

The challenges migration poses for both, migrants and receiving societies, have become one of the most valid and frequently discussed issues in contemporary sciences. Members of migrant communities must face numerous challenges related to adaptation in a different country and cultural setting. They are confronted with a task of establishing themselves within the new community via the means of language that is not their mother tongue. This issue has become quite apparent in the recent years following the accession of Poland to the European Union in 2004, when the so-called post-accession migration intensified.

This presentation is based on data gathered from Polish adult migrants living in Ireland. Polish community in Ireland was selected as a research subject due to its population size and a distinctive character – a young and vibrant community, currently establishing itself in a country where the problem of communication between the “old” and “new” migration does not exist, unlike in the UK. The study aims to investigate the link between the participants’ identity and the level of integration and their use of Irish English variety in terms of discourse markers. Considering the data gathered from the Irish-English speakers being migrants in the Republic of Ireland, we found it relevant to approach the data in a relevance-theoretic perspective, which, *inter alia*, allows to see language-related facts in a broader social and communicative perspective. It is also evident that the notion of cognitive effect associated with what is seen as “natural” can help elucidate speakers’ choices of forms belonging to a particular English language variety.

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Gulida, Victoria and Rudneva, Ekaterina

“Professional and Naïve Interpretations of Official Medical documents”

Although the language of official documents has been the object of linguistic analysis, it has rarely, if ever, been tested for perception and interpretation by non-specialist users. The talk will focus on pragmatic differences in the interpretation of the same provision from an “Informed consent...” by its professionals and common native speakers of Russian. Signing this formal paper before any medical procedure has been only recently become obligatory in Russia.

The data include questionnaires completed by 400 respondents, native speakers of Russian, of various social and educational background. Some of the respondents were also interviewed and recorded while doing a document, to be later analyzed for their spontaneous reactions and comments. The questionnaire included a typical text of an informed consent, followed by 12 questions aiming to check respondents’ understanding of the text and their attitude towards it. After analyzing the answers, 10 medical professionals were interviewed about their attitude and opinion on the situation.

When reading the informed consent non-professionals often felt “terrified” and “frightened”. Some of the legal terminology constructed from everyday language resource (e.g. “a certain percentage of ineffective ... treatment” in the “list of possible complications”) can cause strong negative emotions among non-professional readers of official documents. The clash of the two linguistic codes of medical professionals and non-professionals might be leading to misunderstanding and tension in this sensitive domain.

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Gurevich, Lyubov

“The Dynamic Interpretant within the Pragmatic Context”

Recently, there has been a significant amount of interest in mental activity and qualities of mind in the process of interpretation of human communication. This interest in its turn has reactivated the researchers' endeavors to analyze the pragmatic component of speech. According to Ch. Morris, pragmatics, reflecting “the relations of signs to their interpreters” and involving “all the social cues that accompany language” (Morris, 1946), is not easily comprehended and inferred. It often remains unclear, for instance, why one and the same communicative act is assessed differently by the eyewitnesses and participants of communication, who provide judgements sometimes opposite in their meanings (Gurevich et al., 2019). The reason of it is contained in the fact that, according to Ch. Peirce, the interpretant “has an overtly mental status” that's why it's quite difficult to be pinned down (Stanford Encyclopedia of Philosophy, 2019).

Based on Ch. Peirce's theory of interpretation (Peirce, 1997), Ch. Morris's concept of pragmatic meaning (Morris, 1946), the conceptual foundation of individual and collective cognitive space (Gurevich, 2009) and others, this paper presents the analysis of an integrated perceptual-emotive-cognitive human infobase (termed here *cognitive base*) which is formed in accordance with the human mental activity under the stimulus of “the social element, the actors involved, and the cognitive element, their share cognitive matter” (*Cognitive space*, 2019; Kord et al., 2017). It describes how the interpretant, being dynamic by its nature, can be subjected to changes due to the convergence of cognitive, semantic, semiotic, pragmatic, psycholinguistic, psychophysiological, and other parameters of speech which we term *cognitive space dimensions*. These changes of the dynamic interpretant are illustrated through examples of defamatory predicates analysis in interlocutory discourse.

Keywords: dynamic interpretant, pragmatic context, cognitive base, cognitive space dimensions, individual and collective cognitive space

H

Hall, Alison

“Explicature, implicature, and commitment”

Relevance theorists and other pragmaticists take the explicature of an utterance – what a speaker ‘says’, as opposed to implicatures – to go beyond Grice’s notion of ‘what is said’, (Sperber & Wilson, 1995; Carston, 2002). The question of how to tell what the explicature is, given the possibility of extensive pragmatic contributions to it, has never been satisfactorily resolved (Carston & Hall, 2012), and the idea of explicature has recently come under renewed attack. Borg (2019), Weissman & Terkourafi (2019), and others, have argued that the lying-misleading distinction tracks the saying-implicating distinction better than the truth-value judgments pragmaticists traditionally relied on, with Borg claiming it supports ‘what is said’ over explicature.

I argue that the process of judging whether a speaker lied does not uncover communicated content, but encourages the judge to extract the more minimal what is said, because this content, largely free of pragmatic inference, is what we can indisputably hold speakers responsible for.

Given problems with truth-value and lying judgments, a more indirect method is needed of judging what hearers entertain as explicit content. Among experimental work exploring how audiences calibrate trust in speakers, Hall and Mazzarella (in preparation) show that audiences treat speakers as committed to pragmatically inferred, *explicated* material to a similar degree as is characteristic of content that is linguistically encoded, and as significantly less committed to implicature, in line with pragmaticist predictions; work on explicit vs implicit promises, however, finds no difference (Bonalumi et al., preprint). I argue that the different locus of relevance in promises vs ordinary assertions and implicatures explains the results, which ultimately support the pragmaticist.

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Hanawi Muaden, Yasra

“The Pragmatic relation between Transitivity and Appraisal represented in the linguistic choices of Verbal Processes and Engagement Markers in Political Discourse”

According to Geoff Thompson (2004, p. 80) transitivity “refers to a system for describing the whole clause, rather than just the verb and its Object. It does, though, share with the traditional use a focus on the verbal group, since it is the type of process which determines how the participants are labelled. This reveals that, process forms the central part of transitivity as Downing and Lock (2006, p. 123) Point out, “there is no satisfactory general term to cover that central part of a situation, the part which is typically realized by the verb and which can be an action, a state, a meteorological phenomenon, a process of sensing, saying or simply existing”. On the other hand, Martin and White “locate appraisal as an interpersonal system at the level of discourse semantics” (2005, p. 33). Also, they describe appraisal theory as “a model evolved within the general theoretical framework of SFL” (2005, p. 7). Relating appraisal to SFL is also proposed by other linguists, such as Thompson who defines appraisal as “a central part of the meaning of any text and that any analysis of the interpersonal meanings of a text must take it into account” (2004, p. 75).

Bearing this in mind, the present corpus-based study, following Haliday and Mattiessen (2004); Hunston and Thompson (2000); Martin and White (2005) Biber et al., (1999); and Chilton (2004), is concerned with the pragmatic relation between the ideational function through transitivity and verbal processes and the interpersonal function through Appraisal choices represented in Engagement domain in political discourses delivered by US President Bush on the Middle East in USA.

It aims to reveal if there is any relation between the choices of verb processes types and the Engagement resources used in the selected data.

-To show how this relation helps Bush positioning himself linguistically in these speeches, as a president of the USA, with respect to his addressees? And what does that reflect about him as a president?

-To reveal Bush's ideology, which is hidden behind the relation between the selected verb processes and the specific evaluation sources.

The methodology

The processing of the results is carried out by means of UAM Corpus Tool. The data is compared per 1000 words, but the statistical analysis is carried out by means of <https://www.socscistatistics.com/tests/chisquare/default2.aspx>. The statistical results of the χ^2 value is significant at $p < 0.05$.

I expect to find a significant pragmatic relation between the choices of verb processes types and the Engagement resources choices.

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Herrero Ruiz, Javier

“Mitigating through situational and cause for effect metonymies”

Although metonymy has been the object of an outstanding amount of research, the issue of how it can accomplish mitigation effects has received scant attention from the perspective of Cognitive Linguistics.

By analysing the underlying cognitive operations, we shall show how (1) Lakoff’s analysis of situational metonymies within structured scenarios (1987) allows us to explain that it is possible to call up the initial parts of a scenario to downplay the contextual effects produced by a given utterance, and (2) various patterns based on CAUSE FOR EFFECT metonymies may contribute to the creation of understatement.

For the sake of illustration, please consider these examples extracted from an ad hoc corpus that has been compiled, with the help of two native speakers, by means of introspection and the subsequent explanation of naturally occurring data:

(1) [You are invited to dinner and the host has prepared an incredible amount of food; in view of your surprise, the person says] I have made some appetizers!

(2) [A friend of yours who works as a mechanic fixes your car, which needed a big repair, for free; upon picking up your car, he says] I gave it a quick overlook!

(3) [After entering home, a heavily drunk teenager says to his parents] I only had a couple glasses of wine...

(1) is based on a ‘dinner’ scenario in which you are served the starters, then the main dish and the second course and, finally, the dessert. By mentioning the very first part of the scenario the speaker is able to downplay the fact that he has prepared a lot of food. (2) depicts a ‘garage’ scenario in which a close inspection of the vehicle is always needed before accomplishing any repairs: this starting point is used to minimise a costly repair since your friend does not want to charge you. Finally, (3) makes use of a metonymic chain in which the mitigation the speaker wants to achieve results from the fact that the effects attributed to just two glasses of wine (the cause) are not usually severe.

Keywords: metonymy, mitigation, cognitive operations, understatement.

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Hodeib, Christina

“A comparison of self-report and role-play data: The case of first-order politeness and apologies in Syrian Arabic”

This methodological research reports on the results of two experiments designed to examine first-order politeness in Syrian Arabic. In the first experiment, I use a self-report questionnaire to elicit the participants' prototypical views of politeness and apologies. In the second experiment, I examine politeness in the context of performing the apology speech act using role-play situations. Researchers have noted that self-report questionnaires and role-plays yield different data sets and are used to highlight different aspects of the phenomenon under examination (Barros García & Terkourafi, 2014 (a, b); 2015). This research aims to provide evidence in support of these observations. The data of the two experiments were obtained from 10 male and female MA students at Al-Baath University in Homs, Syria. The comparison of the results reveals that whereas the participants' prototypical views of politeness appeal to the values of deference and respect, their actual performance shows the participants' reliance on a wide range of distancing and rapprochement politeness strategies (Barros García & Terkourafi, 2014a), as is dictated by the needs of the immediate context. More specifically, in the self-report, the participants view politeness as an important aspect of behavior that is chiefly required in formal contexts (e.g. with a university professor) and towards addressees with whom they share a distant relationship (e.g. a classmate). Politeness is much less significant in relation to friends. Moreover, the participants report a highly frequent use of Illocutionary Force Indicating Devices (IFIDs) in apologizing, one of the most direct and conventionalized apology forms across many languages (Ogiermann, 2009). In the role-play situations, the participants maintain a highly frequent use of IFIDs and deference strategies in apologizing to a university professor, where they achieve politeness mainly by using

titles and honorifics. However, in apologizing to a friend, they rely much less on IFIDs and use a much more informal language in the form of endearment terms and appeals to shared history. As a follow-up study, I intend to analyze the prosodic features in the role-play recordings, such as pitch and intensity, in order to show how these features influence the perception of apologies as politeness acts.

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I

Ivorra Martínez, Francisco Miguel

“A cross-cultural study of Spaniards and North-Americans’ use of interactional metadiscourse in Youtube: the bullfighting festival”

This paper aims at examining how Peninsular-Spanish and North-American people respond, through the use of interactional metadiscourse strategies (Hyand & Tse, 2004), towards two documentaries on bullfighting recently published on *Youtube*. Particularly, we focus on analysing how these people interact with other participants holding similar or contradictory views on this controversial festival. *Youtube* is an ideal digital platform characterised by the polylogal nature of website communication, asynchronicity and multimodality (Bou-Franch et al., 2012).

Cross-cultural studies have researched the use of metadiscourse strategies in different academic and professional genres (Mur-Dueñas, 2010; Suau-Jiménez, 2016). However, as regards social networking sites such as Facebook, Youtube or Twitter to name a few, a deeper analysis is needed to examine the nature of interactional metadiscourse in these types of digital media.

The corpora consist of a compilation of 1,000 comments along with their replies made by Spaniards and North-American people towards two documentaries recently uploaded on *Youtube*: “Toros: ¿tradición o tortura? Frank Cuesta responde” (Spain) and “Is Spanish bullfighting sport or animal cruelty?” (North America). Both an observational and a quantitative analysis were carried out. As for the latter, we have made use of the corpus manager and analysis software Sketch Engine (2003), more particularly the word lists and frequencies application.

