

**BADRYAH ALALAWI**  
**University of Nottingham**  
badryah.alalawi@nottingham.ac.uk

## **Exploring Politeness in Saudi Hospital Settings: Insights from Nurses' Intercultural Perceptions**

Politeness comprises two levels: first-order politeness and second-order politeness. The primary focus of this paper is on first-order politeness, which pertains to how individuals of a specific socio-cultural group perceive and discuss politeness (Watts, Ide & Ehlich, 2005). Studying individuals' perceptions of language is essential for understanding their evaluations of the communication process (Culpeper, O'Driscoll & Hardaker, 2019; Jaworski, Coupland, & Galasiński, 2004). Comprehending communication styles then helps raise people's awareness and ensures effective communication in specific contexts. Because politeness is culture-specific (Culpeper, Haugh & Kadar, 2017), it can be vital within multicultural environments, particularly those centred around (multicultural) medical settings, due to the potential impact that varying levels of politeness may have on healthcare outcomes. Although there is considerable literature on politeness within medical contexts, it is rarely examined in Saudi settings and has never been explored from an intercultural perspective (to the best of my knowledge). In response, this study focuses on nurses' perceptions of politeness from various cultural backgrounds. I interviewed 12 nurses, including 3 Saudis, 3 Filipinos, and 3 Indians; I used thematic analysis to analyse the gathered data. The study identified two main themes in nurses' perceptions of politeness in Saudi hospitals. First, the importance of clear and informative verbal communication to facilitate intercultural competence; second, the significance of respect as a politeness concept when interacting with nurses from diverse cultures. Consequently, it is crucial for nurses to enhance their awareness of these cultural differences to prevent potential relationship breakdowns and ensure a healthy workplace environment. Recommending a training course could be beneficial in facilitating intercultural healthcare communication among different groups.

### **References**

- Culpeper, J., Haugh, M. & Kádár, D. Z. (Eds.). (2017). *The Palgrave Handbook of Linguistic (Im)politeness*. Palgrave Macmillan.
- Culpeper, J., O'Driscoll, J. & Hardaker, C. (2019). Notions of politeness in Britain and North America. In E. Ogiemann & P. G. Blitvich (Eds.), *From Speech Acts to Lay Understandings of Politeness* (pp. 176-200). Cambridge University Press.
- Jaworski, A., Coupland, N. & Galasiński, D. (2004). Metalanguage: Why now? In A. Jaworski, N. Coupland & D. Galasiński (Eds.) *Metalanguage: Social and Ideological Perspectives* (pp. 3-8). Mouton de Gruyter.
- Watts, R.J., Ide, S. & Ehlich, K. (2005). *Politeness in Language: Studies in Its History, Theory and Practice*. (2<sup>nd</sup> ed.) Mouton de Gruyter.

### **Bio-note**

Badryah Alalawi is a PhD candidate in Applied Linguistics at the University of Nottingham, UK. Having earned an MA in Applied Linguistics from the same institution in 2020, her passion lies in linguistics, particularly in pragmatics, politeness, healthcare communication and intercultural communication. Her current research explores the communication dynamics among nurses from diverse cultural backgrounds who employ English as a lingua franca in Saudi hospitals.

**MARIA SHEILA BALOSBALOS-ARADO**  
**Defense Language Institute Foreign Language Center**  
sheila.arado@dliflc.edu/redelway@yahoo.com

## **Understanding the Development of the Intercultural Sensitivity of Personnel in the U.S. Armed Forces**

Given the nature of recent and upcoming military engagements, there is growing interest in incorporating more cultural learning into US military training in order to better prepare military personnel to respond to security challenges in international theaters of operation. Costly mistakes and painful lessons from the United States' involvement in Afghanistan and Iraq since the early 2000s heightened this need and convinced the Department of Defense that its military personnel must have the necessary knowledge, skills, and intercultural competence to meet the demands of frequent and demanding complex multicultural engagements.

This presentation shares the results of a multi-year study of U.S. military personnel from a language school in Monterey, California. The study contributes to the state of knowledge about the level of intercultural sensitivity of U.S. military personnel as well as personal and professional factors that contribute to more ethnorelative intercultural orientations. To date, little work has been conducted to measure and understand the intercultural sensitivity of U.S. military personnel.

