CONTENTS

Contents cross-referenced xiv
List of illustrations xvi
Acknowledgements xvii

A Introduction: concepts in pragmatics **1**
1 Context and structure 2
2 Speech act theory 14
3 Cooperative principle 24
4 Politeness and impoliteness 36
5 Corpora and communities 47
6 Critical discourse analysis 61
7 Intercultural pragmatics 72
8 Pragmatics and language learning 84

B Development: studies in pragmatics **101**
1 Analysing context 102
2 Using speech acts 105
3 Understanding implicature 108
4 Analysing politeness and impoliteness 112
5 Analysing markers 116
6 Detecting hidden values 123
7 Studying intercultural pragmatics 128
8 Teaching pragmatics 131

C Exploration: data for investigation **137**
1 Contexts in writing 138
2 Culture and indirectness 140
3 Flouting and violating 144
4 Politeness and impoliteness 148
5 Variation and multimodal corpora 153
6 Language and power 159
7 Understanding each other 161
8 Pragmatics online and learning 166

D Extension: readings **173**
1 Conversation analysis and ELF 174
(Anita Santner-Wolfartsberger)
2 Speech acts and conversation analysis 176
(J. César Félix-Brasdefer)
3 Relevance and emotion 184
(Baiyao Zuo and Wen Yuana, Francis Y. Lin, and Richard P. Cooper)
4 Impoliteness and rudeness 192
(Jonathan Culpeper)
5 Corpora and language teaching 207
(Lynne Flowerdew)
6 Multimodal critical discourse analysis 222
(Steve Buckledee and David Machin)
7 African face needs 234
(Karen Grainger, Sara Mills, and Mandla Sibanda)
8 Pragmatic development, ELF, and TBLT 248
(Neil Murray and Marta González-Lloret)

References **263**

Index **291**