Pragmatics

- View this video: www.bit.ly/beastquake2
- Notice what the announcer says.
  - "That was sick!"
- Semantics: word or sentence meaning.
- But we can't meaning by words alone.
- Pragmatics is about speaker meaning.
- Sick = excellent!

Main Point
With pragmatics, we see beyond words. We look at what speakers mean, with spoken and unspoken meanings. We look at how we cooperate to make meaning socially. We look at how we show formality, informality, and group membership.

The HOW of Pragmatics
- How we use language socially.
- Fit sentences in the flow of conversation.
- Signal formality and politeness.
- How we understand "the unspoken."
- Read between the lines.
- How to get speaker meaning.

Word or Speaker Meaning
- Honey is a robot.
- He responds to exact word meaning.
- Give me a hand.

What does, "I'm bad" mean?
- Dictionary: (badder, baddest) informal, chiefly North American good; excellent: they want the baddest, best-looking Corvette there is.

Pragmatics
- Wife: I'm hungry too, but I'm tired.
- Husband: So no dinner tonight?
- What does the wife want to say?
- You cook; get take out, or eat out.

Hai Pragmatics
- T: Suzuki-San
- S: Hai!
- T: Watanabe-San
- W: Hai!

Asking If You Know
- A: ブレイキング・バッド を知っていますか?
- B: Hai, hai, hai...

Negative Demand
- A: Oi! Chanto shinasai-yo!
- B: Hai, hai, hai...

Back Up
- A: Nimega yo!
- B: Hai!

Soft Demand
- A: Wasurenaide, ne!
- B: Hoooi.

Commanding
- A: Tachimasho!
- B: Hai!

Casual Encouragement
- A: Gambate ne!
- B: Un!

Confusion
- A: BL A BL A BL A...
- B: Hai?
A: I think we should buy a new BMW M6!
B: Hai?

We can show many meanings with HAI.
We can show formality.
We can show casualness.
One Word: many speaker meanings.

A: Does your dog bite?
B: No, my dog does not bite.
A: Ouch! You said it doesn’t bite!
B: That's not my dog.

The Father of Pragmatics, Paul Grice (1913–1988)
Cooperative Principle.
The Four Maxims of Conversation.
We use it even when speakers break it.

Check these out in the PDF.

1  Maxim of Quantity
Give just enough information.

2  Maxim of Quality
Give true information.

3 Maxim of Relevance
Give relevant information

4 Maxim of Manner
The speaker is clear and orderly.

Cooperation and Non-cooperation
Do we expect speakers to be informative, truthful, relevant, clear, unambiguous, brief, and orderly?
Or uninformative, untruthful, irrelevant, unclear, ambiguous, long-winded, and disorderly?

Uncooperative Principle
Two rival professors greet each other.
A: Good morning.
B: Good morning.
B walks on and says out loud: “I wonder what he meant by that?”

A: How are you today?
B: I'm great.
A: Are you today?
B: I'M PERFECT.

Non Verbal Cues
What communicates more than words?
(A) Tone of voice
(B) Body language
Show the real pragmatic speaker meaning.

What is happening?!
**Pragmatics and Irony**

- Verbal Irony
- Socratic irony
- Dramatic Irony

**Socratic irony**
- Socrates pretended to not know.
- He asked questions.
- Furukawa Ninzaburo
- He feigned ignorance.

**Verbal Irony**
- We mean the opposite of what we say.
- We use it in drama.
- We use it in comedy.

**Pragmatics**
- Pragmatics takes us beyond word meaning.
- Context, body language, and tone of voice affect meaning.
- It highlights the importance of cooperation.