The research revealed that a majority of subjects have Minimization and Defense/Polarization orientations, which is consistent with other professionals, and that most significantly overestimated their intercultural sensitivity to a greater degree than subjects in other studies. Less than five percent scored in the lowest category, Denial. Less than five percent scored in the fourth-highest category, Acceptance, while none scored at the highest level, Adaptation. Personal and demographic factors contributing most to intercultural sensitivity were family upbringing, living in culturally diverse areas, intercultural encounters, foreign language proficiency, and ethnicity and race. The most influential professional factors were integrating culture into language training, ongoing cultural training, cultural knowledge, the frequency of intercultural encounters in multiple contexts, and leadership attitudes. The findings provide valuable insights for scholars, policymakers, curriculum developers, military leaders, and others actively involved in working with and training U.S. military personnel.

### **Bio-note**

Dr. Maria Sheila Balosbalos-Arado is an Associate Professor at the Defense Language Institute Foreign Language Center, Monterey, California with over 20 years of experience in foreign language education. Her interests include second language acquisition, curriculum and instruction, peace and conflict studies, intercultural learning, and intercultural competence. She completed her doctoral degree from the University of Minnesota Twin Cities, USA. She also holds multiple master's degrees, including a Master's degree in Political Science, and a Master's degree in International and Area Studies, Studies from the University of California, Berkeley, USA, and a Master of Arts in Education from the Philippines.

ANETT ÁRVAY, KATALIN NAGY C., ENIKŐ NÉMETH T.,

University of Szeged, Hungary

Subprogramme for Linguistic Identification of Fake News and Pseudo-scientific Views,  
part of the Science for the Hungarian Language National Programme of the Hungarian  
Academy of Sciences

## The Analysis of Utterances with Imperative Forms in Hungarian Health-Related Fake News

In the recent years the number of health-related fake news has increased especially during the COVID-19 pandemic causing serious harms. Therefore, detecting fake news and disinformation has become a crucial aim in the world (UN 2023). Fact checking and linguistic analysis are two ways of identifying fake news. The present research aims to contribute to the internationally growing field of linguistic analysis of disinformation (cf. Chen et al., 2015; Scott, 2021) by investigating linguistic features of Hungarian health-related fake news.

Our underlying assumption is that there are significant differences between the language use of fake news and real news. We have assumed that one of these differences is the use of directives as a potential tool of putting pressure on the readers. This paper focuses on the analysis of utterances with imperative forms in Hungarian health-related news, since the most direct and strongest strategy of performing directives is the use of verbs with an imperative suffix. The hypothesis we tested was that fake news contains significantly more directives with imperative forms than real news due to a higher motivation of placing pressure on readers. Since there is no one-to-one correspondence between the imperative form and the directive function, a manual qualitative analysis was required on a corpus to check which imperative forms perform directives.

Our MedCollect corpus consists of 630 fake news (383,908 token) and 748 real news (388,212 token) on health issues. After a prior automatic morphological identification of imperative verbal forms, we carried out a pragmatic annotation using WebAnno annotation tool. The results supported our hypothesis, out of the 2664 imperative forms 1146 occurrences performed directive functions, 1000 in fake news and 146 in real news, consequently fake news contained significantly higher number of imperative forms with directive function. The findings may contribute to automated fake news detection.

### References

- Chen, Y., Conroy, N. J. & Rubin, V. L. (2015). *Misleading Online Content: Recognizing Clickbait as “False News”*. Conference paper. <http://dl.acm.org/citation.cfm?doid=2823465.2823467> (Accessed 10.11.2023).
- Scott, K. (2021). You won't believe what's in this paper! Clickbait, relevance and the curiosity gap. *Journal of Pragmatics*, 175, 53-66.
- UN (2023). United Nations. *Our Common Agenda Policy Brief 8. Information Integrity on Digital Platforms*. June 2023. <https://www.un.org/sites/un2.un.org/files/our-common-agenda-policy-brief-information-integrity-en.pdf>

### Bio-notes

Anett Árvay is a senior assistant professor and program director of Hungarian Studies at the University of Szeged. Her research endeavors are linked to the interdisciplinary field of Hungarian studies (with a special focus on Hungarian public place) and to linguistics, especially intercultural pragmatics. Her previous research discussed manipulation in language use and more recently she focuses on the language of Fake news. She also researches methods for introducing Hungarian language and cultural

heritage to foreigners and has designed several study abroad programs, workshops, and cultural awareness trainings for international students from all over the world.

Katalin Nagy C. is a senior research fellow in the MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics. She is a member of Hungarian Research Centre for Pragmatics. Recently, she deals with the linguistic analysis of Hungarian health related fake news, focusing on their special language use, clickbait and implicit phenomena in their headlines. Her former research covers various topics in historical pragmatics of the Catalan and Spanish languages, diachronic speech acts analysis, as well as methodological issues in these research areas, with special regard to the role of context in interpretation and in grammaticalization.

