



Pragmatics: An introductory Lecture

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Pragmatics

- **The study of the 'speaker meaning'.**
- **Sometimes this meaning is 'invisible' .**
- **Aspects of invisible meaning depend more on context and the communicative intentions.**
- **Thus Pragmatics is the study of the speaker meaning whether implicit or explicit depending on context resources to elicit speakers' intentions**

Context

- **Linguistic (co-text): a set of other words used in the same sentence or phrase. It has a great effect on what the words 'probably' mean.**
- **Physical context: The physical location of the concept referred to by a word.**

Remember.....

Every pragmatic analysis of any text is based on the elements of context

Deixis

- Deixis is one of the linguistic features indicating the importance of presentation. Consider the following
You will have to bring it tomorrow because she is not here today

Out of context, this example is vague as it has several words that depend on the physical context for their interpretation such as, here , tomorrow, she...etc. These are called

Deictic Expressions

Deictic Expressions: Types

- **Person deixis:** pointing to persons or things, such as, him, her , he , them, it, these boxes
- **Spatial deixis:** pointing to a location, such as, here, there
- **Temporal deixis:** pointing to time, such as, now, then, last week

Deixis for Fun

- This sign is used by a shop owner to ‘get you back to the café’



- Because ‘tomorrow’ needs interpretation according to the context, the shop owner can always claim that you are just one day early for the free drink.

From Deixis to Reference

- Commenting on the joke in the free drink sign (the preceding slide), we can say that the fun and manipulation lies in the vagueness of the reference of the word 'tomorrow'.
- Reference is a significant linguistic element by which speaker identify something whether time, place or person
- Reference will be the topic for next discussion.

THANK YOU