

Answers to Pause and Reflect Boxes for Chapter 10 Pragmatics and Discourse Analysis

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Pause and Reflect 10.1

Yes, you would need ethical approval, because you are collecting language data from another person (your professor).

There are a variety of methodologies that you could employ, but you would probably start with Conversation Analysis. You could look at how turns are taken and given, the length of pauses, or the structure of speech acts.

Pause and Reflect 10.2

There is really no exact answer. The point here is to reflect on how much of what we say is indirect. We assume that our interlocutor realizes the indirectness, but if they choose to be literal, then it can lead to confrontation as shown in this exchange.

Pause and Reflect 10.3

Answers will vary.

Pause and Reflect 10.4

- (i) A presupposition, that there was an age of prosperity and peace.
- (ii) An implicature. If the recommender did not say anything about other aspects than attendance and completeness of formalities, then the implicature is that those were the only two positive things the recommender *could* say.

Pause and Reflect 10.5

One example may be the following:

Polite: Excuse me? I would like to pay.

Impolite: Why don't you save your personal conversations for your break?

Pause and Reflect 10.6

Possible answer: The purpose is to update a friend about current events in your life. Stages will vary, but will probably involve Orientation, Narrative, and Evaluation.

Pause and Reflect 10.7

In English, you can usually write to another person without knowing their name, unless you feel that you have to use titles (Ms. X, Mr. Y). This is trickier when you have to refer to that person in the third person. For instance, referring to Student 2 in an email with Student 1. One possible way

to solve this is to always use Student 2's name and avoid possessives: "Student 2 said that Student 2 would turn in the assignment on time". Another way is to use name first and then the gender-neutral pronoun "they": "Student 2 said that they would turn in their assignment on time." This plural use to refer to a singular noun is becoming more prevalent.

Pause and Reflect 10.8

Answers will vary, but perfume ads often appeal to the senses, mention temperature or sexiness (refreshing, cool, sensual). Laundry detergent ads can also be similar to perfume ads in that they appeal to the senses (soft, gentle) but also include aggressive words (tough on stains, effective).

Pause and Reflect 10.9

Answers will vary. There is a surprisingly large amount of research on this and it turns out that, while many researchers have found differences, those are very much dependent on the context or the type of text under consideration. To read more, take a look at:

- Baker, P. (2014). *Using corpora to analyze gender*. London, UK: Bloomsbury.
- Koppel, M., Argamon, S., & Shmuni, A. (2002). Automatically categorizing written texts by author gender. *Literary and Linguistic Computing*, 17(4), 401-412.