Enikő Németh T. is a professor of linguistics, head of the Department of General Linguistics at the University of Szeged and leader of the MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics. She is a correspondent member of the Hungarian Academy of Sciences and member of the Academia Europaea. Her research area includes the relationship between grammar and pragmatics, implicit arguments, perspectives and intentions in language use. Recently, she has focused on linguistic identification of Hungarian health related fake news. She has published articles in *Journal of Pragmatics*, *Intercultural Pragmatics* as well as in volumes published by internationally acknowledged publishers.

**JÚLIA BALLAGÓ**  
University of Debrecen / HUN-REN Hungarian Research Centre for Linguistics  
ballago.julia@arts.unideb.hu

## **Discursive Structure As a Genre-Marking Quality of Online Discourses**

In a social cognitive approach, genres are perceived as discursive schemas and usage-based discursive categories activated both during discourse production and processing. In this view, genre knowledge is based on the fact that each time people engage in discourses, they perform social actions in order to adaptively satisfy their communicative purposes and needs (cf. Verschueren & Brisard, 2009; Steen, 2011; Giltrow, 2013). Moreover, these social actions form types in accordance with the typical co-occurrences of typical discourse situations involving typical roles, typical themes and typical communicative goals targeted by discourse participants (cf. Bakhtin, 1986). These typical co-occurrences serve as ground for the functioning of genre knowledge and result in typical patterns of construal.

The talk presents an empirical study revealing the role of discursive structure in the creation of the genre-specific character of online discourses. By discursive structural units, I mean discourse segments (usually bigger than one sentence but smaller than the entire discourse) used by the speaker to accomplish a communicative strategy aimed at achieving a more specific communicative purpose. For the empirical study, I compiled a research corpus of 50 online food recipes and 50 online book reviews in Hungarian. Regarding both genres, 25 texts were written by laypersons while 25 by professionals. On this material, I made a corpus-based qualitative analysis in MAXQDA software. After carefully developing a data-driven annotation system on a smaller pilot material, I systematically identified the communicative strategical units of the recipes and book reviews of the corpus [cf. Swales's (1990) move structure analysis]. The research's findings are the followings: (i) Discursive structure formed by the speaker's communicative strategies is a genre-marking quality of online discourses under study. (ii) Recipes written by laypersons and professionals do not have a different discursive structure. (iii) Book reviews written by lay readers differ significantly from those written by professional critiques in terms of discursive structure.

### **References**

- Bakhtin, M. (1986). The problem of speech genres. In *Speech Genres and Other Late Essays* (pp. 60-102). University of Texas Press.
- Giltrow, J. (2013). Genre and computer-mediated communication. In *Pragmatics of Computer-Mediated Communication* (pp. 717-737). Mouton de Gruyter.
- Steen, G. (2011). Genre between the humanities and sciences. In *Bi-Directionality in the Cognitive Sciences* (pp. 21-42). John Benjamins.
- Swales, J. (1990). *Genre Analysis: English in Academic and Research Settings*. Cambridge University Press.
- Verschueren, J., Brisard, F. (2009). Adaptability. In *Key Notions for Pragmatics. Handbook of Pragmatics Highlights 1*. (pp. 28-47). John Benjamins.

### **Bio-note**

Júlia Ballagó is a PhD Candidate at the Doctoral School of Linguistics, Eötvös Loránd University, an assistant lecturer at the Department of Hungarian Linguistics, University of Debrecen, and a lexicographer at the HUN-REN Hungarian Research Centre for Linguistics. Her main research interest is the pragmatics of online discourses, mostly from a genre-related perspective.

ASMA BEN HANNACHI, R. CIARA WIGHAM, ANNE-LAURE FOUCHER

Laboratoire de Recherche sur le Langage (LRL), Université Clermont Auvergne

[asma.ben\\_hannachi@doctorant.uca.fr](mailto:asma.ben_hannachi@doctorant.uca.fr)

[ciara.wigham@uca.fr](mailto:ciara.wigham@uca.fr)

[a-laure.foucher@uca.fr](mailto:a-laure.foucher@uca.fr)