The results reveal not only differences apparently linked to culture, but also similarities in the type of interactional metadiscourse strategies used when participants interact with each other in this digital medium.

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J

Jiang, Yaqian, Gazzardi, Antonella, and Vásquez, Camilla

“‘Apology not accepted’: The reactions to Dolce & Gabbana’s 2018 public apology on YouTube”

Digital media provide spaces for users' metapragmatic commentaries reacting to, and assessing, various speech acts, including public apologies. Public apologies – performed by individuals or representatives of an organization addressing a public with the aim to restore relationships and reputations – have become a recognizable genre of contemporary public discourse (Ancarno, 2015; Bentley, 2015; Kadar, Ning & Ran, 2018; Song & Eslami, 2018). In Fall 2018, Italian designers Dolce & Gabbana issued a public apology after finding themselves in the midst of a public relations crisis. This crisis resulted from a series of culturally insensitive commercials targeting Chinese consumers, followed by racist comments posted on Gabbana's Instagram account (though Gabbana later claimed that his account had been hacked). Facing a backlash from Chinese consumers, which resulted in the cancellation of fashion shows in Shanghai as well as a boycott of D&G products in China, Dolce & Gabbana posted a 1-minute apology video on several social media platforms as they attempted to repair their relationship with Chinese consumers. Reactions on YouTube to this video apology appeared in a number of languages, including Chinese, Italian and English. Taking a cross-linguistic approach, our study addresses how internet users from these three linguacultural backgrounds discuss different aspects of the public apology, focusing both on its linguistic components (e.g. the content of the message as well as how it was formulated) as well as its non-linguistic components (e.g., body language), taking into consideration additional dimensions of the apology, such as sincerity, the timeliness of response, and the assumption of responsibility. Our findings add to a growing body of research addressing cross-cultural similarities and differences in metapragmatic evaluations of apologies (e.g., Glinert, 2010; Haugh & Chang, 2019, Wikström, 2019). Additionally, our findings shed light on those culturally-specific normative aspects of apology behavior with specific implications for business communication.

Keywords: metapragmatics, public apologies, online discourse

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Jodlowiec, Maria

“Clickbaiting: A relevance-theoretic analysis”

This paper aims to explore the nature of clickbaiting as a form of news sensationalization from the relevance-theoretic perspective (Sperber & Wilson, 1986/95; Wilson & Sperber, 2012). Clickbaits are defined here in a narrow sense as manipulative headlines, commonly appearing on websites, which entice readers to click on the link provided, with the aim of increasing the website traffic. Such headlines leave something out or involve ambiguity, at the same time opening the so-called “curiosity gap” in the recipient and luring the reader into clicking on the target link. This means that unlike felicitous and well-formed newspaper headlines, which provide an accurate representation of the article content and therefore play the role of *relevance optimizers* (Dor, 2003), by employing the method of *forward referencing* (Blom & Hansen, 2015), clickbaits purposefully misrepresent what is described in the news body. While it is commonly acknowledged that the way clickbaits are formulated results in biasing the reader towards the intended sensational interpretation, how this is achieved is usually left unexplained, with ambiguity and semantic incompleteness assigned the major role in this process (e.g., Bazaco et al., 2019; Chen et al., 2015). On the basis of a number of examples analyzed, it will be argued that a relevance-theoretic approach not only affords insight into the underlying mechanisms involved but explains how the

reader is led along a predetermined inferential path in interpreting clickbaits. It will be highlighted that motivating the interpreter to fill in the gaps at the level of what is communicated explicitly in a certain way, clickbaits necessarily trigger the recovery of implicit import, which makes the reader seek to close the information gap by reading the target message.

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K

King, Jeremy

“Con el debido respeto: Power and politeness in commissive speech acts in 18th century Spanish Louisiana business letters”

In recent years, the field of (socio)pragmatics has seen an increasing amount of study of speech acts to explore diverse questions related to linguistic behavior in the Spanish language. In spite of the burgeoning of this area, commissive speech acts have been all but ignored in scholarship (Márquez Reiter & Placencia, 2005, p. 74). Only a small number of studies (among

them Rall ,1993; Hardin, 2001; Chodorowska-Pilch, 2002) focus exclusively, or partially, on this class of speech acts in Spanish, and even fewer studies deal with the expression of commissive intent in written registers of the language.

In spite of its importance in the history of the American continent, colonial Louisiana has received scarce attention in scholarly work, particularly in the linguistics literature. Although Spanish was the *de facto* legal language of government interactions in Louisiana for much of the 18th century (Smith, 2014), there is a dearth of work dedicated to the language of this period.

The corpus for the current study consists of 200 business letters stemming from three different settlements of the Louisiana territory: New Orleans, Natchitoches, and Galveztown. Commissive head acts, as well as the supportive moves and alerters accompanying these acts, were analyzed in terms of their role in aggravating or mitigating the force of these acts (Blum-Kulka et al., 1989). Formulaic mitigation devices such as *con el debido respeto* ‘with all due respect’, when absent, call attention to the intention of a letter writer to defy pragmatic norms. The type and quantity of mitigation devices employed typically correlated with the level of institutional power held by the letter writer. In several cases in the corpus, however, this generalization did not hold; in these cases, writers’ breaking with politic behavior (Watts, 2003) signals the expression of annoyance, impatience, or even to challenge the addressee’s power.

This study not only adds to our knowledge of colonial language use on the American continent, but also enriches our understanding of politeness norms in this variety of (Peninsular) Spanish.

L

Leclercq, Benoît

“*Ad hoc* concepts and the relevance heuristics: An unresolved paradox?”

The idea that interpreting a lexeme typically involves a context-dependent process of meaning construction has in recent years become common ground in linguistic theory. This view is very explicit in Relevance Theory (Sperber & Wilson, 1995), which posits that speakers systematically infer *ad hoc* concepts. (Carston, 2002) Such an approach raises theoretical issues

though. First, it directly poses a challenge for the exact nature of (and difference between) concepts and *ad hoc* concepts. (Carston, 2002: 249) In addition, as Wilson (2011, 2016) and Carston (2013, 2016) point out, this view also uncovers the following paradox: if speakers are assumed to follow a path of least effort (relevance heuristics), why should they so systematically infer *ad hoc* concepts rather than test the encoded concept first? The aim of this paper is to reflect on this theoretical puzzle. It will first be argued that the hypotheses formulated both by Wilson and Carston seem rather post-hoc and fail to fully resolve the apparent paradox. Attention will then be given to the assumed nature of (*ad hoc*) concepts to show that the problem can be resolved when an alternative (non-atomic) view of concepts in terms of meaning potentials is adopted.

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Linares Bernabéu, Esther

“The ‘trump-cards’ of subversive humour in stand-up comedy. A cognitive-pragmatic analysis”

This paper aims to show that trumping is a rhetorical-pragmatic strategy in which the speakers use their metapragmatic competence to attack the target of with different humour markers such as polysemy, metonymy or metaphors. Following Veale (2004), Veale, et al. (2006) and Feyaerts (2006), trumping is considered as a cognitive device that exploits the salience gap between the literal and figurative meaning of an expression (Brône, et al. 2015). In this respect,

our hypothesis is that the comedians use their linguistic creativity to switch from one meaning to the other to achieve the inferences that best satisfy their subversive and humorous goals. In order to verify this hypothesis, we have analysed the FEMMES-UP corpus, which gathers 15 humorous stand-up comedy acts from 15 female Spanish comedians. The corpus has been transcribed and segmented into 504 sequences. The analysis reveals that trumping is used in 67 of these sequences, that is, in 13.5% of the cases. This percentage could be explained because of the conversational nature of the strategy (Feyaerts, 2006). Furthermore, we have been able to identify five types of trumping: homophonic, syntactic, metonymic, metaphorical and referential. Results showed that the most frequently used types are metonymic, syntactic and metaphorical, although these can also be used simultaneously, e.g. syntactic and metaphorical trumping. Findings also evidence that trumping is a creative strategy that the comedians use to empower themselves and overcome certain criticisms or comments that may harm their reputation, thereby showing their superiority and their metapragmatic competence. Indeed, trumping acts as a rhetorical-pragmatic strategy for the comedians to disassociate themselves from certain gender-based behavioral norms, to construct alternative identities and to question some heteronormative norms in a creative humorous fashion.

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Livnat, Zohar

“Metaphorical irony: A theoretical-functional approach”

Metaphorical irony occurs when metaphor and irony are intertwined in a single utterance (Dynel, 2016). This presentation will focus on a particular type of metaphorical irony in which both readings of a metaphor have to be processed in order to grasp the speaker's intention. Two ways in which the text encourages retention of both readings of metaphorical expressions are discussed: (1) Metaphorical expressions with two different referents, the comparison of which by the author requires keeping both readings in mind; (2) Two kinds of contextual clues assigned to a single referent or topic.

Theoretically, the focus on a meaning that is based on computing the gap between the literal and figurative readings is compatible with theories that do not assume that interpreting figurative language requires testing and rejecting the literal meaning, such as relevance theory (Sperber & Wilson, 2004), retention/suppression theory (Giora, 2003) and mental space theory (Tobin & Israel, 2012). The substitution hypothesis fails to explain the additional evaluative and critical effects that arise. The analysis here will be based primarily on echoic interpretation.

The examples are taken from the Israeli print and online press, from personal columns written by columnists known for their witty and critical style. Amusingly sophisticated, these columns at the same time express a critical stance on controversial issues, with the metaphorical irony serving to enhance the critical, evaluative aspect of the text as it contributes to its entertaining effect.

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López Stoelting, Sara

“Behavioral dispositions towards bilingualism in immersion education”

The 21st century has witnessed significant changes in attitudes to bilingualism. The dominant deficit model, which viewed multiple language use as problematic, has been replaced by a new-found appreciation of the benefits of bilingualism – especially from an individual perspective (Pavlenko, 2003). That said, the notion that ‘true’ bilinguality only comes from growing up ‘that way’ is resistant, especially in Southern Europe (Moore, 2017).

This presentation aims to identify the prevailing attitudes to bilingualism among a group of Secondary Education students attending a school in Andalusia where an immersion-type approach to bilingual education is implemented from an early age. In this specific case, bilingualism not only comprised the educational model chosen, but also the main topic of the unit they were studying at the time. Therefore, this context set a scenario in which bilingualism was in focus both implicitly, due to the educational approach, and explicitly, in the form of debates, presentations and their final summary about the topic. This presentation will focus on the written production of these students, with the aim of analyzing the epistemic and attitudinal stance markers employed in an effort to better understand the behavioral dispositions (Bergman, 1998) of the cohort. Among other considerations, what emerges is a significant number of attitudinal stance markers, which indicates their personal involvement and empathy towards the notions of bilingualism. From a pragmatic perspective, the balance found in the use of epistemic markers displaying higher or lower levels of certainty could also be an indicator of this empathy. Indeed, the tentative nature of their discourse shows an awareness of the gamut of possible outlooks on this complex topic.

Keywords: stance, attitudes, corpus analysis, bilingualism, bilingual education

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M

Madella, Pauline

“Multimodality and L2 inferential comprehension: a relevance-theoretic framework for teaching L2 hearers to trust paralinguistic input”

Ifantidou (2013ab, 2014, 2016) addresses L2 comprehension as a genuinely inferential process, from a relevance-theoretic perspective, and the implications of this for L2 instruction. While she focuses on pragmatic competence as it becomes manifest in writing/reading, the present study applies relevance theory to the teaching and testing of oral inferential comprehension.

I adapt Ifantidou’s pragmatic competence assessment framework (2014) to focus on use of non-verbal behaviours and the role they play in interpreting verbal utterances. I hypothesise that exposing L2 hearers generally to one specific type of paralinguistic behaviour – *prosodic pointing* (Madella and Romero-Trillo, 2019) – addresses four pragmatic problems L2 hearers typically experience: (i) overreliance on linguistic input; (ii) lack of alertness towards the speaker’s paralinguistic cues; (iii) difficulty carrying out top-down processing; (iv) difficulties reading their interlocutor’s mind (Padilla Cruz, 2013). I suggest these characteristics are interrelated.

