



Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [ACL])

By Cliff Goddard (Editor)

[Download now](#)

[Read Online](#) 

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [ACL]) By Cliff Goddard (Editor)

The studies in this volume show how speech practices can be understood from a culture-internal perspective, in terms of values, norms and beliefs of the speech communities concerned. Focusing on examples from many different cultural locations, the contributing authors ask not only: 'What is distinctive about these particular ways of speaking?', but also: 'Why - from their own point of view - do the people concerned speak in these particular ways? What sense does it make to them?'. The ethnopragmatic approach stands in opposition to the culture-external universalist pragmatics represented by neo-Gricean pragmatics and politeness theory. Using "cultural scripts" and semantic explications - techniques developed over 20 years work in cross-cultural semantics by Anna Wierzbicka and colleagues - the authors examine a wide range of phenomena, including: speech acts, terms of address, phraseological patterns, jocular irony, facial expressions, interactional routines, discourse particles, expressive derivation, and emotionality. The authors and languages are: Anna Wierzbicka (English), Cliff Goddard (Australian English), Jock Wong (Singapore English), Zhengdao Ye (Chinese), Catherine Travis (Colombian Spanish), Rie Hasada (Japanese) and Felix Ameka (Ewe). Taken together, these studies demonstrate both the profound "cultural shaping" of speech practices, and the power and subtlety of new methods and techniques of a semantically grounded ethnopragmatics. The book will appeal not only to linguists and anthropologists, but to all scholars and students with an interest in language, communication and culture.

 [Download Ethnopragmatics: Understanding Discourse in Cultur ...pdf](#)

 [Read Online Ethnopragmatics: Understanding Discourse in Cult ...pdf](#)

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl])

By Cliff Goddard (Editor)

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor)

The studies in this volume show how speech practices can be understood from a culture-internal perspective, in terms of values, norms and beliefs of the speech communities concerned. Focusing on examples from many different cultural locations, the contributing authors ask not only: 'What is distinctive about these particular ways of speaking?', but also: 'Why - from their own point of view - do the people concerned speak in these particular ways? What sense does it make to them?'. The ethnopragmatic approach stands in opposition to the culture-external universalist pragmatics represented by neo-Gricean pragmatics and politeness theory. Using "cultural scripts" and semantic explications - techniques developed over 20 years work in cross-cultural semantics by Anna Wierzbicka and colleagues - the authors examine a wide range of phenomena, including: speech acts, terms of address, phraseological patterns, jocular irony, facial expressions, interactional routines, discourse particles, expressive derivation, and emotionality. The authors and languages are: Anna Wierzbicka (English), Cliff Goddard (Australian English), Jock Wong (Singapore English), Zhengdao Ye (Chinese), Catherine Travis (Colombian Spanish), Rie Hasada (Japanese) and Felix Ameka (Ewe). Taken together, these studies demonstrate both the profound "cultural shaping" of speech practices, and the power and subtlety of new methods and techniques of a semantically grounded ethnopragmatics. The book will appeal not only to linguists and anthropologists, but to all scholars and students with an interest in language, communication and culture.

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) Bibliography

- Sales Rank: #6872583 in Books
- Brand: Mouton de Gruyter
- Published on: 2006-05-19
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .69" w x 6.14" l, 1.28 pounds
- Binding: Hardcover
- 278 pages

 [Download Ethnopragmatics: Understanding Discourse in Cultur ...pdf](#)

 [Read Online Ethnopragmatics: Understanding Discourse in Cult ...pdf](#)

Download and Read Free Online Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor)

Editorial Review

Review

"With this book, Cliff Goddard has overseen the production of a new milestone in the Natural Semantic Metalanguage (NSM) approach to meaning. [...] The approach is unique in research on pragmatics and culture - nowhere else do we find these kinds of explicit statements of cultural values in a descriptive metalanguage whose degree of formalism rivals that of predicate calculus, and whose units are as close to directly expressible in [any] natural language as we can get." N. J. Enfield in: *Intercultural Pragmatics* 4-3/2007 "This is a very readable and accessible book." Lilia Moronovschi in: *Linguist List* 18.365

"With this book, Cliff Goddard has overseen the production of a new milestone in the Natural Semantic Metalanguage (NSM) approach to meaning. [...] The approach is unique in research on pragmatics and culture - nowhere else do we find these kinds of explicit statements of cultural values in a descriptive metalanguage whose degree of formalism rivals that of predicate calculus, and whose units are as close to directly expressible in [any] natural language as we can get."

N. J. Enfield in: Intercultural Pragmatics 4-3/2007

"This is a very readable and accessible book."

Lilia Moronovschi in: Linguist List 18.365

About the Author

Cliff Goddard, University of New England, Armidale NSW, Australia.

Users Review

From reader reviews:

Jennifer McNab:

The book Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) make you feel enjoy for your spare time. You may use to make your capable far more increase. Book can to be your best friend when you getting stress or having big problem with the subject. If you can make studying a book Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) for being your habit, you can get a lot more advantages, like add your current capable, increase your knowledge about some or all subjects. You could know everything if you like open up and read a publication Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]). Kinds of book are a lot of. It means that, science guide or encyclopedia or other individuals. So , how do you think about this publication?

James Rouse:

Can you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Attempt

to pick one book that you never know the inside because don't judge book by its include may doesn't work the following is difficult job because you are scared that the inside maybe not while fantastic as in the outside appearance likes. Maybe you answer can be Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) why because the amazing cover that make you consider in regards to the content will not disappoint a person. The inside or content will be fantastic as the outside or cover. Your reading sixth sense will directly assist you to pick up this book.

Omer Brown:

Are you kind of occupied person, only have 10 or perhaps 15 minute in your day to upgrading your mind skill or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your short time to read it because pretty much everything time you only find e-book that need more time to be study. Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) can be your answer given it can be read by you actually who have those short free time problems.

Elizabeth Villalobos:

Do you like reading a book? Confuse to looking for your favorite book? Or your book ended up being rare? Why so many concern for the book? But any kind of people feel that they enjoy regarding reading. Some people likes reading through, not only science book but in addition novel and Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) or perhaps others sources were given information for you. After you know how the good a book, you feel desire to read more and more. Science publication was created for teacher or students especially. Those books are helping them to add their knowledge. In additional case, beside science publication, any other book likes Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) to make your spare time considerably more colorful. Many types of book like here.

Download and Read Online Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) #0CAL4NUM78J

Read Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) for online ebook

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) books to read online.

Online Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) ebook PDF download

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) Doc

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) MobiPocket

Ethnopragmatics: Understanding Discourse in Cultural Context (Applications of Cognitive Linguistics [Acl]) By Cliff Goddard (Editor) EPub