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In the introduction to this collective volume, the editors explain the relationship of this book to their teaching and research group and justify the three areas of concern, namely: intercultural, cognitive and social pragmatics. The editors affirm that “[m]ost practitioners of one particular approach typically concentrate on that approach to the exclusion of the other . . . An all encompassing approach will be better endowed to provide the researcher with a more thorough understanding of human communication” (7). So, the goal of this volume is precisely that: to offer this multiple perspective to pragmatics scholars. Indeed, this volume addresses all three areas of research and presents a collection of scholarly papers that approaches human communication from different angles.

The book starts with Bruce Fraser’s “An Account of Discourse Markers,” where he revisits this research topic. The author intends his study as part of a general theory of grammar and defines discourse markers in terms of their semantic function in English; moreover, he addresses the question of similar sequences which are not discourse markers and mentions a questionnaire sent to speakers of twelve languages although, unfortunately, he does not provide further details. He concludes by suggesting areas of interest for future research in relation to cross-linguistic studies. The remaining chapters of the book have been arranged into three sections related to the three areas of pragmatic concern outlined in the title. While one may question the decision to leave the paper by Fraser outside the three main sections (and the lack of parsimony thereof), the point is that the first paper is mainly related to linguistic pragmatics, grammar and pragmatics, even if it just touches on intercultural and social pragmatics.

Part I: Intercultural Pragmatics

Stefan Schneider opens the section on intercultural pragmatics with a contribution on the study of the pragmatic functions of Spanish parenthetical verbs. After defining the expressions that constitute parenthetical verbs and the scope of these mitigating devices, the author draws on several corpora of contemporary spoken Spanish. The author shows that only a few performative verbs occur as parentheticals and concludes that his classification of mitigating devices is especially suitable to fully understand the pragmatic function of this type of verbs in Spanish.

The following two papers deal with traditional topics in intercultural pragmatics. The first one focuses on the production of requests in English by native speakers and non-native speakers of Greek origin. Ecodomidou-Kogetsides relies on discourse completion tests (DCT) to obtain data to measure degree of direction. This widely used data collection procedure in cross-cultural pragmatics—which still remains highly controversial (Beebe and Cummings 1985; Bou and Lorenzo 2004)—is complemented with a situational assessment questionnaire used to compare perceptions of the social

situations involved. Results are coded and classified mainly following Blum-Kulka et al.'s (1989) analytical framework (although the details of this framework are only given in the footnotes). Results show that Greek NNSs deviated from the NS of English on the dimensions of directness and strategy selection. The author rightly concludes that, in order to avoid pragmatic failure, EFL/ESL instructors should consider the use of a pragmatic approach as the organizing pedagogical principle. In the second intercultural paper, "The use of markers of phatic response by non-native speakers of English," Iglesias Moreno develops an interlanguage pragmatic study of the commonly called "conversational backchannels" (Duncan 1972; Schegloff 1982; Bou and Gregori 1999) used by Spanish students of English in fifteen short interactions with native speakers. The author considers backchannels as a subgroup of discourse markers which display important roles in conversation. The results show that NNS used very few such markers in contrast to the greater number and variety used by native speakers. The author suggests that this may have unintended effects. Thus, this work contributes to empirical research on sociopragmatic failure.

The next two papers deal with university lectures and are based on naturally-occurring discourse. In the first place, Fortanet Gómez presents the reader with a study of the linguistic devices used by university lecturers when establishing rapport with their students during class. This interesting paper draws on a corpus of ten thirty-minute lectures collected at British universities. Fortanet Gómez groups rapport-enhancing devices into direct (e.g. use of first and second person pronouns) and indirect (cultural references known to both lecturer and audience) and illustrates their use in the classroom. The author concludes that these devices are common in most English-speaking countries and suggests that, given the increasing mobility of lecturers and students within European programmes, further research should explore cross-cultural and cross-linguistic differences in rapport-building strategies at European universities. Secondly, Juan Carlos Palmer Silveira investigates the delivery strategies used by university lecturers in order to (a) connect the current message to information already dealt with in previous lectures; (b) relate the current message to documents or data already known to students; (c) introduce the main topic; and (d) establish the general layout of the lecture. The study focuses on linguistic devices such as pronominalisation, verb usage, rhetorical questions, time expressions and asides and uses a corpus that comprises the thirty initial minutes of thirty lectures delivered at British universities. The author concludes that further research is needed to systematise the steps used in lecture delivery, especially with the aim of preparing better academic professionals.

