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## Book Review

**Rachel Giora and Michael Haugh, editors.** *Doing Pragmatics Interculturally: Cognitive, Philosophical, and Sociopragmatic Perspectives*. Boston/Berlin: De Gruyter Mouton. 2017. xii + 507 pp. ISBN: 9783110543841.

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This volume is a Festschrift for Istvan Kecskes, the founder of the field “Intercultural Pragmatics”. Intercultural Pragmatics is a rapidly growing field, innovatively incorporating theoretical and methodological perspectives into mainstream pragmatics. In this volume, Giora and Haugh state that intercultural pragmatics can “be understood in two different ways, either as a subfield of pragmatics or as a particular perspective on pragmatics” (3). In other words, it has been “conceptualized as a particular perspective on pragmatics more generally that explicitly advocates scholarly debate between researchers representing different subfields of pragmatics” (Kecskes 2004: 3). This volume shows an important discussion combining a specific point of view and divergent subfields of pragmatics rather than separating them in two single ways.

The contributors to this book look into current applications of Intercultural Pragmatics across subfields and perceived boundaries such as the combination of discourse analysis and contrastive linguistics as well as interdisciplinary research between philosophy and linguistics. In addition to the introduction, the volume contains three parts as follows: “Socio-cognitive and Experimental Pragmatics”, “Philosophical and Discourse Pragmatics,” and “Interpersonal and Societal Pragmatics”.

In the first part, the authors choose various themes addressed in socio-cognitive and experimental approaches to pragmatics. In Chapter 2, Gibbers and Colston first review the relative studies on common ground in human cognition and communication, and then conclude that the dynamical systems are consistent with the analysis of common ground in interpersonal communication. Different from the former perspective, Sanders in Chapter 3 argues that “the theoretical premise of sameness between speaker and hearer” (32) is not solid enough to explain the maximal and minimal differences between speaker and hearer in the progress of their interaction, and attention should be drawn to the degree of efforts they make to overcome the differences. In Chapter 4,

illustrated with examples from the medical drama series "House MD," Dynel addresses the problems of miscommunication and misunderstanding which arise from improper humor in conversations. Escandell-Vidal in Chapter 5 highlights the importance of distinguishing conceptual and procedural meanings. She proposes that the label meaning, only coded in the layer of formal features in functional categories, can be combined with the conceptual information in the processing instruction. Similar to the former studies focusing on pragmatic meaning, Chapter 6, by Sternau, Ariel, Giora and Fein pays attention to inferences. They apply a new tool called the Deniability Test to distinguish various types of explicatures concerning the speakers' commitment. The final two chapters of this part employ experimental approaches to investigating the evaluation of language use. In Chapter 7, Zenner, Mertens, Rosseel, and Geeraerts make a matched guise experiment, in which a cartoon hero introduced himself in Dutch and English-Dutch mixed guise separately to do an attitudinal survey, to investigate the degree of sensitivity that primary school children show on the prestige of English loanwords in Dutch. Culpeper, Haugh and Johnson in Chapter 8 carry out an experiment examining the differences across terms used in perception scales to deal with impoliteness-related metalanguage, such as aggressive, hurtful, inappropriate, impolite and rude.

The second part pays much attention to the role of discourse meaning in the different types of pragmatic contexts. In Chapter 9, Horn holds the view that the distinction between misleading and lying plays a significant part in forensic contexts, which places particular emphasis on what is said rather than what is merely implicated. Jaszczolt in Chapter 10 discusses the self-reference as a testing case for salience-based contextualism and its implication for the indexical and non-indexical distinction. In Chapter 11, Davis contends that idioms in transparent reports, different from those in opaque reports, are constructed in a compositional and productive way. Moeschler in Chapter 12 addresses a specific issue on the relationship among the speaker meaning, implicature and explicature, exploring the logical properties of the pragmatic meaning. The following chapters shift focus from the philosophical approaches to discourses. In Chapter 13, Sun and Teo state that the correct use of the perfective marker *le* in Chinese must match such a temporally bounded context as the case having been completed or terminated. Romero-Trillo in Chapter 14 attempts to make an analysis about how acategorical pragmatic markers function as topical themes in thematic structure and adaptive management in discourse. In Chapter 15, Fetzer seeks to analyze contrastive discourse relations in a case study with two sets of data based on monologic and dialogic editing tasks. Through the multimodal resources collected in Chapter 16, Payrato emphasizes on how non-verbal communication and multimodality

have an effect on the pragmatic theory and application, and also discusses the challenges that multimodal pragmastylistics must be faced with.