## Investigating Second Language Teachers' Pragmatic Awareness through Intercultural Virtual Exchange

In a context where knowledge and understanding are constructed through interaction and negotiation, research indicates that Intercultural Virtual Exchange (IVE) has come to be seen as one of the main pillars of intercultural studies and projects (O'Dowd, 2023). Within the realm of intercultural studies, pragmatic competence plays a crucial role in shaping the interpretation and performance of language use across cultural boundaries (McConachy & Liddicoat, 2016). Recent studies have shown that IVE directs participants' attention and reflexivity on their own and their partners' uses of second language (L2) pragmatic features and; thus, offers them the potential to develop their pragmatic awareness (Ishihara, 2007). The present presentation reports on an IVE project (the E-LIVE Erasmus+ project) between pre-service teachers of English and French as a second language (n=29) conducted between teacher training institutions in France and the Netherlands during Autumn 2023. The exchange was organized around four tasks to introduce participants to different synchronous and asynchronous tools and to virtual exchange task design as the main task. Drawing on data collected from pre- and post-exchange questionnaires focusing on L2 pragmatic competence, reflective post-tasks, and focus groups, our study presents initial results concerning French pre-service teachers' pragmatic and meta-pragmatic awareness within this exchange project. Our initial findings highlight the challenges faced by French pre-service teachers in defining pragmatic competence and engaging in pragmatics related reflective tasks which resulted in their concerns about its integration into their future teaching practices.

### References

- Ishihara, N. (2007). Web-based curriculum for pragmatics instruction in Japanese as a foreign language: An explicit awareness-raising approach. *Language Awareness, 16*(1), 21-40. <https://doi.org/10.2167/la398.0>
- McConachy, T. & Liddicoat, A. J. (2016). Meta-pragmatic awareness and intercultural competence: The role of reflection and interpretation in intercultural mediation. *Intercultural Competence in Education, 13-30*. [https://doi.org/10.1057/978-1-137-58733-6\\_2](https://doi.org/10.1057/978-1-137-58733-6_2)
- O'Dowd, R. (2023). *Internationalising Higher Education and the role of Virtual Exchange*. Routledge.

### Bio-notes:

Asma Ben Hannachi is a doctoral student at the Laboratoire de Recherche sur le Langage (LRL) research laboratory at Université Clermont Auvergne, France. Her PhD focuses on a Multimodal Approach for Assessing EFL Learners' Pragmatic Competence Development through Online Mediated Interactions. Her research interests include intercultural language learning and teaching, intercultural pragmatics, and verbal and co-verbal correlations in meaning-making in intercultural virtual exchange.

Ciara R. Wigham is a Senior Lecturer in English Language Teaching and Didactics at Université Clermont Auvergne. Her research interests include multimodal pedagogical communication in online language learning, teacher education in computer-assisted language learning, and methodologies for

structuring interactions from online learning situations into multimodal CMC corpora. She is a permanent member of the Acté research laboratory (*Activité, Connaissance, Transmission, Education*).

Anne-Laure Foucher is full Professor in Language Didactics and dean of the faculty of Literature, Culture and Human Sciences, Université Clermont Auvergne (France). She is a member of CA2LI (LRL) research team and previously coordinated the Master's programme in Teaching French as a foreign language in which she continues to teach. Her main research area is technology-mediated language learning and teacher training. She is particularly interested in studying online and pedagogical interactions and the potential of CALL for language learning and teaching.

**STEFANIA BISCETTI**  
University of L'Aquila  
stefania.biscetti@univaq.it

## **On Inherently and Contextually Aggressive Speech Acts**

Most pragmatics research on verbal aggression and conflict tends to envisage the phenomenon in terms of communicative strategies rather than of verbal actions serving them, and to approach it with the tools of (im)politeness theory (e.g., Culpeper, 2011) or with discourse-based analytic frameworks (e.g., Sagredos & Nikolova, 2022). In these approaches, verbal aggressiveness is conflated with impoliteness and is seen as an intensified, exacerbated form of it, or it is conceived of as a form of power.

Studies devoted to single aggressive/conflictual speech acts do exist (e.g., Vladimirou et al., 2021), but their focus is on the contextual determinants or the sociopragmatic motivations and consequences of those acts, while the intrinsic properties that make them aggressive are altogether overlooked.

To the best of our knowledge, the first systematic attempt to pinpoint the components of the illocutionary force that qualify a speech act as aggressive is offered by Biscetti (2020), who provides an integrated framework (one which combines research on aggressive behaviour in social psychology with speech act theory and prototype theory) to account for verbal aggressiveness as distinct from impoliteness.