The study focuses on Chinese L2 hearers. Immediate recall tasks were used to assess Chinese L2 hearers’ oral inferential comprehension of weakly communicated intentions and multimodal stimuli which trigger more than one plausible interpretation. Introspection-based data shows evidence of pragmatic and metapragmatic awareness and developing cautious optimism (Sperber, 1994; Padilla Cruz, 2012ab), both of which are indicative of enhanced pragmatic competence. The results strongly suggest that exploiting prosodic pointing in the L2 classroom needs to be considered, and crucially so, in the context of developing vigilant L2 hearers. The results also demonstrate that Ifantidou’s adapted framework can be used as a method to foster metapragmatic awareness, pragmatic awareness, and thereby enhance pragmatic competence in L2 hearers. The present study urges L2 practitioners to address instances of communication where attending to paralinguistic stimuli is key to interpreting speaker meaning. Pedagogy that both reflects communication as a multimodal phenomenon *and* instils in L2 learners the ability to trust

paralinguistic input can contribute to the development of increasingly sophisticated interpretive abilities.

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Maíz Arévalo, Carmen and Sánchez Moya, Alfonso

“Insulting implicitly in English and Spanish Forums”

The anonymity of forums seems to foster heated discussions where participants often vent their thoughts and opinions away (e.g., Goodman and Rowe, 2014; Richet, 2011). Often, these discussions escalate to direct verbal aggression and abuse towards those who hold opposite views. However, the risk of being expelled from the forum by its administrator(s) (cf. Kretzenbacher, 2011) may force its members to opt for more implicit ways of abusing others rather than the direct use of, for example, insults or taboo words. This paper aims to contrast how implicit abuse is carried out in two comparable corpora of English and Spanish forums. It is hypothesized that, given their general preference for communicative implicitness (cf. House, 2006), English users may resort to more implicit abuse than their Spanish counterparts. To that purpose, two corpora of 100,000 words each were gathered in English and (Peninsular) Spanish on a wide range of topics (e.g. politics, leisure, health, etc.). The analysis followed both a quantitative and qualitative approach. First, a semi-automatic search for abuse was carried out and quantified for both corpora. Secondly, a manual and qualitative approach to the data was individually performed by each of the researchers, who then reached an agreement regarding instances of implicit abuse. Contrary to initial expectations, results show that users in both corpora may be extremely creative when it comes to implicit insult.

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Marcet, Erika

“Examining students’ pragmatic awareness from a relevance-theoretic perspective”

This contribution seeks to explore eight pragmatic challenges learners of Japanese as a foreign language (JFL) faced in oral interaction with native Japanese speakers during their study abroad programmes and work placements. Following a design-based research approach (DBR, 2003), data was collected from 70 JFL learners at two higher institutions in Ireland through questionnaires, interviews and focus group discussions. All data was qualitatively analysed through the lens of relevance theory, an approach that has yet to be implemented in the development and awareness of pragmatic competence in JFL.

The results of this study suggest that JFL learners have difficulties both interpreting and producing utterances that require some degree of inferential reconstruction, particularly for JFL learners. Inferential reconstruction includes recovery of both explicit and implicit content, such as implicatures and free enrichment (ellipsis reconstruction and humour); use and interpretation of non-verbal stimuli, including prosody, silence, gestures and bodily expressions; as well as difficulties in producing and interpreting socio-cultural aspects of communication (e.g. backchanneling and speech styles).

In addition to interpreting the above challenges in relevance-theoretic terms, this presentation introduces novel instructional materials that will assist learners in overcoming these pragmatic challenges. The materials, which will be implemented in a JFL classroom at a university in Ireland in February 2020, have been developed following the three component abilities assessed under the definition of pragmatic competence outlined by Ifantidou (2014).

Finally, I will argue that lack of pragmatic competence among JFL learners frequently results in high processing effort, miscommunication and pragmatic failure. Thus, it is hoped that this presentation demonstrates the imperative need to raise pragmatic and metapragmatic awareness among JFL learners through a number of domain-specific cognitive processes in order to minimise the processing effort and achieve optimal relevance.

Molina Plaza, Elizabeth Silvia

“Towards the development of cultural and professional identity in corporative web sites: a mixed approach”

This paper addresses the identification of the pragmatic and multimodal strategies used to develop a socially and culturally determined corporate identity in a sample of twenty engineering websites from the UK, USA and Spain. By using these webs, engineering perform actions (working collaboratively online, discussing and sharing engineering resources) and bring about changes in their engineering context of communication. This research will pay attention to these actions and how websites make sense across different semiotic resources, whose combination creates new meaning rather than a mere addition (Bateman, 2008). A microanalysis of the interplay of the linguistic mode and visuals will lead to a better understanding of the communicative strategies used for supporting the use of generated content and engaging with viewers and stakeholders in engineering corporations.

The first part of the study presents website research based on Grice, Searle, and Sperber and Wilson, with particular reference to the creation of corporate identity. Textual coherence is the product of web designers construing meaning by connecting different sections through inferencing processes feeding on their co-text (or linguistic context), on the nature of their semantic connectedness, and on engineering social context and technical knowledge. Attention is paid to the participants, physical surroundings (time and location) plus the macro contextual institutional domains. Next, the second part devoted to multimodality considers the various layers that contribute to defining the engineering webpages as multimodal, and how these can affect the audience (engineering stakeholders and customers); I draw on the work of communication scholars such as Kress and van Leeuwen (2007/1996). Results can be of interest to pragmatics, multimodal studies and professional communication.

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Moreno Bruna, Ana María

“Impact of a study abroad experience on L2 pragmatic awareness and intercultural development: A study on L2 Flemish sojourners in Spain”

International experience is often assumed to be ‘life changing’, providing crucial learning opportunities for intercultural development, Second Language proficiency, global- mindedness and personal growth (Jackson and Oguro, 2018). However, a large body of research has drawn attention to the complexity in nature of SA and have challenged the immersion assumption regarding intercultural and linguistic progress abroad (Coleman, 2013; Jackson, 2018). L2 sojourners may react different to intercultural contact and some may develop their L2 competence only to a certain extent (Jackson, 2012). Research findings on this complex interrelationship of Second Language Acquisition (SLA) and intercultural development in the SA context point out towards the necessity of further investigation (Davidson et al., 2016).

This study reports on the impact of a semester abroad in Spain on L2 learners’ awareness of meaning and use of L2 conventional expressions in social interactions, as well as on several intercultural dimensions related to Cultural Intelligence (CI) (Earley & Ang, 2003). In the study, 118 Flemish students of Applied Linguistics were tracked during three different academic years through their sojourn abroad. Before their departure and after their return, data on their awareness of meaning and use of L2 conventional expressions, as well as participants’ Cultural Intelligence profile was collected through the *Modified Aural Vocabulary Knowledge Scale for Pragmatic Purposes* (Bardovi-Harlig, 2008) and the *Expanded Cultural Intelligence Scale* (Ang et al., 2007) respectively. Results on participants’ learning outcomes show significant progress regarding their awareness of meaning and use of L2 pragmatic expressions and intercultural abilities after the experience abroad, except for their extrinsic motivation towards the Erasmus experience and their ability to plan interactions in the target language culture. When looking at possible interrelationships between L2 pragmatic and intercultural development abroad, several significant correlations were found between sojourners’ awareness of meaning and use outside the classroom of L2 pragmatic expressions at a C1 proficiency level and changes in their Cultural Intelligence profile. These results further our understanding about the complexity in nature of pragmatic progress and intercultural changes abroad and points to the relevance of further studies on the role of language use in participants’ intercultural abilities, as well as the relevance of additional efforts from home institutions on preparing students for potential intercultural interactions in the L2.

Keywords: Study Abroad; L2 conventional expressions; intercultural development; Cultural Intelligence, L2 pragmatic competence.

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N

Nelson, Brooke

“‘Trump gone reach you it’s a man’s world and I’m the King b****’: A critical discourse analysis of Donald Trump and nationalistic-conservative discourses on dating apps”

Traditionally, sexual harassment research has focused on identifying specific discourses produced by participants and how these discourses are constructed. Much of the recent online sexual harassment research examines the hyper-masculine discourses utilized by men, such as pickup lines, hypersexual requests, and appearance-based insults (Hess & Flores, 2016; Thompson, 2018). However, the current literature does not account for a more recent phenomenon on online dating applications: expressions of nationalistic-conservative ideologies.

Globalized nationalist-conservative ideologies have influenced social interactions which have resulted in new patterns of online communication. Studies have shown how users express their category membership and alignment to these ideologies through specific mantras and hashtags (Kreis, 2017; Housely, Webb, Edwards, Procter, & Jirotko, 2017). Though research has documented how these ideologies have pervaded social media, such as the micro-blogging platform Twitter, there has been limited research examining their appearance in the context of online sexual harassment.

The present study uses data collected from the Instagram account *ByeFelipe* on which women post screenshots of abusive messages they have received on social media or online dating platforms (e.g., Facebook, Tinder). The researcher examined messages in which male users constructed and defined in-group and out-group membership categorization using U.S. President Donald Trump. Because of Trump's presidency, this study utilizes Van Dijk's (2011) critical discourse analytical framework which details strategies used by social actors to construct group relations, referring to these strategies as "the ideological square" (p. 44): emphasizing the positives of the in-group and the negatives of the out-group while also downplaying the negatives of the in-group and the positives of the out-group.

The data showed that Trump served as a bastion and exemplar for the nationalistic-conservative in-group, resulting in discourses like women as home-makers and attractiveness as women's market value. The specific contexts that situated such discourses varied- response to rejection or initial message- thus the purposes for invoking Trump and the ideologies he embodies varied, too- express affective impoliteness, subjugate women, leverage coercive impoliteness, etc. The study adds to the existing literature by demonstrating how such globalized nationalistic-conservative discourses have permeated online dating contexts- a previously unexplored area of research.

Niculescu-Gorpin, Anabella-Gloria and Monica Vasileanu

“From lexical to pragmatic borrowing. A case study of Romanian Anglicisms”

The study of the massive and pervasive influence English has had on other languages over the last few decades has become a focal point for Romanian linguistics, especially after the 1990, when the political regime changed and the attitude towards the Western world became positive. Most of these studies (Petuhov, 2002; Stoichițoiu 2006, and so on) have discussed mainly lexical borrowings, new English words that have entered the Romanian language, most of them still not completely assimilated to the Romanian spelling and/or morphology. The emphasis was either on building an inventory of such words or on offering possible norming and standardization procedures. Fewer studies have tried to offer possible explanations for the phenomenon (Niculescu-Gorpin, 2013, 2014; Niculescu-Gorpin & Vasileanu, 2016; Niculescu-Gorpin & Vasileanu, 2018).

This presentation has sprung from the observation that some Romanian Anglicisms display an interesting behaviour, i.e they seem to oscillate between fully-fledged lexical items and discourse markers (Niculescu-Gorpin & Vasileanu, 2019), thus being faced with a possible continuum of cases that might range from lexical to pragmatic borrowing (Andersen, 2014) or the other way around.

The analysis will thus discuss several such Romanian Anglicisms (*great, cool, fuck, shit*, etc.) that have a very marked emotional content, emotions being very basic and intrinsic aspects of being human, almost irrespective of the language spoken. Nevertheless, one would expect languages such as Romanian to have (and indeed it has) well-developed means to express emotions and feelings. So, Anglicisms that contain affective meaning and have affective communicative functions should be more difficult to borrow, or shouldn't they? And are these occurrences proof of only lexical and/or pragmatic borrowing, or are they also to be analysed in the more modern framework of intercultural pragmatics?

Building up on other studies that discuss discourse markers from a relevant-theoretic perspective (Blakemore, 2002, 2003; Jucker, 1993), this presentation will try to answer the questions above.

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O

Odiegwu, Nancy and Romero Trillo, Jesús

“The Pragmatic Functions of Reduplication in Nigerian Pidgin”

The present study presents a detailed exploration of reduplication as a salient feature of Nigerian Pidgin, and of its pragmatic functions. Nigerian Pidgin is a composite of several

indigenous Nigerian languages with English, Portuguese and French (Faraclas, 1996; Mensah, 2011), a fact that offers a rich and interesting perspective into the role of the different cultures that contribute to it.

Using a mixed method of data analysis, this study seeks to answer questions as to whether the use of reduplication is prompted by speakers' need to express extra-linguistic meanings. We anchor this investigation on the analytical framework of Cultural linguistics (Sharifian, 2017) to propose new categories for the identification and classification of the various roles of reduplication in Nigerian Pidgin. Evidence from naturally occurring data obtained from Facebook, as well as from the official website of the Wazobia FM, a Pidgin based radio station in Nigeria, shows that reduplication plays grammatical as well as pragmatic functions, and, that speakers express these pragmatic meanings through prosody, in line with findings from previous studies on the interface between prosody and pragmatics (Romero-Trillo, 2012). The role of context in the use of reduplication is also brought to light, further attesting to the pragmatic function of this phenomenon in the language. Culture-specific words and direct borrowing from indigenous Nigerian languages form the bulk of the reduplicatives, which constitutes additional evidence that the presence of reduplication in Nigerian Pidgin is a manifestation of the cultural cognition of the speech community for the expression of extra-linguistic meanings.