The intercultural pragmatics section of this book ends with the paper by Kalisz and Kubinski on the discourse of inmates in the jails of Communist Poland during the mid-eighties. The authors set a framework based on the Ethnography of Communication to analyse penitentiary discourses. Of great interest is the study of a unique prison jargon known as *grypsera* where everyday lexical items take on new meanings and emotional loads. Of the many communicative acts within the prison, the study focuses on letters sent by inmates to institutions such as the Supreme Court or the Presidential Office. These letters are characterized by self-detachment strategies as well as strategies for self-reference via surnames, third person pronouns and forms such as "the defendant" or "the accused." Kalisz and Kubinski conclude by suggesting how research into prison interactions could benefit from a cognitive linguistic approach.

Part II: Cognitive Pragmatics

The second section of the book, concerned with cognitive pragmatics, begins with Ron Vaz's "Misinterpreting Word Problems: Children's Interpretation of 'More' in Arithmetic Word Problems." The author's starting point is that solving mathematical problems implies obvious word problems since children must develop mathematical and linguistic skills simultaneously in order to understand the artificial story in which the mathematical problem is embedded. Based on data from tutoring sessions with first-graders this study shows that children create an interpretation of "more" which is equivalent to "have," and that this interacts with other factors, such as lack of availability of the third figure in compare situations. The author ends by suggesting that the most important step in mathematical instruction is for teachers to listen to the children while they explain their own reasoning.

The next paper focuses on conversational implicatures in contemporary British drama and their translation into Spanish. Hernández Cristóbal addresses the translation of non-codified meanings since they constitute a great challenge for the translator. The study is based on 211 examples in English and their translations. These are classified according to the way in which the speaker fails to meet Grice's (1975) maxims: unostentatious violation, clash between the maxims, and ostentatious flouting or maxim exploitation. The study proves that a translator's lack of sensibility towards pragmatics may well end in serious problems in the final product, that is, the new text. The author, therefore, concludes by highlighting the relevance and validity of pragmatics for translation and argues in favour of incorporating pragmatics into training courses for translators. Despite the lack of titled sections (discussion, methodology, conclusion, etc.), I would encourage the reader to pay attention to this interesting and innovative paper.

The next three papers use Relevance Theory as a cognitive framework. Firstly, Loreta Paulauskaite focuses on the interaction between visual and linguistic stimuli in a corpus of forty front-page layouts of the Spanish newspaper *El País* and asserts that newspapers manipulate visual and linguistic elements in order to comply with the Principle of Relevance (Sperber and Wilson 1995). A study of the corpus underlines the flexibility of front-page layouts and reveals how these vary in accordance with the impact of the news. Secondly, Delgado Lavin presents a procedural analysis of *even*. This interesting and well-written paper has a classical structure in which there is a brief overview of the literature, a succinct introduction to Relevance Theory and to the procedural-conceptual distinction, and an analysis and discussion of several cases in which the particle being studied occurs. It is the author's contention that *even* contributes to the optimal relevance of the utterance as it specifies part of the context, making it more accessible. This causes a minimisation of the processing effort on the part of the hearer and therefore satisfies the first clause of the relevance-theoretic comprehension procedure. Delgado Lavin ends her paper by extending her framework to the analysis of more complex cases of *even* in conditionals and in cases where it has quantificational force. Thirdly, Padilla Cruz puts forth a renewed (Relevance-Theoretic) approach to the study of phatic utterances. Padilla's interesting theoretical proposal lies in building an RT approach to phatic utterances based on the use of cultural metarepresentations in relation to these utterances and to specific politeness systems (Scollon and Scollon 1995). The author concludes by suggesting lines for future research such as the influence of cultural knowledge on assessments of politeness and impoliteness.

This work, which would benefit from testing the theory against a corpus of naturally-occurring data, is an excellent example of research that brings together more than one pragmatic perspective

Isabelle Buchstaller presents a study of the use of the new quotatives in English—*like and go*—which completes the cognitive section of this book. The author sets up a new model that considers both the social and linguistic significance of these quotatives. This paper draws on examples taken from two corpora of spoken American English (The Switchboard Corpus and the Santa Barbara Corpus) and shows that these quotatives have taken on new functions in relation to the marking of epistemicity or demarcation of speaker roles. These functions, the author argues, are best represented in terms of a radical structure model and a continuum of hypotheticality.