In this paper, we build upon Biscetti's treatment and on Van Olmen et al.'s (2023) recent paper on inherent impoliteness to address the issue of inherently and contextually aggressive speech acts. Using interactional data from a variety of sources (British and Italian discussion forums on the Web, electronic corpora, film scripts and plays), this paper shows how speech acts (various categories) that are neutral or already impolite may become contextually aggressive, while the aggressive force of acts that are inherently aggressive can only be scaled upwards (i.e., can hardly be mitigated).

### **References**

- Biscetti, S. (2020). *Verbal Aggressiveness in English: A Speech Act Theory Approach*. ETS.  
Culpeper, J. (2011). *Impoliteness: Using Language to Cause Offence*. Cambridge University Press.  
Sagredos, C. & Nikolova, E. (2022). 'Slut, I hate you': A critical discourse analysis of gendered conflict on YouTube. *Journal of Language Aggression and Conflict*, 10(1), 169-196.  
Val Olmen, D., Andersson, M. & Culpeper, J. (2023) Inherent linguistic impoliteness: The case of insultive you + np in Dutch, English and Polish. *Journal of Pragmatics* 215, 22-40.  
Vladimirou, D., House, J. & Kádár, D. (2021) Aggressive complaining on social media: The case of #MuckyMerton. *Journal of Pragmatics*, 177, 51-64.

### **Bio-note**

Stefania Biscetti is Associate Professor of English Language and Linguistics at the University of L'Aquila. Her research interests are mainly in the field of language pragmatics, approached both synchronically and diachronically, and span from morpho- and lexical pragmatics to stylistics, cognitive metaphor, and specialized discourse. Her research activity is essentially aimed at detecting the impact of history and culture on language use.



**GRIET BOONE, IRENE CENNI, SOFIE DECOCK**  
University of Antwerp, Ghent University  
[griet.boone@uantwerpen.be](mailto:griet.boone@uantwerpen.be), [irene.cenni@ugent.be](mailto:irene.cenni@ugent.be), [sofie.decock@ugent.be](mailto:sofie.decock@ugent.be)

## **Self-Serving Mitigation in Responses to Online Negative Feedback. A Cross-Linguistic Analysis**

Research has shown that responses to negative feedback in online hotel reviews do not only consist of rapport-enhancing but also of defensive strategies in an effort to protect a hotel's reputation (Ho, 2018; Cenni & Goethals, 2021). While these studies have discussed defensive hotel strategies on the macro-level, looking at responses' discourse structure through move analyses, we argue that such defensive strategies are also employed on the micro-level.

In this study, we focus on one type of micro-level defensive strategy, namely the type in which the severity of the complaint is reduced (e.g., "We are sorry that your experience was *not entirely* positive", when the guest describes their experience as being entirely negative). We propose to treat this type of micro-level defensive strategy from a theoretical perspective as a form of speaker-oriented, self-serving mitigation (Thaler, 2012; Albelda Marco & Estellés Arguedas, 2021).

Based on a corpus of online hotel review interactions in Dutch, Italian and German (n=955; n=1121; n=886 resp.), we examined 1) the frequency of this type of self-serving mitigation as a micro-level defensive strategy as well as 2) the linguistic means used to realize it in these three languages, allowing for a cross-linguistic comparison. Our results indicate that we encounter such mitigation in about 17% of review responses, and that it occurs more frequently in German (22%) and Dutch (18%) compared to Italian (11%). Moreover, we found that in Dutch, the linguistic means to realize such mitigation is more varied compared to German and Italian. We interpret these results by taking into account linguistic aspects, genre-specific characteristics, and previous findings on linguacultural differences in online review responses. In doing so, our findings underscore the importance of analyzing mitigation in different discursive genres (Albelda Marco & Estellés Arguedas, 2021) and by going beyond a simple hearer-speaker dichotomy (Ren, 2018).

### **References**

- Albelda Marco, M. & Estellés Arguedas, M. (2021). Mitigation revisited. An operative and integrated definition of the pragmatic concept, its strategic values, and its linguistic expression. *Journal of Pragmatics*, 183, 71-86. <https://doi.org/10.1016/j.pragma.2021.07.002>
- Cenni, I. & Goethals, P. (2021). Business responses to positive reviews online: Face-work on TripAdvisor. *Journal of Pragmatics*, 180, 38-50. <https://doi.org/10.1016/j.pragma.2021.04.008>
- Ho, V. (2018). Exploring the effectiveness of hotel management's responses to negative online comments. *Lingua*, 216, 47-63. <https://doi.org/10.1016/j.lingua.2018.10.004>
- Ren, W. (2018). Mitigation in Chinese online consumer reviews. *Discourse, Context & Media*, 26, 5-12. <https://doi.org/10.1016/j.dcm.2018.01.001>
- Thaler, V. (2012). Mitigation as modification of illocutionary force. *Journal of Pragmatics*, 44(6-7), 907-919. <https://doi.org/10.1016/j.pragma.2012.04.001>