Keywords: Reduplication, Pidgins, Creoles, pragmatics & prosody, cultural linguistics

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Oncins Martínez, José Luis

“A View of Semantic Anglicisms in Contemporary Spanish from a Lexical-Pragmatic Perspective”

Among the different varieties of Anglicisms that are constantly entering Spanish and are incorporated into every new edition of the *DRAE*, the so-called semantic Anglicisms (e.g. *ignore* > *ignorar*) stand out as the most “treacherous” type (Lorenzo Criado, 1996). According to Rodríguez González (2005), they are the result of linguistic interference in bilingual people and proficient L2 speakers of English, who produce them in an unconscious and spontaneous way.

Even though this type of Anglicisms have been for a long time the object of study in different linguistic disciplines (see, e.g., Lorenzo Criado, 1996; Lodaes, 1993; Rodríguez González, 2005), little has been said so far about the cognitive operations involved in the interpretation of these foreign uses, or about the way they originate, i.e., who starts or/and spreads them.

In this paper, these less explored aspects of semantic Anglicisms are dealt with from the theory of relevance and lexical pragmatics (Wilson, 2004), the branch of pragmatics that studies the processes by which, within a given language, linguistically-specified word meanings are modified in use. Besides, in an attempt to explain how these (and perhaps other) Anglicisms originate and spread, the paper also draws on Traugott’s Invited Inferencing Theory of Semantic Change (Traugott & Dasher, 2005), thus questioning the view that these Anglicisms occur accidentally.

The paper tries to demonstrate, in the first place, that the inferential processes that lexical pragmatics deals with are not too different from -and consequently can be used to account for- those involved in the comprehension of semantic Anglicisms in Spanish; after all, in both cases the inferential operations are triggered by the search for relevance. In the second place, the paper goes on to establish a further connection between these types of process by showing how just as the repeated application of some lexical-pragmatic operations may lead to semantic change, so too the repeated use of many semantic Anglicisms in Spanish may eventually result in the extension of the meaning of their respective ‘host’ words and their inclusion in the Spanish lexicon.

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P

Padilla Cruz, Manuel

“Is ad hoc concept construction linguistically triggered?”

Mutual parallel adjustment of explicit utterance import involves a series of subconscious, simultaneous, automatic, incredibly fast inferential tasks. One of them is disambiguation of potential word senses and/or sentential constituents. Other tasks are *linguistically mandated*, as they are triggered by linguistic material. These include (i) reference assignment, (ii) delimitation of the time and duration of alluded events, and (iii) establishment of certain relations –e.g., temporal, causal, etc.– between referred states of affairs. Other sub-tasks, in contrast, are *non-linguistically mandated*, as they are necessary inferential steps to obtain fully-fledged propositional forms. Known as *free enrichment*, they include (i) supplying *unarticulated constituents*, and (ii) *lexical adjustment* or *ad hoc-concept construction*.

The canonical relevance-theoretic view of lexical adjustment or ad hoc-concept construction is that it involves the modulation of the conceptual material encoded by a lexical item. More recently, it is treated as involving the activation or creation of occasion-specific mental addresses or files that can store varied information. This presentation, however, will suggest that this lexical pragmatic process should not always be portrayed as non-linguistically mandated. It may be enacted, and even steered, by some linguistic elements. These fall into two categories:

Morphological components of words, such as *evaluative* morphemes. These are attached to some open-class words in some languages, but do not always nuance their meaning in terms of size, amount or degree.

Additional lexical items, such as *expressive expletives* and *evidential participles*. These accompany some open-class words but do not fulfil adjectival or adverbial functions.

Such morphological or lexical elements may be considered *procedural*, as they lack an easily-identifiable conceptual semantics. According to the canonical relevance-theoretic view, their procedural nature would enable them to trigger the fine-tuning of the concepts encoded by the words to which they are attached. In the more recent view, their procedural semantics would contribute to creating occasion-specific mental folders where highly idiosyncratic information about what is being said may be stored. To conclude, this presentation will suggest some avenues for future research.

Pascual, Daniel

“What’s the news? Pragmatic strategies in international research Project news and events headlines”

International research is expanding across disciplines and institutions, especially around shared collaborative research projects. Dissemination and exploitation of project results occur mostly in digital environments like project websites. Ongoing project development is typically communicated through a section of *news and events*, regarded as a genre originated in social media environments and recontextualised for other professional-related matters (Johansson, 2014). *News and events* sections allow research groups to account for their productivity and make them visible towards a potential heterogeneous audience of digital readers, both specialized and lay. As they are capable of shifting between linear reading and non-linear web navigation (Askehave & Nielsen, 2005), readers’ attention needs to be strategically driven towards the project updates. This can be accomplished by offering explanatory, enticing headlines, chronologically listed in the *news and events* webpage, acting as a preview of the content to be accessed and conveying a purposeful pragmatic intent.

This paper intends to analyse the pragmatic strategies used in the headlines of the *news and events* sections of scientific international project websites, identifying researchers’ communicative

intents when reporting on project progress. To that end, a corpus of 1030 *news and events* headlines has been compiled from 24 scientific project websites within the European program H2020, and analysed following a data-driven taxonomy divided into three macro- categories of pragmatic strategies: communicative, promotional and interactional. Results indicate that, first, promotional strategies tend to outnumber communicative strategies and clearly surpass interactional ones and, second, promotional strategies show a richer variety of specific strategy instantiations than communicative ones. Thus, salient communicative strategies recurrently involve giving specific details about events and stating project technicalities, whereas promotional examples comprise highlighting member's contribution to the project, announcing pieces of research output or claiming project milestones. Further data about the headlines reveal that the digital identity of the project is clearly emphasized over that of project members and that the preferred syntactic patterns for crafting headlines concerns non-clausal verbal phrases. Overall, this presentation will shed light into researchers' pragmatic practices with the aim of providing information about their project development and engaging the audience to follow updates in their project websites.

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Pérez Sabater, Carmen

“A fallen idol: language choice and impoliteness on Eto'o's Facebook page”

This presentation deals with the analysis of current written practices within the global South. Specifically, I examine language mixing phenomena in written online texts publicly displayed on the official Facebook page of one of the two most important football players in the history of Cameroon, Samuel Eto'o. In his country and also the whole African continent, Eto'o has been a national/continent idol for many years, a role model for many Cameroonians (Mbuagbaw et al., 2012). By means of a quantitative and languaging analysis (Androutsopoulos,

2014), I have studied comments posted onto the player's page for the last 4 years. The results show that translingual communicative practices are frequently adopted. Interestingly, the analysis exemplifies that, although only the two official languages of the country, English and French, are taught at school, indigenous Cameroonian languages are now being written in public spaces. Instances of lexical items in these languages are inserted in Facebook comments to express affection for Eto'o, who is usually addressed very politely, as being a so-called deity. This code-switching (CS) also emphasises the fact that the player is a native Cameroonian, a native idol. Recently, however, there has been a shift towards distancing and impoliteness on this page. We see that CS to a particular language may function as a distancing technique, an impoliteness strategy towards the player, as a marked choice to index dissent. This is mainly the case of comments posted after the footballer's recent public support for the elderly president of Cameroon, Paul Biya. Similarly, Eto'o's announcement on Facebook of his new business involving the opening of betting houses in Cameroon provoked a myriad of comments full of impoliteness and insults, often emphasised by CS to local languages such as Mbokotok, a new Cameroonian creole spoken by people of doubtful moral backgrounds (Ngefacs, 2010).

Keywords: social media; language mixing; code-switching; indigenous Cameroonian languages; politeness.

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Piskorska, Agnieszka

“The role of procedural encoding in selected politeness phenomena”

Linguistic politeness comprises a variety of phenomena, which are not cut to the same pattern. It therefore seems necessary to investigate various manifestations of polite verbal behaviour in their own distinct terms. This talk focuses on addressative forms in languages that contrast T- and V-forms, and expressive expletives, such as “damn” or “my goodness” which differ with respect to their appropriateness for various audiences. The use of such items can be classified as instances of “anticipated politeness” (Jary, 1998) or “politic behaviour” (Watts 2003), as they do not normally contribute any cognitive effects to utterance interpretation as long as they fit the social parameters of a communicative exchange. In RT, these expressions are described as encoding procedural meaning due to their other (i.e. non-politeness properties) – see Escandell-Vidal & Leonetti (2011) on verb inflections and Blakemore (2011) on expressives.

I claim that the politeness component of these expressions can also be analysed in procedural terms. Following Wilson’s (2011, p. 10) conception of procedural expressions as being “systematically linked to states of language users”, I postulate that they activate a state in the hearer’s mind corresponding to his apprehension of social parameters of an exchange. In so doing, I expand Escandell-Vidal’s (2004) proposal to recognize the role of “the social ability module” in communication, as it is this module (rather than the inferential comprehension module) that could be targeted by the procedural expressions under scrutiny. This proposal lines up well with the tests for procedural meaning put forth by Carston (2016).

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Placencia, María Elena & Powel, Hebe

“‘Tu mas hermosa ’: Responding to compliments on Instagram among Ecuadorian teenage girls”

Complimenting behaviour within a group of Ecuadorian teenage girls on Instagram was examined by Placencia (2019). Using the same corpus, in the present study we consider the responses to compliments offered. These responses, while short, are remarkably complex, containing both text and images (emojis) and indeed textual stand-ins for nonverbal cues such as laughter. Responses were grouped according to Holmes’s (1986) taxonomy and the data shows a distinct preference for accepting compliments given. Beyond what might be termed the basic strategies of accepting or rejecting compliments, we also look at the rich and varied sub-strategies used by the girls in this Instagram community. These include, for example, expressions of appreciation and return compliments, which are employed to express solidarity and show modesty when accepting compliments.

Keywords: compliment responses, Instagram, teenage talk, Ecuadorian Spanish, digital discourse analysis

Porto Requejo, María Dolores

“Globalising personal experiences in multimodal narratives”

Nowadays, in the digital era, both narratives and audiences have largely evolved and new genres have emerged, like digital stories (Alonso et al., 2015; De Fina, 2016, among others). These are multimodal narratives on personal experiences that can be found in the Internet and whose potential viewers comprehend a wide variety of cultural backgrounds, beliefs, habits or interests. For this reason, digital stories make use of a multiplicity of strategies in order to engage such a global audience in reading these individual, local stories.

In order to examine these, a group of university students were asked to create a digital story on a personal experience and upload it onto the Internet. This small corpus of multimodal

narratives was then analysed considering different dimensions of narrative engagement, such as attention, imagery, emotions, etc. (de Graaf et al., 2009; Green & Dill, 2012, etc.), as well as a variety of multimodal strategies of persuasion as those already identified in other genres (Murray, 2009; Porto & Alonso Belmonte, 2014). Besides, students answered a questionnaire, both as authors and readers of the narratives, in order to identify what strategies they had used in their stories, either consciously or unconsciously, to catch and maintain the attention of their potential audience and also what elements in other narratives they had found more engaging. The results of both analytical tools and questionnaires to students point out to emotion as the key element to make a wide global audience empathize with personal, strongly localized stories, particularly when expressed in semiotic modes other than verbal, i.e. images and music. These results confirm not only the leading role of emotion in communication of any kind, but also its potential value in order to overcome the difficulties of addressing a multicultural, global audience.

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R

Romano, Manuela

“New multimodal discourses for new feminist movements”

New feminist movements raising in the world in the last years have brought not only new alternative and more horizontal forms of protest, but also new discourses characterized by optimism, festivity and creativity. Among these new discourses, this paper studies the multimodal discursive strategies used in the creation of political slogans in the last (8M) feminist protests taking place in Spain on March 8th 2019.

As paradigmatic examples of discursive creativity, as well as powerful rhetorical tools, political slogans show how protestors' urge to express feelings of outrage against injustice and inequality, as well as their need to persuade interlocutors to join their protests, directly influence the discursive and cognitive strategies deployed (Author 2013). Slogans, in addition, need to be catchy and easy to remember, as well as to enable quick access to shared knowledge. The interaction of modes, verbal and pictorial in the main, also play a crucial role in the creation and spread of the new messages, helping to engage interlocutors by appealing to shared emotional and cultural frames that are highly entrenched in the community.

The analysis of 75 banners reveals a large variety of linguistic and multimodal devices that interact with specific socio-cultural factors resulting in the production of highly creative texts. Among these strategies, *recontextualization* (Linell, 2002; Semino et al., 2013; etc.) and *multimodal metaphor* (Forceville & Uirós-Aparisi, 2009) have proved to be some of the most powerful devices to call interlocutors attention on feminists' claims. In addition, the study follows research on Critical & Socio-Cognitive approaches to discourse (Charteris-Black, 2013; Musolf, 2015; Hart, 2014; among others)

In short, the feminist slogans reflect how highly creative discourses are helping to transform Spanish society and how new gender identities are being built within specific communicative and socio-cultural interactions.