Part III: Social Pragmatics

The remaining four contributions in the book are all related to politeness studies, one of the main venues of social pragmatics. Ardila carries out a theoretical comparison of Spencer-Oatey's (1992) set of cross-cultural scales and Lakoff's (1973) maxims of politeness. The author applies the resulting framework to the analysis of a corpus of letters from the *Daily Telegraph* (marked for formality) and a corpus of interviews with customers at a local pub (marked for familiarity). Although some of his concluding remarks in relation to Spanish and Danish are somewhat unrelated and decontextualized, he wisely encourages cross-cultural politeness studies. The author asserts that assigning cultural contexts to a specific point in Spencer-Oatey's variation scales would be very useful for cross-cultural pragmatics. The next contributor, Fernández Amaya, presents a methodologically sound, cross-cultural analysis of twenty-three telephone closing sequences in American English (Callfriend and Callhome corpora from LDC) and another twenty-three sequences in Peninsular Spanish (her own corpus). The author overcomes clear limitations of previous intercultural studies which are frequently based on questionnaires instead of on naturally-occurring language and which are limited to the realisation of just one speech act instead of addressing the interaction. Her framework of reference is Brown and Levinson's (1978) work although her analysis is not uncritical of their model. Although some of the works cited in the text are not mentioned in the final reference, this paper constitutes a valuable contribution to discourse-based cross-cultural studies of politeness.

Taking as her starting point the premiss that common parameters in the socio-pragmatic literature are not constant but dynamic, Gómez Morón presents an insightful study of power, social distance and imposition in interaction that avoids simplifications and acknowledges the complexity, flexibility and dynamic nature of these sociological variables in interaction. These factors are then applied to a corpus of five TV interviews, where the author analyses how these parameters may work in the interviewer-interviewee-audience interpersonal relationship. The author concludes that the interviewer is not always the "gatekeeper" of the interaction and underlines how the study of linguistics and the media raises innumerable issues for future research. Bazdar and Narbona Reina's study of the phenomenon of globalisation in the context of advertising in Spanish economic magazines brings the book to a close. The authors consider that the genre of advertising's

main goal is to persuade the audience to buy, so text and visual elements are manipulated to give a persuasive impression. The study analyzes a corpus of advertisements on six major topics taken from four issues of the Spanish magazine *Actualidad Económica*, from social and cognitive pragmatic perspectives. The authors conclude that advertisements in this type of Spanish magazines are part of a global market and, therefore, aim at a global consumer.

I now turn to the critical evaluation of the collective volume. The editors have managed to gather together a number of undeniably interesting scholarly papers and have compiled a stimulating book which enhances cross-disciplinary pragmatic research. On a very general level, the overall arrangement of the papers into the three main sections could be criticised. I am aware of how many possibilities of classification the different papers offer and how difficult it is to design a layout. However, few of the papers in the intercultural section are truly intercultural and would be more suited to the social pragmatics section. In the same line, it would be more coherent to include the papers by Ardila and Fernández in the intercultural pragmatic part, given their theoretical and empirical contribution to comparative studies. In contrast, the cognitive pragmatic section was by far the most homogeneous, with the relevance-theoretic framework common to most contributions. Obviously, the book's layout does not affect its quality which I find unobjectionable.

I particularly appreciate the book's empirical basis. Through the use of different methods and the analysis of different contexts from diverse perspectives, the contributions have enriched discussions of intercultural, cognitive and social pragmatics. The reader may be distracted by the style of some contributions, but s/he will be rewarded by different approaches, critical thinking, new methodologies and variety of contexts of analysis.

As far as their theoretical and methodological backgrounds are concerned, most of the papers rely on standard theories and procedures of intercultural, cognitive or social pragmatics. However, neither theories nor procedures are adopted uncritically. For example, Economidou-Kogetsidis proposes two different data elicitation procedures in her intercultural analysis of requests while, Fernández Amaya puts forth her own linguistic politeness methodology to analyse comparable naturally-occurring discourse in two languages/cultures. In the cognitive section, Padilla Cruz proposes an improvement on prior RT treatments of phatic utterances, and links social and cognitive viewpoints. Delgado Lavin, on her part, expands the application of the RT conceptual-procedural distinction. Lastly, in the social section, Gómez Morón modifies the sociological variables that constrain social communication and applies them to the analysis of institutional discourses, while Ardila combines two perspectives on cross-cultural social scales in his analysis of examples that vary along formality and familiarity.

In sum, this reviewer believes that this collected volume offers a rich and insightful overview of current research in pragmatics. There are few volumes as comprehensive as this one in pragmatics literature. One of the most recent is Marquez Reiter and Placencia (2004). However, even though this book also deals with social, cognitive and cross-cultural aspects, it is restricted to Spanish pragmatics. Garcés et al. (2004), then, fills a gap in research by dealing with the different approaches to pragmatic theory and practice in English. It is, therefore, a welcome contribution in which the reader will surely find illuminating areas as well as the means to relate the different aspects that underlie human communication.

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