### **Bio-note**

Griet Boone (PhD 2022) holds a tenure-track Assistant Professor position in the Department of Linguistics at the University of Antwerp, Belgium, where she is part of the research group Grammar and Pragmatics. She is also affiliated to Ghent University, where she obtained her PhD on L2 learners' phrasal development in German. In Ghent, she is a member of the Research Centre for Multilingual Practices and Language Learning in Society. Her primary research areas include second/foreign

language acquisition and development (with a special focus on L2 German and formulaic language), study abroad, L2 pragmatics, intercultural pragmatics, and professional communication.

**SAMUEL BOURGEOIS**  
**Manchester Metropolitan University**  
s.bourgeois@mmu.ac.uk

## **Ethnically Charged Impoliteness in Trump's Political Rhetoric How Far Was Too Far?**

Ethnically prejudiced/racist impoliteness by populist politicians in Western democracies has received increased attention in the past decade. Wodak (2020) links this to the rise of right-wing populists in Europe and the USA. She claims that they contribute to a “widespread and growing normalisation of far-right policies, of formerly tabooed topics, wordings and impolite or shameless behaviour”– resulting in them becoming increasingly “mainstream” (Wodak, 2020: 6). This paper addresses to what extent these boundaries of the ‘sayable’ have been shifted in the context of the United States during Donald Trump’s presidency.

Wodak et al. (2021: 387) argue that Trump’s non-polished straight talk projects that he is ‘authentic’, and ‘genuine’ to his base – who also enjoy his impolite macho antics. However, some of Trump’s verbal and Twitter impoliteness expressions caused controversy even among his supporters and Republican colleagues. When references to ethnicity were included in his impolite attacks against others, the response from conservatives could be mixed. Through three cases studies of highly publicized scandals involving ethnically charged impoliteness formulae (Culpeper, 2011), this paper aims to identify how far is too far for some of Trump’s supporters and Republican colleagues. These cases studies analyze situations involving ethnically charged expressions of impoliteness against Senator Elizabeth Warren, Representatives Alexandria Ocasio-Cortez, Ilhan Omar, Ayanna Pressley, and Rashida Tlaib (aka the ‘Squad’), and then CNN news anchor, Chris Cuomo. Ultimately, they will show that his humorous referential personalized nicknames (Tyrkkö & Frisk, 2020) that utilized ethnic stereotypes (Croom, 2017) against individuals were more easily by accepted/excused by Trump’s supporters than broader and humorless impolite expressions against immigrants and/or Americans from immigrant families generally. Central to this distinction is that one’s lineage to an immigrant ethnic group(s) constitutes a core element of one’s claims to social group membership for most Americans – including European Americans (Culpeper, 2019).

### **References**

- Culpeper, J. (2011). *Impoliteness: Using language to Cause Offense*. Cambridge University Press.
- Culpeper, J. (2019). Taboo language and impoliteness. In Allan, K. (Ed.), *The Oxford Handbook of Taboo Words and Language* (pp. 28-40). Oxford University Press.
- Croom A. M. (2017) Slurs and stereotypes for Italian Americans: A context-sensitive account of derogation and appropriation. *Journal of Pragmatics*, 81(1), 36-51.
- Tyrkkö, J. & Frisk, I. (2020). Crooked Hillary, Lyin’ Ted, and *Failing* New York Times: Nicknames in Donald Trump’s Tweets. In Schneider, U. & Eitelmann, M. (Eds.), *Linguistic Inquiries into Donald Trump’s Language: From ‘Fake News’ to ‘Tremendous Success’* (pp. 87-108). Bloomsbury Academic.
- Wodak, R. (2020). *The Politics of Fear. The Shameless Normalization of Far-right Discourse*. (2<sup>nd</sup> ed.). Sage.
- Wodak, R., Culpeper, J. & Semino, E. (2021). Shameless normalization of impoliteness: Berlusconi’s and Trump’s press conferences. *Discourse & Society*, 32(3), 369-393.