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Rudneva, Ekaterina

“Political (in)correctness in Russian media discourse about people with disabilities”

The talk explores the ways political correctness is shaping the Russian media and political discourse. Political correctness is approached critically and seen as an “idealistic ... intervention to sanitize the language by suppressing some of its uglier prejudicial features, thereby undoing some past injustices ... with the hope of improving social relations” (Hughes, 2010, p. 3). Aiming to avoid discrimination, it turns out to categorise people, just in a different way (Fairclough, 2003).

Discourse about people with disabilities, particularly those who are isolated in special care institutions, was chosen as the focus because it is a burning issue. A wide debate is going on, with activists trying to force the government to reform the old soviet system, when people are completely isolated and kept in these institutions, like in prison (Klepikova, 2019).

The data include 20 articles published online and 20 videos (TV reports, public discussions, and extracts from the president’s talks), as well as posts and comments in social media. The main method is critical discourse analysis (Wodak & Meyer, 2009).

Though there are some visible changes in the discourse, there is still a strong voice of the paternalistic ideology, which urges to isolate people with various backgrounds in order to take care of them and “protect”. Using new “political correct” terms (like “people with special needs”) turns out to be supporting this ideology and the idea of isolating thousands of people. The study suggests that the discourse about people with disabilities is influenced by political correctness, resulting in mixing ideologies and using a wide variety of labels. This search for adequate words reflects the uncertainty and changing nature of the public attitude towards people with disabilities.

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Ruiz Gurillo, Leonor

“Turn-taking and humor in colloquial interactions in Spanish”

This paper presents the results of a quantitative and qualitative analysis into the use of humor in 67 colloquial conversations in Peninsular Spanish from Val.Es.Co. corpus (www.valesco.es). The data shows a trend (39%) towards the *Least Disruption Principle* (Eisterhold et al. 2006; Attardo et al., 2011, 2013), since irony and humor occur in a single intervention (M1) and responses are limited to a single intervention in 14% of instances (D2). In contrast to the findings from this data, our corpus supports a wide-ranging trend towards *sustained humor* (Attardo, 2019) over more than three interventions (47%) (D3-Dn). Additionally, the type of response (Kotthoff, 2003) is analyzed: to the said (22.72%), to the intended (12.5%), laughter (12.5%) and mixed responses (52.27%). Our analysis of humorous sequences indicates there is a consistent framework in which as mixed responses increase, the *humorous mode* is favored in colloquial conversations.

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Ruiz Moneva, Ma Ángeles

“Revisiting the problems raised by the translation of irony, searching for relevance-theoretical solutions”

It may be said that the inferentially based relevance approach to communication has been offering fruitful insights into the understanding of irony. While irony and translation have been aspects thoroughly covered by relevance theory, yet the translation of irony has received somehow lesser attention. Besides, the theoretical model initially put forward by Sperber and Wilson (1986/95) has further developed and improved since the earliest proposals were made. Likewise, the study of the translation of irony has been enriched.

In previous research (Ruiz Moneva, 2001) the main problems presented by the translation of irony to be faced by the translator were found to be the following: if it is admitted that irony may be translatable, first, the conveyance of irony may be linked to the linguistic cultural aspects of the text, which have to be transposed or adapted to the new cultural and linguistic environment; as a result of this, the context has to be approached in wide cognitive and cultural terms; second, irony may rely on the linguistic configuration of the text (on words), or may go beyond it; third, as irony is the more enjoyable the less it announces itself.

The suggestions initially proposed were related to certain basic aspects of the theory: first, the communication of irony and its translation must tend to follow a balance between efforts and effects; second, it will also tend to be governed by the ostensive-inferential nature of such a process, and in connection to this the possible relationships between code and inference must also be explored; third, the way how the notions of interpretive and descriptive resemblance apply was also dealt with; fourth, the role played by the context as a cognitive entity was taken into account to understand the process of communication itself.

Consequently, the aim of this paper is to broaden and offer new proposals to cope with the translation of irony within the relevance-theoretical framework. In order to do so, three different aspects will be addressed: first, the contributions that can be made by the latest developments of relevance theory; second, the application of current relevance-theoretical approaches both to irony and also to its translation; and third, the possible implementation or interpretation within relevance theory of some of the most significant recent proposals and explanations to deal with the problems raised by the translation of irony.

Keywords: translation of irony: problems and possible solutions, literary translation, relevance theory

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S

Sánchez Moya, Alfonso and Cruz Moya, Olga

“Is it too late to apologise?": A cross-generational examination of digital apologising on WhatsApp”

It is undeniable that apologies are omnipresent in our lives. This salience is unavoidably related to the intrinsic connection between apologising and politeness norms, and apologies are indeed taken as remedial action when socio-cultural norms are breached (Fraser, 1981; Searle, 1979; Wierzbicka, 1987).

The ubiquitous character of apologising has triggered a vast amount of research over the last decades. Recent explorations around apologising, from cross-linguistic (Beeching, 2019) to sociolinguistic ones (Aijmer, 2019), prove that the interest is still widespread. However, despite being considered “one of the most frequent speech acts in public discourse and social interaction” (Drew et al., 2016), there is a dearth of research investigating the expression of apologies in online environments (Lutzky and Kehoe, 2017; Matley, 2018; Page, 2014). This gains further importance when the multimodal character of online communication is considered, which opens up a plethora of possibilities by mean of which users apologise. What is more, there is pragmatic evidence suggesting that digitally-mediated communication (DMC) facilitates the transgression of norms of appropriateness, which makes apologising a very central speech act in digital contexts (Dyter, 2018).

This study aims to contribute to this expanding field by examining how apologies are expressed in WhatsApp. In line with previous work (Sánchez-Moya & Cruz-Moya, 2015), this research applies a cross-generational perspective to the act of apologising online and keeps examining discursive and pragmatics differences between technological *connoisseurs* (below their 30s) and senior users of WhatsApp (beyond their 60s). To this end, two WhatsApp groups are contrasted from a mixed-method approach. Findings delve into the most salient mechanisms used

to apologise online in these groups concerning their pragmatic value and their discursive morphology. The cross-generational perspective sheds light into the similarities and differences in which these two age groups express their apologies in this digital context.

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Santamaría, Carmen

“Online and on the tightrope: (Im)Politeness and rapport in computer mediated discourse”

Nowadays we are witnessing an increase in virtual teams, with team members from geographically distant places challenged to both relate and deal with work tasks through computer mediated discourse (CMD). This work presents empirical study of the facework done by team members of several international higher education projects, with a closer look at (im)politeness and rapport management in their email interaction. The discursive realisation of facework reveals the construction of different relational dynamics (Spencer-Oatey, 2013), mainly derived from behavioural expectations, face sensitivities, and interactional goals (Spencer-Oatey 2005). A social constructionist discursive approach has been adopted, (Grainger & Mills, 2016; Haugh, 2007), although concepts of non-discursive pragmatics are incorporated when offering fundamental insights of language in interaction, as proposed in Grainger (2013) together with interactional sociolinguistics. The face(t)s of self and their relationship with identity (Bousfield, 2018; Garcés-Conejos Blitvich, 2013; Spencer-Oatey, 2007) are combined with self-aspect model of identity and levels of self-representation in the exploration of relational dynamics. Drawing on a rich theoretical background with highly valuable analytic perspectives, I hope the article contributes to the need for empirical analysis called by many experts in the field.

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Sasamoto, Ryoko

“Perceptual Resemblance and Communication of Emotion in Digital Communication - A case of Emoji, Reaction GIFs, and Onomatopoeia”

Communicating emotions using non-verbal means is nothing new – as the nursery rhyme goes, if humans are happy and know it, they can show it by clapping hands. However, as digital and multimodal communication is increasingly prevalent, new ways to express emotions are now present. The prime examples include emoji, Reaction GIFs (RGs) and psychomimes (emotion onomatopoeia). Emojis are often discussed from a semiotic perspective as a sign for meaning-making, which adds ‘nuances in meaning’ (Danesi 2016:15). Similarly, RGs are expressive (Veszelszki 2015) and are used to express ideas and emotions in a playful manner (Tildenburg and Tekobbe 2014, McCarthy 2017). Psychomimes are often used in Japanese comics, where they are inserted as part of aesthetics to express characters’ emotions. This study will show that through the lense of cognitive pragmatics, these phenomena are not distinct from each other, but are a case of non-verbal communication to point to the communicator’s emotional state. Drawing on the relevance theoretic notions of *showing-saying* continuum and *perceptual resemblance* (Sperber and Wilson 1995), I will argue that emoji/RGs/psychomimes provide a clue to ostension and communicate emotions by virtue of perceptual resemblance between what they represent and the communicators’ emotional state.

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Sax, Daniel

“Information structure in Relevance Theory: Categories and procedurality”

Information Structure (IS) phenomena, illustrated for instance by English sentence stress positions (1) or Polish word order configurations (2):

John likes BROCCOLI. / John LIKES broccoli. / JOHN likes broccoli.

Jaskółka leci / *Leci jaskółka.* (SV vs VS order)

'The swallow is flying' / 'There flies a swallow'.

were first addressed in Relevance Theory (RT) by Wilson & Sperber (1979), Sperber & Wilson (1986/1995). They have since then figured in the work of certain authors (including Richard Breheny, Thorstein Fretheim, Jeanette Gundel, Jadwiga Linde-Usiekniewicz, and Kate Scott).

I review this literature in terms of inconsistencies on two fundamental questions:

the assumed status of formal categories such as TOPIC/FOCUS, THEME/RHEME...

whether procedural meaning is involved, and if so how / what kind.

On the first point, S&W (1986/1995) strongly suggest no such formal categories are necessary, whereas some other authors working in RT nevertheless assume/imply their

linguistic/psychological reality. I show how S&W's original proposal is more in line with certain recent work in IS (e.g. Matic' & Wedgwood 2013, Ozerov 2018).

On the second point, I argue – following e.g. Fretheim (2002) – that IS phenomena force us to recognize that not all procedural (i.e. non-conceptual) linguistic devices necessarily *encode* procedural meanings.

Overall, I claim, a thoroughly relevance-theoretic approach brings us to the following picture of Information Structure: the interpretive effects of IS devices like sentence-stress positions (1) or word order variations (2) are not mediated by dedicated IS categories, nor are they procedurally encoded; instead their procedurality consists in being "part of the causal architecture of the performance system more generally" (Bezuidenhout, 2004, 13).

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Schwarz, Magdalena

“‘It’s not easy being a linguist’: How academics construct private and professional identities in Twitter discourse “

More and more scholars are joining Twitter, which functions not only as a tool for exchanging information with peers but also as a space for identity work, community building and self-disclosure (Seargeant & Tagg, 2014; Locher & Bolander, 2017). On Twitter, private and professional identities and discourses frequently merge. Like members of other professional communities, such as politicians (Coeseemans & De Cock, 2017), academics often use one and the

same Twitter account for job-related and private purposes. Scholars share and discuss their work, connect with colleagues or live-tweet during conferences, while simultaneously performing their roles as parents or citizens. Drawing on a corpus of 25,942 tweets by PhD students and professors of linguistics and physics, this study aims to investigate how researchers from different disciplines and at different points in their career discursively negotiate their professional and personal identities on Twitter. The following two questions guide this investigation: (1) To which degree do scholars (linguists versus physicists; junior versus advanced researchers) talk about private and professional topics on Twitter? (2) Do researchers resort to specific discourse markers or other communicative strategies to separate personal from work-related comments? Similar to other investigations of Twitter discourse communities (e.g. Hardaker & McGlashan, 2016), this study combines corpus linguistics with discourse analytical approaches to identify frequent topics of conversation in the described academic sub-communities, and to explore whether and how these topics are framed discursively in users' tweets. Besides addressing these research questions, this study discusses how Twitter and other forms of online communication can be used as a window into the socio-cultural and linguistic processes involved in the construction of online identities (cf. Yus, 2011; Bouvier, 2015; Zappavigna, 2017). In addition, I will briefly address some of the ethical issues of linguistic research on social media data, focusing on the competing needs for protecting privacy and acknowledging authorship, and the discrepancy between consent and informed consent.

