This book is a lively and up-to-date introduction to the study of pragmatics, an essential part of our contemporary understanding of how we communicate. Pragmatics is part and parcel of the modern study of language but it is much broader than the traditional disciplines of linguistics. It reveals the strategies that link language to our cognition, it insists on the importance of context for interpreting speech and it binds language to the culture or discourse systems in which it is used. All the major theories of pragmatics are explained and exemplified in this book: Speech Act Theory, Grice’s Cooperative Principle, Brown & Levinson’s Politeness Theory and Sperber & Wilson’s Relevance Theory. But it also covers the most recent developments in the field, including the study of impoliteness and relational work, deixis and reference, evaluation, emotion, cyberpragmatics and much, much more.

*Pragmatics: Cognition, context and culture* has been conceived as a university course suitable for both traditional and distance education environments. Each chapter is provided with a useful summary and contains self-evaluation questions and exercises with keys. This accessible book, full of engaging and instantly recognizable real-life examples and illustrations, is suitable for undergraduate and postgraduate students of English and other languages, linguistics and communication studies and indeed for anyone who is fascinated by their own motives, intentions and reactions when interacting with other people.

**CONTENTS:**

Chapter 1: Pragmatics: definition and scope
Chapter 2: What we do with language: Speech acts
Chapter 3: On referring, saying, and implicating: Reference and inference
Chapter 4: Politeness and Impoliteness: How to verbally reconcile our interlocutors’ wants with our own (or not)
Chapter 5: Relevance: processing effort and contextual effects of communication
Chapter 6: Other topics of interest in pragmatics
References
Key to self-evaluation questions and exercises
Index

On-line purchase: [http://www.mheducation.es/catalogsearch/result/?q=9788448607609](http://www.mheducation.es/catalogsearch/result/?q=9788448607609)