### **Bio-note**

Dr. Samuel Bourgeois is a visiting academic at Manchester Metropolitan University and a recipient of the SNSF Postdoc.Mobility grant award (#210773). His main research interests include pragmatics with a focus on (im)politeness studies focusing primarily on political rhetoric and entertaining impoliteness.

**MARÍA LUISA CARRIÓ-PASTOR**  
Universitat Politècnica de València  
[lcarrio@upv.es](mailto:lcarrio@upv.es)

## **A Contrastive Analysis of the Discourse of English and Spanish Influencers on X and Instagram**

This proposal focuses on the study of communication in social media from a pragmatic point of view. The study involves the contrastive analysis of the discourse from an intercultural perspective (Kecskés, 2022) by Spanish and English influencers on X and Instagram. Therefore, digital communication (Page, 2012), evaluative language (i.e., the words that help to show a judgment, opinion, or point of view about a person, character, place, or thing), and appraisal theory (Martin & White, 2005) are considered as the theoretical background of this analysis. The objectives of this research are, first, to identify if there are differences between male and female influencers in social media communication and second, to study the comments they receive considering a gender perspective. The material for this study was gathered from X and Instagram accounts of four male and four female Spanish influencers and four male and four female British influencers. The corpus was selected from May to November 2023. The different categories of Appraisal theory were used to identify and classify the evaluative language used by influencers and their followers, adding some classes considering their function in social media. After that, differences between males and females were identified and discussed and finally, the results were contrasted to identify a taxonomy that includes gender differences.

### **References**

- Kecskés, I. (Ed.). (2022). *The Cambridge Handbook of Intercultural Pragmatics*. Cambridge University Press.
- Martin, J. R. & White, P. R. (2005). *The Language of Evaluation: Appraisal in English*. Continuum.
- Page, R. (2012). The linguistics of self-branding and micro-celebrity in Twitter: The role of hashtags. *Discourse and Communication*, 6(2), 181-201.

### **Bio-note**

María Luisa Carrió-Pastor is a Professor of English language at Universitat Politècnica de València, Spain. Currently, she is the coordinator of the Doctoral degree “Languages, Literature, Culture and their Applications” and a member-at-large of AILA Executive Board. Her research areas are contrastive linguistics, pragmatics, and the study of academic and professional discourse both for second language acquisition and discourse analysis. She has been in charge of the projects “Identification and Analysis of Metadiscourse Strategies in Research Articles in English and Spanish”, funded by the Spanish Ministry of Economy (Reference FFI2016-77941-P), and “Creation of a database, identification and classification of aggressive language on Twitter in English, French and Spanish” (AGRETUITEFI). Some of her publications are available at <http://www.upv.es/ficha-personal/lcarrio>, Research Gate, Academia and ORCID.

**SILVIA CAVALIERI**  
University of Modena and Reggio Emilia  
silvia.cavalieri@unimore.it

## **“I’m Sorry for You and You Are Not Alone”. Politeness Strategies on Reddit: The Case of R/Hikikomori**

In the last decades, the field of cyberpragmatics has developed, investigating a wide range of computer-mediated discourses with the aim of describing how users employ language in the construction of identity and community (Yus, 2011). However, since computer-mediated communication has been constantly expanding in recent years, some social media have still received limited attention from cyberpragmatics, and this is the case of Reddit, a social news aggregation website where posts are subdivided into user-created boards called “subreddits”. For the present study, we will focus on the subreddit r/hikikomori, a forum made up of posts written by users from different countries that live in the condition of “hikikomori”, the so-called “hikis”. Hikis are young “modern hermits” who escape the “strong social pressure” of everyday life (Majumder, 2022) and keep contact with society through social media. In the online environment, hikis feel free to express themselves and to share their experiences with other people living with the same condition.

Against this background, the present study aims at investigating the role of politeness in this particular type of computer-mediated communication and tries to address the following research questions: 1) What are the most frequent politeness strategies enacted by users to build in-group solidarity? 2) What linguistic markers of positive/negative politeness are employed by hikis to show support/criticism to other community members?

A mixed-method approach will be adopted, drawing on corpus pragmatics (Rühlemann & Aijmer, 2015) to: 1) see the quantitative presence of linguistic markers of positive and negative politeness (Leech, 1983); 2) investigate the collocational patterns of politeness markers; and 3) describe their main functions to build solidarity among hikis.

Preliminary results show a tendency for hikis to create a positive community environment through linguistic strategies of politeness, and participants seem to be tactful and respectful towards others’ experiences without being overtly critical.