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Seghers, Mathias

“Mapping the spread of Dutch non-standard language use on corporate Facebook pages: a corpus-based analysis of service-oriented interaction”

This paper explores the online spread of Dutch non-standard language. We focus on a hitherto unexplored communicative setting, complaint management on corporate Facebook pages, since the linguistic wrapping of both consumer feedback and company responses considerably influences the outcome of the interaction between both parties. Based on a corpus of consumer-company interactions taken from 8 corporate Facebook pages, we investigate to what extent typical features of rather informal online communication via social media spill over into more sensitive contexts of complaint management. We do so by mapping the presence and frequency of 28 *old vernacular* (e.g. final -t deletion) and 13 *new vernacular* (e.g. chatspeak) features (Androutsopoulos 2011) in consumer-initiated posts, company replies and consumer-to-consumer interactions. The results show that some - not all - new vernacular features occur relatively frequently in both consumer and company messages. Consumers predominantly use new vernacular features for expressive compensation, while companies appear to have incorporated them in their webcare practice (especially emoji and English insertions) as functional operationalisations of conversational human voice (Kelleher, 2011) and to support their desired brand identity. In contrast, old vernacular features rarely occur in the entire dataset. This suggests a different status of old and new vernacular features, where the former are deemed less appropriate or more limited in terms of functionality in this particular communicative setting for both companies and consumer. Despite the often informal register of the consumer messages, Standard Dutch still seems the preferred or safer option for company-addressed posts while companies, too,

cling to Standard Dutch as the benchmark for professional written communication in this context (cf. De Cock, 2013).

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Solska, Agnieszka

“The under-appreciated figurative dimension of puns in the light of selected pragmatic theories”

Puns may have been recognized as figures of speech since antiquity yet they have garnered relatively little interest of contemporary linguistic scholarship. Unlike metaphor, irony or idioms, which have all spawned an impressive body of studies, they seem to have attracted the attention mostly of humor theorists, such as Koestler (1964) or Attardo (1994). In the former's monumental *Art of Creation* (1964) they are perceived exclusively as a vehicle of humor, not as a manifestation of wit and are rather conspicuously absent in the chapter on artistic expression, where figures of speech are discussed. Though the effect of punning utterances arises from forcing a lexical expression to yield more than one meaning, their figurative dimension has not been seriously explored in linguistic literature. Gibbs (1994) spares no thought for them in his *Poetics of Mind*, nor do Gibbs and Colston (2012) in their monograph on interpreting figurative meaning. The particularly strong affective reactions puns often evoke in their audience have not gone unnoticed yet pun appreciation remains under-researched.

Drawing from various models of utterance understanding, including Grice's Standard Pragmatic Model, the Speech Act Theory and the Relevance Theory, this paper will attempt to identify the reasons for what seems like a systematic under-appreciation of puns in pragmatic

literature and will address the issue of whether these lowly rhetorical devices can indeed be regarded as yielding figurative meanings.

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Szymańska, Maria

“Speaking like a drag queen - the language of contemporary American drag performers”

Social and cultural groups construct, strengthen and transfer values shared by their members through speaking style (Philipsen, 1975, 1976). According to Barnlund (1988), “every culture attempts to create a *universe of discourse* for its members, a way in which people can interpret their experience and convey it to one another” (p. 11). Drag queens are not an exception and they have their unique way of speaking. Even if drag can be perceived as a mostly visual art, the linguistic component of drag performances should not remain unnoticed. In fact, certain distinctive linguistic behaviours are prevalent among members of this group and play an important

role in the creation of their identity both on stage and in the drag community (Szymańska, 2018). Language is one of the ways in which the community members can distinct themselves from people outside the community and also connect with other members.

This paper aims at presenting the results of research on the language of American drag performers. The results has shown that when it comes to their linguistic behaviour, contemporary drag queens share similar characteristics. This resulted in obtaining a description of the features of drag queens' discourse. One of the most typical elements is speaking "like a woman" even if biologically they are men (Barrett, 1998, 1999). However, the analysis has led to the conclusion that the language used by drag queens has more characteristics than just change of male personal pronouns to female ones. Apart from linguistic markers associated with the performed gender, in drag queens' utterances one can distinguish many vocabulary items that have different meaning than when used in everyday conversation, expressions that refer specifically to the phenomena present in the art of drag or linguistic markers of their interconnected identities.

It is argued that the language used by drag queens serves more purposes than only creating a female character. Furthermore, it is believed that an analysis of the language of drag queens offers insights into the current stereotypical ideals of feminine gender performances.

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T

Tamamounides, Edith V., Castineira, Teresa A., and Flores Salgado, Elizabeth

“Speech acts and implicature in anti-feminist memes”

The aim of this paper is to analyze memes written in Spanish and disseminated on the internet. Our analysis follows mainly a pragmatics approach focusing on speech acts and implicature.

One popular way of contemporary communication on the internet is through the dissemination of memes. Memes mainly contain linguistic text and visual image, constituting multimodal texts (Kress, 2009). These texts usually send messages that parody certain situations and are remixes of some immediate tendencies of the culture where they are produced and disseminated (Denisova, 2019). Memes contain implicatures (Shifman, 2014) and are understood by the audience they are directed to since they share the same context. Individuals share memes if they relate to or agree with their message, thus discourse and identity can be found on these media events (Grundlingh, 2018). The linguistic text in memes constitute speech acts that may assert, declare, request or perform other language functions. These research questions guided this investigation:

What type of speech acts are represented in anti-feminist memes?

What type of implicature can be found in these texts?

How is the perception of the memes’ authors towards feminists?

Four Spanish memes have been analyzed so far and attempt to understand how and why these memes are popular in the Mexican culture. The study used *image macro* memes (Grundlingh, 2018), selected from the internet. For the speech act analysis, Searle’s (1975) taxonomy was utilized; whereas for the implicature analysis, we used Birner’s (2013) framework.

Preliminary results show that from the four memes, three contain representative speech acts and one a directive act. This indicates each author's conception of feminists, which is generally negative. Regarding implicature, there was no tendency towards generalized or particularized inference. At this stage, generalizations cannot be drawn due to the limited amount of data and to the ephemeral nature of memes.

This investigation intends to make a contribution to the interpretation of memes from a pragmatics point of view. We also intend to shed some light on how the legitimation of anti-feminist language, culture and beliefs are reproduced through social media.

Terkourafi, Marina

“Inference beyond implicature”

Despite being foundational pillars of pragmatics research, the notions of inference and implicature continue to be hotly debated and their boundaries are active loci of research in pragmatics and the philosophy of language. In this talk, I will approach the notions of inference and implicature from a broad pragmatic and a sociopragmatic perspective. Starting from the fact that inference has wide applicability also in psychology and logic, while implicature is limited to pragmatics, I will attempt to elucidate their contents by drawing three distinctions: (i) between inference in a broad and in a narrow sense (ii) between inference and implicature and (iii) between inference and implicature as both product and process. While the general position taken will be that "speakers implicate, hearers infer", this position will also be problematized by drawing on sociopragmatics research that challenges the notion of the speaker's intention and explores how (else) meaning can be generated. In this last respect, I discuss four limitations of an intention-based approach to meaning. Not only are speakers' intentions mental states not amenable to observation and therefore of limited empirical value, cultural groups also vary in the extent to which they consider the speaker's intention to be the primary determinant of the meaning that the speaker must take responsibility for. A further critique concerns the line between decoding and inference: given the presence of an inference to be drawn may be linguistically signposted, where does that leave us with respect to which parts of the meaning inferred by their utterance a speaker is responsible for? The final critique concerns meaning inadvertently, yet consequentially, 'given off' by the speaker's choice of words, language, intonation etc. on a given occasion. Careful attention to these

(additional) types of meaning will lead us to reconsider not only the line between inference and implicature, but also that between natural meaning and non-natural meaning itself.

Timofeeva Timofeev, Larissa

“Phraseological manipulation as a humor device in 8-to-12-year-olds’ written stories in Spanish”

Phraseological manipulation (PhM, henceforward) is defined as an intentional and recognizable transformation of a phraseological item, concerning its formal, semantic or discursive level (Mena, 2003; Timofeeva, 2009). To put it in another way, the fixed set is broken aiming to trigger different communicative effects (cfr. Timofeeva, 2009; Martí, 2014, 2015; Guerrero, 2017). It is clear, thus, the relationship between this linguistic procedure and the notion of *incongruity*, stated this as the basic ingredient of a humorous product (vid. v.g. Forabosco, 2008), and which is outlined as a disruption of the “default” inferential process compelling the hearer to seek for an alternative interpretation (cfr. Martin, 2007, 2016; Yus, 2016, 2017). Besides, it is also evident that the appropriate use of PhM requires good metalinguistic (especially metapragmatic) skills, and this becomes relevant when dealing with children (Gombert, 1992; Timofeeva, 2016).

Within this theoretical framework, in our paper we aim to analyze the use of PhM as a linguistic device to trigger humorous effects in stories written by schoolchildren of three age bands: 8, 10 and 12-years-old. Their humorous narratives form part of the corpus CHLDHUM, currently under construction. Thus, the analysis of 448 stories corresponding to the province of Alicante that we carry out in this paper, provides the following results:

- even if the three age bands under examination are supposed to demonstrate high metapragmatic competence levels, the use of PhM is scarce at the age of 8 (around 3 %); whereas it increases exponentially in 12-year-olds’ stories (around 30 %).
- the qualitative approach to the examples reveals that children at the age of 8 make a rather epipragmatic use of this resource, which deserves some interesting observations.

This paper is part of the research project *La formación de la conciencia figurativa en la etapa de Educación Primaria: el humor y la fraseología* (FFI2016-76047-P, AEI/FEDER, UE).

Tobback, Els

“Between communicative ethos and self-construal: a cross-cultural analysis of self-promotion strategies in French and American LinkedIn summaries”

Nowadays, LinkedIn profile summaries are an important tool to promote oneself as a competent, skillful professional (Petroni, 2019). Whereas self-promotion has benefited from quite some research interest in social psychology, where it has been described as one of the tactics of ‘impression management’ (see e.g. Peeters & Lievens, 2006), linguistic and, more specifically, pragmatic research on this topic remains rather scarce (Dayter, 2014, 2018; Matley, 2018).

Based on a corpus of 200 summaries, this contribution presents a cross-cultural semantic-pragmatic analysis of self-promotion strategies used by French and American communication professionals in their LinkedIn summary.

In light of Politeness Theory, the study reveals some statistically significant contrasts that can be linked to more general differences in communication style or communicative ethos. Some characteristics of French summaries point to a more implicit communication style, while American summaries exhibit more features of an explicit communication style. Moreover, the data tend to show that the French and American modes of self-promotion are (partially) based on different "self-construals" (Markus & , 1991; Vignoles et al., 2016): whereas US summaries tend towards independent self-construal, French summaries feature more interdependent self-building.

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Topf Monge, Guiomar

“Verbal (im)politeness in Spanish and German: How students confront sexist comments”

According to Mills and Mullany (2011, p. 144), “when sexist language is used, it is extremely difficult to resist and to answer back,” especially when dealing with humorous comments that are based on microsexist presuppositions. This study focuses on the verbal reactions with which this type of sexist comments are criticized. The critique as a directive illocutionary act constitutes a face-threatening act (FTA) and can be nuanced with verbal politeness strategies. The objective is to analyse the verbal critique on the subject of sexism among speakers of the community of practice composed by the university students of the University Pablo de Olavide in Seville (the Spanish students as well as the German Erasmus students). We verify how the strategies of verbal (im)politeness vary depending on: firstly, the Spanish or German language and culture, and secondly, the gender of the speakers. On the one hand, intercultural studies predict that the German speakers would be more direct in their critique and that the Spanish speakers would make use of indirect strategies (Siebold, 2008). On the other hand, feminist studies note that it is expected a more polite linguistic behaviour from women than from men (Mills, 2005). To determine until which point these predictions are accurate, we carried out a pilot study with a Discourse Completion Test, which gathers the reactions when faced with different degrees of sexism comments. The observed variables are organised following the scale of Brown & Levinson (1987) in positive and negative politeness strategies, with special attention to the off-record strategies related to irony.

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Trávníková, Petra

“Promoting solidarity in an online community via positive face enhancement of its members”

Contrary to the primary fears expressed by the general public as well as the first researchers of Internet communication, in unison claiming that the arrival of the Internet would harm interpersonal relationships and eventually put an end to human communication as such, over the past twenty-five years, we have seen the Internet becoming a common ground fulfilling the social function in the same way as other means of communication before and perhaps even more. Similarly to face-to-face communication, the Internet offers billions of its users a safe place where they can have very intimate conversations, despite the often large spatio-temporal distance between them. The theoretical point of departure for the analysis are two prominent theories dealing with pragmatic politeness, namely Brown and Levinson’s (1978) positive politeness and Leech’s (1983, 2014) maxims.