The third part focuses on interpersonal aspects and language use in social interaction among speakers with different language level. Schneider in Chapter 17 argues for more systematic empirical work in pragmatics instead of plenty of theories. Barron's Chapter 18 is an analysis of face-to-face conversations which investigates how offers, like hospitable offers or offers of assistance, are realized in private face-to-face conversations from International Corpus of English. In Chapter 19, Felix-Brasdefer looks into how the intercultural speakers in the settings of studying abroad to develop their intercultural competence. The two methods — the diary or field-notes method — are recognized to improve the learners' intercultural competence. Chapter 20 is a contribution by Meibauer from the perspective of macro-pragmatics. He points out there is an interface between pragmatics and children's literature worth exploring within Intercultural Pragmatics. The last two chapters of this part move towards societal pragmatics in a broader sense. In Chapter 21, Mey highlights the significance of metaphors and proposes that language is "tact, tone and gestures" (394) rather than just words. Chapter 22 by Korta discusses the meaning, the content and the use of utterances in *X is beautiful* when *X* denotes a particular work of art, suggesting that a distinction should be handled "as a difference in the practices of analyzing versus evaluating works of art" (414).

One might think that pragmatics is becoming increasingly diversified, leading to a potential risk of fracturing fields. Indeed, Giora and Haugh state that an intercultural pragmatic perspective actively resists this tendency, because it is "drawing scholars together into a mutually informing and enriching dialogue across subfields and perceived boundaries" (4). As shown in this volume, studies in the field of Intercultural Pragmatics do not deviate from the core theme but show a mutually enriching and influential application of cognitive, experimental, interpersonal and social aspects of language uses.

The volume has two assets, one of which is that it introduces fresh points to the discipline of pragmatics theoretically. It presents three perspectives, namely cognitive, philosophical and socio-pragmatic perspectives, within the framework of pragmatics. Papers in this volume all contribute to the modification of existing pragmatic theories, for instance, salience (Chapter 10), the relationship among meaning, explicature and implicature (Chapter 12), and pragmatic competence (Chapter 17). Moreover, the primary focus of this volume is placed less on the central topics of pragmatics like politeness and explicature but more on the topics in bilingual or multilingual contexts, such as common ground, loanwords and intercultural conversational humor.

The other asset of this volume is that it brings in empirical studies. In the introduction, Giora and Haugh view this book as "not simply studying but doing

Intercultural Pragmatics in very real and tangible ways” (9). On a wider scale, the articles in this volume contain approaches to investigating language uses, including experimental approaches, discourse analysis and socio-pragmatic approaches, turning abstract theoretical research into tangible empirical exploration. To be specific, the articles take advantage of various types of practical tools. For example, Deniability test in Chapter 6 is used to make a distinction between pragmatic inferences. The matched guises experiment in Chapter 7 is designed to evaluate a text containing English loanwords. Moreover, as a form of reliable and visible evidence, the data are mainly gathered from the real experience of life, e. g. television shows, classroom discourses, literary works etc. All the above genres of human communication occurring in intercultural contexts are taken into consideration in a tangible way in the research studies of this volume.

Nevertheless, there are two points worth mentioning. On the one hand, most of the chapters in the book research into intercultural interactions only involving English as the first or second language and a lingua franca. But only a few like Chapter 7 and Chapter 13 do intercultural research between English and another language, such as Dutch and Chinese. On the other hand, the empirical studies in this volume are involved with experiments and questionnaires (Chapter 7, Chapter 8, and Chapter 17), which might be impeded by such variables as the number and the learning background of participants. Only Chapter 18 is based on corpus, in which the big data might reduce the limitation of variables to some degree and provides supporting evidence to the conclusion.

In sum, with its diverse approaches and methods, the volume brings some fresh air into pragmatics research. All contributors are internationally recognized scholars who were ready to look at pragmatics research from an intercultural perspective in this volume, which will help advance in the field to a great extent.

## Reference

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