

Contents

Foreword — VII

List of figures — XV

List of tables — XVII

Chapter 1

Pragmatics then and now — 1

- 1.1 From logical positivism to Oxford ordinary language philosophers — **1**
- 1.2 Expansion of the field — **12**
 - 1.2.1 Expansion in theory — **12**
 - 1.2.2 Expansion in practice — **17**
- 1.3 Further notes — **20**

Chapter 2

A motivation model of pragmatics (MMP) — 22

- 2.1 Definitional properties — **22**
- 2.2 MMP — **26**
 - 2.2.1 First-level motivations — **27**
 - 2.2.2 Second-level motivations — **29**
- 2.3 Further notes on MMP — **38**
 - 2.3.1 “Top-down?”: A rejoinder to an anticipated critique — **38**
 - 2.3.2 MMP as a unifying framework — **39**

Chapter 3

MMP and (im)politeness — 42

- 3.1 Other-politeness — **42**
- 3.2 Impoliteness — **46**
- 3.3 Self-politeness — **48**
- 3.4 (Im)politeness seen in MMP — **49**
 - 3.4.1 Impoliteness motivated by self-politeness — **53**
 - 3.4.2 MMP and moral order, morality — **58**
 - 3.4.3 Institutional impoliteness and entertaining impoliteness — **62**
 - 3.4.4 “Mock impoliteness” — **65**
- 3.5 A note on evaluation studies — **68**

Chapter 4

MMP and cross-/intercultural variation — 73

- 4.1 Compliments and compliment responses — **73**
 - 4.1.1 Survey of research — **73**
 - 4.1.2 MMP and compliments/compliment responses — **87**
- 4.2 MMP and the East-West Divide — **92**
 - 4.2.1 Setting the scene — **92**
 - 4.2.2 Politeness Japanese and West: Similar or different? — **93**
 - 4.2.3 Politeness Chinese and West: Similar or different? — **98**
 - 4.2.4 MMP and the debate — **107**
 - 4.2.5 Further notes — **116**

Chapter 5

MMP and diachronic pragmatics — 118

- 5.1 A sketch of historical and diachronic pragmatics — **118**
- 5.2 Cross-generational pragmatics — **120**
- 5.3 Compliment responses — **123**
- 5.4 End-of-dinner food offering — **128**
 - 5.4.1 Introduction and methodology — **128**
 - 5.4.2 Findings and discussion — **133**
- 5.5 MMP and diachronic changes — **143**
- 5.6 Further notes — **144**

Chapter 6

MMP and discourse — 147

- 6.1 Setting the scene — **148**
- 6.2 Transactional motivations — **153**
 - 6.2.1 Information structure — **153**
 - 6.2.2 Genre structures — **157**
 - 6.2.3 Conversational structures — **161**
- 6.3 Interactional motivations — **165**
 - 6.3.1 Identity construction — **165**
 - 6.3.2 Writer stance — **171**
 - 6.3.3 Critical discourse analysis — **176**
 - 6.3.4 Conversation analysis revisited — **181**
- 6.4 Discourse markers — **193**
 - 6.4.1 Topic management — **196**
 - 6.4.2 DM so and topic management — **199**
- 6.5 Chapter summary — **210**
- 6.6 Notes on “the discursive turn” — **211**

Chapter 7**MMP and metaphor — 215**

- 7.1 Setting the scene — 215
- 7.2 Metaphors for the transactional — 218
 - 7.2.1 Effectiveness through domain mapping — 219
 - 7.2.2 Effectiveness through domain elaboration — 225
 - 7.2.3 Effectiveness through contextual interaction — 226
- 7.3 Metaphor for the interactional — 230
- 7.4 Further notes — 236
 - 7.4.1 In comparison with simile and metonymy — 236
 - 7.4.2 Metaphor in specialized genres — 240

Chapter 8**MMP and the non-literal — 243**

- 8.1 Setting the scene — 243
- 8.2 NLUs and camaraderie — 245
- 8.3 NLUs for image — 250
- 8.4 Irony (and sarcasm) — 254
- 8.5 Parody (and satire) — 262
 - 8.5.1 Parody for amusement — 263
 - 8.5.2 Parody for satire — 265
 - 8.5.3 Parody for amusement and satire — 269
- 8.6 Lies — 274
- 8.7 Further notes — 281

Afterword — 283**References — 287****Appendix — 317****Subject index — 321****Author index — 327**