In particular, the present paper aims to show how members of an online community boost each other’s positive face in order to promote mutuality and solidarity of their online community. An analysis of a self-compiled corpus built of several message board threads dealing with the so-called women’s topics (e.g. dieting, infertility, pregnancy and mothering) has revealed that the members mainly use the following speech acts, or better to say speech events: complimenting, agreeing, congratulating, commiserating, well-wishing and claiming in-group membership. In the presentation, the author will illustrate these events on examples from the corpus and explain how they function to promote solidarity and overcome the face threat caused by the delicate topics by attending to the positive face of the hearer.

Tsoumou, Jean Mathieu

“A dialogic configuration of social media interaction as a new approach to understanding speech acts of Facebook updates and comments in a politically motivated Facebook interaction”

Computer-mediated communication has revolutionized the world at large, attracting millions of people from similar and different sociolinguistic backgrounds to communicate and express their thoughts, feelings and needs. On the other hand, multilingualism in Congo-Brazzaville is a real issue with over sixty living languages spoken across the country. This study examines speech acts in politically orientated Facebook interactions. Speech Acts have long been described as communicative activities achieved in relation to the speaker’s intention and the hearer’s interpretation in a certain situations under certain social conventions. Theories of speech acts usually deal with pragmatic meanings generated by speakers’ utterances, as well as the effects of these utterances on the hearer’s part. In other words, most speech act frameworks examine those types of things speakers do in uttering sentences, and to a great degree, the way the hearer reacts or executes the speaker’s intention. Speech act theory attempts to explain how speakers use language to accomplish intended actions and how hearers infer intended meaning from what is said. While some authors are keen to lay down those acts that speaker (the addresser) performs and their effects upon the addressee, little explanation they provide of the counterpart of the action performed by the addressee, though they are all aware of the three main components of an act, namely locution, illocution and perlocution. In applying Weigand’s taxonomy to a dataset of over 265,147 words, Facebook interaction as a whole is regarded as a set of speech acts purposely performed by users. As such, every Facebook update is taken as a speech act performed by users, and Facebook communication in its entirety is a dialogically organized interaction, entailing that Facebook updates appear as communicative actions, and comments stand for reactions to those initiative actions. The findings suggest that any utterance is a goal-orientated speech act, and no illocutionary force could exist per se without its perlocutionary counterpart effect. Every speech act is complete as long as both forces – illocutionary force and perlocutionary effect – are considered indispensable parts of the utterance. The findings, furthermore, indicate that both Facebook updates and comments are important components of a complete dialogic speech act.

Keywords: Internet mediated communication, Speech act, Politics, Facebook, Congo-Brazzaville

U

Uchida, Seiji

“Higher-level Explicature: implications for comparative linguistics”

In Wilson and Sperber (1993) they introduced ‘higher-level explicatures,’ which are realized by implicit verb phrases set higher than ‘basic’ explicatures. As is well known, higher-level explicatures mainly consist of the speech acts performed and the speaker’s propositional attitudes. Consider the following utterance:

Mary: Frankly, I can’t help you.

One higher-level explicature of Mary’s utterance could be:

Mary said frankly that she can’t help you.

Here, the part of the higher-level explicature ‘Mary said’ is not necessarily realized in English. However, the reporting clause is required in the Japanese counterpart:

She can’t help you *to itta/-tte*. (*to itta*: that said; *-tte*: informal version of *itta*)

Utterance (3) doesn’t sound natural without *to itta* or *-tte*, which corresponds to the speech act ‘saying’.

Similar linguistic phenomena are observed in the following:

a. John has left, in case you haven’t heard.

b. Mary was pretty rude to me. I am neglecting my job!

If we put the latter parts of (4a) and (4b) into Japanese, we would get (5a) and (5b) respectively.

a. In case you haven’t heard *iimasu ga*, John has left.

b. Mary was pretty rude to me. I am neglecting my job *to iunda*.

Iimasu in (5a) means ‘I tell you’ and *iunda* in (5b), ‘(Mary) says’. Both reflect the speech acts of higher-level explicatures and cannot be deleted. Note that both ‘I tell you’ and ‘(Mary) says’ are covert in (4a) and (4b), respectively.

Another interesting phenomenon related to higher-level explicature is the behavior of *shi-tai/shi-tagatteiru*, meaning ‘want’. The subject of *shi-tai* is first person and that of *shi-tagatteiru* is third person, as in (6):

a. *Watashi* (= I) *wa* Mary *to kekkon shi-itai*/**shi-tagatteiru*. (I want to marry Mary.)

b. Peter *wa* Mary *to kekkon *shi-tai/shi-tagatteiru*. (Peter wants to marry Mary.)

However, if the utterances in (6) are reported by someone else, the grammaticality will be completely changed.

a. Peter *wa Watashi* (= I) *wa* Mary *to kekkon *shi-tai/shi-tagatteiru to itta*. (Peter said I want to marry Mary.)

b. Peter *wa* Mary *to kekkon shi-tai/*shi-tagatteiru to itta*. (Peter wants to marry Mary.)

I suggest that the alternation of *shi-tai/shi-tagatteiru* depends on pragmatic factors such as direct/indirect evidence and the conclusion can be applied to other linguistic expressions whose higher-level explicatures are basically explicit in Japanese and implicit in English. I also mention that there are comparable linguistic facts in Korean, the basic word order of which is the same as Japanese.

Usami, Mayumi

“The concepts of ‘time’ and ‘face credit’ in discourse politeness theory: New perspectives on politeness behavior between acquaintances”

This paper critically reviews politeness studies after Brown and Levinson’s politeness theory, clearly distinguishing between descriptive and theoretical approaches. Descriptive approaches refer to studies pursuing politeness realizations in various languages and cultures, whereas theoretical approaches refer to studies pursuing a universal theory as a common principle, which systematically explain, interpret, and predict motivations that induce politeness strategies in human interactions in every culture. After examining the roles and significances of both approaches of politeness studies, I focus on the theoretical studies of politeness and re-examine Brown and Levinson’s politeness theory and other major theoretical politeness studies, contrasting with criticisms toward their theory.

After this, I introduce the essences of the new version of Discourse Politeness Theory (DPT), which is based on the results of a series of empirical studies on discourse behavior in naturally occurring conversations. This theory aimed to broaden politeness research to encompass the concept of “relative politeness” in addition to “absolute politeness.” This is because the notion of “relative politeness” permits explaining “politeness and impoliteness effects” within the same framework of DPT and constructing a universal theory of discourse politeness including

impoliteness phenomena, both as a system of the principles of motivations that induce politeness and impoliteness strategies and as a system of the interpretations of (im)politeness in human interactions.

In this paper, I propose that politeness in human interactions should be captured from a more macro-global perspective in addition to a micro-local level of discourse analyses. And I discuss the newly introduced concepts, such as the concepts of ‘time’, ‘face credit’ in politeness between acquaintances. I also explain these new concepts by applying the ‘face-balance principle’, the factors of “speaker’s desire to save his/her own faces”, influence of the “presence of bystanders” to (im) politeness and formality factor. Finally, I will discuss how these concepts can be applied to the prevention of miscommunication among different languages and cultures.

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Unser-Schutz, Giancarla

“Interacting with others on the communicative margins: *Komyushoo* ‘communication disability’ and the perception of communication skills in contemporary Japan”

Since becoming popularized in 2011, the Japanese internet slang *komyushoo*—literally ‘communication disability’, but now referring to anyone lacking communication skills—has become a common term both online and off. Born from an increasingly prevalent contemporary language ideology on the importance of communication skills, previous research on *komyushoo* has often focused on its effect on employability (Matsushita, 2012). However, *komyushoo* is also perceived as being a barrier to developing interpersonal relationships and is often used in self-disclosure, suggesting it is an important way of self-identifying *away* from others. This paper specifically examines how the term *komyushoo* is used to create a particular marginalized identity through a close discourse analysis of posts on the online forum Yahoo! Chiebukuro, Japan’s Yahoo! Answers, which, as a popular, anonymous forum is commonly used to discuss difficult

topics. Since June, 2010 and November, 2018, 18,981 posts including *komyushoo* were made; the posts with the most replies whose poster self-identified as *komyushoo* from the relationship advice category (1,902)—prime for discussing how *komyushoo* affects interpersonal relationships—were selected for analysis. While responses often pathologized *komyushoo* by suggesting it is something *naoseru* ‘curable’, users tended to describe *komyushoo* not only as a communication barrier, but as an unattractive personality trait, often in combination with *kimoi* ‘gross’ and *busaiku/busu* ‘ugly’. In doing so, users create a connection between desirability and communication skills, suggesting that linguistic ideologies on communication skills are influencing ideas of what makes a desirable communicator. Yet the analysis will also show that self-identifying *komyushoo* users are creative and communicative individuals who competently utilize a variety of linguistic strategies (honorifics, emoji) to perform facework and develop positive relationships online. This suggests that the negative associations of *komyushoo* relates *not* to generalized communicative incompetency, but a lack of proper assessment of the skills that users call upon in computer mediate communication, which seems to contribute to forming a sense of marginalization. Given the international prevalence of similar linguistic ideologies of communication skills (Cameron 2002), the paper will also touch upon how discourse on *komyushoo* does and does not differ from similar discourse from other cultures.

V

Verschueren, Jef

“The ideological grounding of the new normal: Anti-discourse meets utopia”

This lecture explores the shift from earlier overt and mainstream acceptance of societal diversity (combined with an underlying homogeneous ideology) to the overt problematization of diversity (combined with explicit homogeneity). Two discursive tools are seen to be at work: a form of anti-discourse directly confronting alternative discourses (labeled ‘politically correct’), and a form of utopian (strongly identitarian) discourse constructing a simplified ideal image of society.

An illustration related to the domain of language ideology will analyze how the two can be combined to ground the so-called new normal.

Keywords: Discourse, ideology, language ideology, the new normal

Vladimirov, Dimitra and Hatipoğlu, Çiler

“Online public complaints from a cross-cultural perspective: The case of Aegean and Turkish airlines”

Customer complaints have been studied extensively in the field of linguistics from both a CA and a speech act perspective (e.g. Marquez Reiter, 2013; Orthaber & Marquez-Reiter, 2011). Yet, the study of online complaints has so far received scant attention (e.g. Decock & Spiessens, 2017; Vásquez, 2011), despite emerging as an increasingly ubiquitous practice in digital contexts of communication.

Drawing on a discursive-pragmatic approach and against the backdrop of im/politeness theory, this paper explores an authentic corpus of 500 Turkish and 500 Greek online public complaints appearing in corporate Facebook airline pages.

We start by proposing a taxonomy of complaints that seeks to capture nuanced similarities and differences between the two lingua-cultures. We then identify and analyse the various realizations of complaint strategies, focusing on the level and potential of 1) face threat and 2) the construction of affiliation and solidarity among the communities of practice formed by the airlines’ customers.

Our results reveal that ‘dissatisfaction’ was the most salient strategy in both datasets. The two lingua-cultures also display an equal preference for disarmers/ downgraders (see House & Kasper, 1981), such as compliments, congratulations and well-wishes, that seek to soften the face-threatening potential of the complaints. Complaints in both datasets often feature detailed explanations and extended narratives; these were found to contribute to the construction of complaints as authentic experiences and facilitated the building of solidarity between the complainer and their perceived audience.

Our results also show key differences between the two lingua-cultures. Complainers in Turkish show a higher preference for requests for repair, placing more emphasis on attempting to

remedy the complainable. This in turn suggests that in the Turkish dataset complaints are conceptualized more as action-oriented practices. On the contrary, Greek customers preferred the use of face aggravating strategies, such as condemnations and insults and showed a tendency towards informalisation – a finding which confirms previous observations on Greek im/politeness in globalized contexts (Sifianou, 2013).

This paper ends by reflecting on the conceptualization of online complaints as public rituals (Kádár et al., 2018) functioning as a means of restoring the moral order following a company's perceived breach of contract.

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W

Wałaszewska, Ewa

“Meanings of emoji: A relevance-theoretic perspective”

The term *emoji* comes from Japanese *e* ('picture') and *moji* ('character'), the combination of which seems to point to what an emoji is – a 'picture-character' or a 'picture-word'. Emoji as visual representations of feelings, ideas, objects, actions, events, etc. are used in textspeak, understood as messages and posts transmitted electronically via social messaging and social media applications. This kind of writing in computer-mediated communication is typically described as an intermediary form between speech and writing since it shares a number of properties with both. Emoji in textspeak perform a similar function to gesture, body language and intonation in spoken interactions (e.g. Danesi, 2016; Seargeant, 2019).

One interesting similarity between emoji-fied online writing and spoken language is the use of iconic forms. Undoubtedly, emoji are pictographic by nature; hence, a great number of them are based on the principle of iconicity: the form of a picture resembles the entity it represents. For example, the sailboat emoji is a pictogram which directly (though schematically) represents what it is – a boat with a sail. In spoken language, parallel examples involve onomatopoeic expressions, where the form echoes the meaning, for example the verb *buzz* imitates (though imperfectly) the sound actually produced by bees. Importantly, a lot of emoji can be described as less iconic and more symbolic depending on the complexity and/or abstractness of concepts people may want to communicate. For example, the above mentioned sailboat emoji can be used to express the idea of travelling by water (in this case, it will not be a pictogram but an ideogram) (Evans, 2017; Seargeant, 2019).

Interestingly, emoji can be used metaphorically, based on perceived physical or functional resemblance. A straightforward example is the eggplant emoji, which can be used to mean what it directly represents – a dark violet vegetable. On the other hand, because of a certain amount of physical resemblance, it can be used to communicate the meaning of male genitalia. Another example of metaphorical use of emoji is the replacement of the word *shark* with the corresponding shark emoji in the oft-quoted expression *My lawyer is a shark*; in this case the perceived resemblance is not physical, but rather functional (Evans, 2017).

The goal of this paper is to analyse selected aspects of emoji meaning and use in computer-mediated communication in the relevance-theoretic framework, in particular by focusing on their intended import (Wilson & Carston, 2019; Sperber & Wilson, 2015), in view of the showing-saying continuum (Wharton, 2009). I would like to claim that emoji are a feature of non-verbal

communication that should be accounted for along the lines of analysis suggested for onomatopoeia by Sasamoto and Jackson (2016), as involving elements of both showing and saying, in varying degrees.

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Wanphet, Phalangchok

“Effects of second language proficiency on speaking rate and face-threatening utterances”

Knowing a language covers not only knowing about language features (i.e., syntactic knowledge, grammaticality, and correctness) but also knowing to use language socially appropriately (i.e., everyday social language use and pragmatic competence). In the same vein, knowing a second language (L2) requires learners to possess knowledge of L2 forms and choose appropriate forms in various social encounters. In L2 teaching, in general, L2 proficiency, though differently defined, remains the goal and is consequently assessed. In speaking lessons and exams, for example, L2 learners with the high language proficiency are expected to deliver speech that is pause- and hedging-free, and uninterrupted. However, in everyday encounters, native speakers are

found to produce speech that is filled with glitches, pauses, and hedging. These verbal phenomena do not reflect the speakers' low language proficiency; in fact, they perform social functions. During several face-threatening events, speech that is filled with glitches, pauses, and hedging, is more preferred than smooth, uninterrupted one.

One of the dominant areas within pragmatics that is studied in second language acquisition is politeness theory. L2 learners and users, if possessing a proper level of pragmatic competence, should be able to show their social sensitiveness toward other conversants through the design and delivery of their utterances especially in face-threatening situations. This study explores advanced L2 learners' pragmatic competence. First, it examines advanced L2 learners' speaking rate produced during face-threatening events. Second, it studies how these L2 learners assess their own speaking rate produced. This study finds that these L2 learners produce speech which is almost pause- and hedging-free during those events. After listening to their own speech, these learners become more aware of their own speech production and other conversants. They admit that pauses and hedging are important in speech delivery because pauses and hedging lessen the degree of their socially disaffiliative utterances. This study suggests that research on L2 proficiency pay more attention to pragmatic competence, which values actual language use in social settings, and value flawed, interrupted speech that serves social functions. Teaching L2 speaking should incorporate the use of pause and hedging in instructions and classroom activities.

Wang, Yixin

“New theorization of politeness: A social cognitive model”

Modern politeness theories have tried to explain the politeness phenomena from different perspectives. The most influential approach to present is Brown and Levinson' model (1978, 1987), which is fundamentally a theory of social psychology (Holtgraves, 2002). Their model stands out for its systematic exploration of the relationship between social dimensions and speakers' selection of linguistic forms and its ability to account for the production of politeness in certain face-threatening acts, such as requests. However, it has also been heavily criticized for its emphasis on the avoidance-based politeness and for elevating culturally-biased principles into universals of politeness by scholars who have taken a sociocultural perspective (e.g. Ide, 1989; Gu, 1990; Wierzbicka, 1991; Bravo, 1998; Ameka & Terkourafi, 2019).

The sociocultural and psychological perspectives of politeness, as Leech (2014) points out, are not competing alternatives. For a full understanding of the politeness phenomena in human behavior, an integrated system in which sociocultural influences operate through psychological mechanisms is required.

In this presentation, I will try to bring together the two perspectives and propose a social cognitive model of politeness, which is a development and revision of Brown and Levinson's model. It concerns how the sociocultural factors may influence through mental representations and processes that contribute to people's judgements and behavior in social interactions. The main claims of the model are: (i) people construe the multiple sources of information present in social interactions as values and dimensions, from which they generate their own interpersonal social wants (ISWs) and infer those of the others; (ii) any behavior can yield effects on the doer, the receiver and a third party's ISWs; and (iii) how to infer the others' ISWs, construct acts to influence them and evaluate behavior relies on people's theory of mind, motivations and use of frames formed by previous sociocultural knowledge and experience. Thereupon, I will formulate a cognitive calculation framework for the production and evaluation of politeness in face-threatening acts, face-enhancing acts and neutral acts.

Weizman, Elda

“Interpreting irony through textual support: quotation marks in op-eds and commenting”

This presentation reports on a research which aims to understand how irony interpretation is supported by discursive patterns in context. It focuses on the use of ironic quotation marks such as *the PM has been “reliable” as always*, or *I am sure the rabbi did not send the boy to spit on the MP “on his behalf”*. as they are realized in online journalism, including op-eds and readers' comments. Irony is conceptualized here as a metarepresentation, i.e. “a representation of a representation: a higher order representation with a lower order representation embedded within it” (Wilson, 2010, p. 230). In accordance with Wilson's (ibid.) view of resemblance rather than identity between higher-order and lower-order representations, the pattern under study is considered as involving mental representation, i.e. resemblance of the quoted utterance to assumed thoughts and beliefs, and public representation, i.e. as its resemblance to an actual utterance.

I start with the premise that a necessary condition for irony comprehension is the recognition that the speaker implicitly *mentions* a true or imagined proposition, thought, opinion or an interpretation thereof, while dissociating herself from it (Wilson & Sperber, 1992). Decrease in the textual marking of metarepresentation favors ironic interpretation (Weizman, 2019). It is argued that since in our case the salience of resemblance is relatively low, ironic interpretation is supported by textual patterns in the entire text. An empirical study of irony in context presented here allows us to uncover some of these textual markers. The corpus represents 544 op-eds (378,147 words, 520 occurrences) and 1726 readers' comments (143,330 words, 3949 occurrences) in the leading news site NRG in Israel. Utterances were coded for irony by 3 raters, achieving interrater agreement of 85% for op-eds and 85% for commenting.

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White, Jonathan

“Accessibility and synchronicity of subject ellipsis in CMC discourse”

Elliptical utterances, usually referred to as non-sentential utterances in pragmatics literature, have been the subject of much research in the fields of generative syntax and pragmatics. The discussion has revolved around whether such utterances are generated as full sentences and then are subject to a deletion process, as is the case in research in generative syntax, such as in the work by Merchant (2001), or whether they are generated as non-sentential and then there is a pragmatic process of explicating this non-sentential form in order to generate a proposition, such as in Stainton (2006).

The focus of this work is to present a proposal for how the interpretation of elliptical subjects is recovered in English computer-mediated communication, and to see if there are

differences in one synchronous and one asynchronous genre, i.e. textchat and forums. The data that is analysed comes from forum discussions in the Mini-McCALL corpus collected at Mid-Sweden University, and this author's own corpus of textchat data, also coming from an education context but collected at Dalarna University. Forums are a promising context for ellipsis since the "conversation" is always present in the form of threads, and are asynchronous. Textchat is interactive and synchronous, and so we have a useful case study as to whether synchronicity affects the recovery of elliptical subjects.

We see that asynchronous communication in forums can be recovered from the syntactic context due to the threaded discourse topics, while synchronous communication in textchat is recovered more from the discourse context due to the non-adjacent interaction characteristic of textchat. This difference is explained using Ariel's (1990) theory of accessibility where the former are highly accessible, whereas the latter are intermediately accessible environments. It supports the view that English, like Chinese, has discourse topics rather than *pro* null subjects.

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Witczak-Plisiecka, Iwona

"A few comments on hateful language in a relevance-theoretic perspective"

This paper comments on hateful language and its theoretical status with reference to the "traditional" notion of the speech act as associated with J.L. Austin (Austin, 1962/1975) and his followers, and the value of the notion in a relevance-theoretic perspective.

The present discussion addresses selected problem associated with hate speech and hateful language vis-à-vis the tenets of speech act theory, including the problem of intention and convention, especially as related to the notion of the responsibility for words and for their, actual or potential, perlocutionary effects. It is demonstrated that the notion of Speaker's intention with regard to the "meaning" of an utterance is itself contentious in the context of hate speech, whose

force is largely dependent on the particular context. Thus, recognising the natural link between the functional speech act-theoretic approach to language and hate speech (and hateful language in general) seen as discourse framed in a malevolent macro structure, the paper emphasises the social dimension which plays a decisive role in defining certain linguistic forms as hateful. It is emphasised that hateful content may be found in explicitly offensive language, but may also be communicated through forms which acquire their negative force in manner best framed in a pragmatic, relevance-theoretic perspective, which allows space for context-bound interplay with factors such as power, emotions, and (less- or non-visible) cultural values.

A broader relevance-theoretic perspective in the context of hateful language and hate speech in particular provides a space for a discussion with the use of notions and ideas concerning what counts (and what does not count) as speech act or speech action (e.g. Terkourafi, in press), and how the internal structure of an act of communication can be explained modifying the traditional tri-partite division into locution, illocution, and perlocution as proposed in speech act theory (e.g. Korta & Perry 2007, 2011), including issues of Speaker's and Addressee's expertise and judgment on utterance meaning in private and official contexts (e.g. R. Lakoff 1992 paper).

Finally, it is argued that – contrary to common understanding - speech acts in the Austinian tradition can be well seen as “relevant” (sic!) in a relevance theoretic approach as a broad communicative frame for analysis of linguistic meaning is in agreement with Austin's explicit agenda to “elucidate the total speech act in the total speech situation” (Austin, 1962/1975: 147).

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Y

Yus Ramos, Francisco

(Themed Session I)

“Disambiguation should not exist (but it does in humour)”

According to relevance theory (Sperber & Wilson 1995), coming up with a relevant interpretation of the speaker’s utterance entails an inferential enriching or “fleshing out” of the words that are initially decoded (logical form). Some inferential strategies include reference assignment (for indexicals, for example), concept adjustment and retrieval of unarticulated constituents (as in sub-sentential utterances, for instance). Disambiguation is one of these inferential strategies. However, in reality disambiguation does not exist, since hearers invariably apply relevance-seeking criteria to select an interpretation (from several possible interpretations of the same utterance in a specific context) and do not even notice that other interpretations are possible. Needless to say, it would be impossible to stop to assess all competing interpretations of an utterance and select one for every act of communication we are engaged in. However, disambiguation is pervasive in humour (Yus 2016), with interesting implications for both speakers (prediction and manipulation of likelihood of senses in ambiguous words or phrases) and addressees (how increased mental effort is compensated for by an offset of cognitive and affective effects). In this paper, a number of ambiguity cases is proposed starting off from an initial distinction between frame-based and discourse-based ambiguities, and further continuing with an analysis of the role of the combination of frames and ambiguous words/phrases/utterances in the eventual derivation of humorous effects.

References

- Sperber, D. and Wilson, D. (1995). *Relevance: Communication and Cognition* (2nd ed.). Oxford: Blackwell.
- Yus, F. (2016) *Humour and Relevance*. Amsterdam: John Benjamins.

(Themed Session II)

“Livestreaming on Twitch: More pragmatics than meets the eye”

In this paper, I propose a cyberpragmatic analysis of the livestreaming platform *Twitch*, where audiences (often thousands of users) gather together simultaneously on that site to watch streamers -typically gamers- while they are playing videogames. The default research question for cyberpragmatics is: Why would thousands of users get together simply to watch a person playing games? And more specifically, where is the relevance in simply watching users playing games? Of course, as the title of the paper suggests, there is more to livestreaming on *Twitch* than meets the eye, and several aspects of the platform, including its design, options for interaction and, especially, the range of non-propositional effects (i.e. *effective* effects) that are generated out of interactions on *Twitch*, make the livestreaming site a very interesting place for pragmatic and cyberpragmatic research. Overall, the paper will outline several stages of *Twitch* communication and the pragmatic implications of each of these stages.