### **References**

- Aijmer, K. & Rühlemann, C. (Eds.). (2015). *Corpus Pragmatics*. Cambridge University Press.  
Leech, G. (1983). *Principles of Pragmatics*. Longman.  
Majumder, P. (2022). Hikikomori: How the youth of Japan are living as a shut-in. *Journal of Japanese Studies*, 1(1), 535-550.  
Yus, F. (2011). *Cyberpragmatics: Internet-Mediated Communication in Context*. John Benjamins.

### **Bio-note**

Silvia Cavalieri, PhD, is Associate Professor at the Department of Foreign Languages and Literatures of the University of Modena and Reggio Emilia. Her areas of research and publication include ESP, legal language, courtroom discourse, academic discourse, and medical discourse with a focus on corpus linguistics and digital humanities. She has been working on the InterDiplo project (University of Verona), which focuses on the language used in spoken interactions by diplomats, ambassadors, and international relations.

**FEDERICA COMINETTI**  
Università dell'Aquila  
federica.cominetti@univaq.it

## **Implicit Persuasion in News Report: A Corpus-Based Study of Present-Day Italian**

Research on implicit strategies, including a.o. implicatures and presuppositions, has suggested that these can be used to persuade addressees, particularly when the implicit content consists of non-shared information (Sbisà, 2023[1999], a.o.). Accordingly, the manipulative potential of implicit strategies has been studied mainly in prototypically persuasive types of discourse, such as political discourse and advertising. Nonetheless, if classic rhetoric analysis used to classify text types according to their aim, recent theoretical frames conceive argumentation (to be intended as the purpose of persuading addressees) as a discourse dimension “cut(ing) across genres” (Labinaz & Sbisà, 2018). The present paper supports this claim by analysing the persuasive implicit strategies in an original *ad hoc* corpus of Italian news reports. The adopted taxonomy of implicitness is based on the scheme by Lombardi Vallauri & Masia (2014), largely put to test in Italian political discourse (Cominetti et al., forth.).

Results show that implicit strategies are indeed found in Italian news reports with significant frequency. More precisely, four tendencies arise: 1) Implicit strategies are found in potentially persuasive chronicles, that is in reports of culturally or politically sensitive news (e.g., femicides, national health disservices, etc.). 2) Implicit strategies tend to gather in the headlines and are rarer in the body of the articles. This finding supports the idea of headlines in contemporary online news reports being used as clickbait. Indeed, the frequency of implicit strategies in headlines gets close to that of advertising slogans. 3) The frequency of implicit strategies tends to be lower in the most-sold newspapers than in less popular ones, especially in headlines. 4) Qualitative analysis shows that the distribution of implicit strategies is also related to the written modality of the analysed corpus: e.g., conventional implicatures, triggered by connectives, are comparatively more frequent in written news reports than in spoken political discourse.

### **References**

- Cominetti, F., Gregori, L., Panunzi, A., Lombardi Vallauri, E. (forth.). IMPAQTS: A multimodal corpus of Italian political discourse pragmatically annotated per implicitly conveyed questionable content. In *Proceedings of ParlaClarin IV*.
- Labinaz, P. & Sbisà, M. (2018). Argumentation as a dimension of discourse: The case of news articles. *Pragmatics & Cognition*, 25(3), 602-630.
- Lombardi Vallauri, E. & Masia, V. (2014). Implicitness impact: Measuring texts. *Journal of Pragmatics*, 61, 161-184.
- Sbisà, M. (2023) [1999]. Ideology and the persuasive use of presupposition. In Sbisà, M., *Essays on Speech Acts and Other Topics in Pragmatics*. Oxford University Press.

### **Bio-note**

Federica Cominetti is Research Fellow in Linguistics at Università dell'Aquila. She teaches Linguistic Education and General Linguistics and she is in charge of a research project on linguistic implicit manipulation in journalistic discourse. As a post-doc researcher, she has been responsible for the collection and pragmatic annotation of the IMPAQTS corpus of Italian political discourse. Her most recent research interests include the role of implicit strategies in the mechanisms of click-bait and pink/green-washing.

**SARA CORRIZZATO**  
University of Verona  
sara.corrizzato@univr.it

## **“We May Also Need to Look at This Issue from a Different Angle”: The Use of Epistemic Modality in the Language of Diplomats**

Word Modality typically conveys the speaker’s confidence or lack of confidence in the truth of the proposition expressed (Palmer, 2001; Facchinetti, Krug & Palmer, 2003; Carter & McCarthy, 2006, among others); as such, it also accounts for the perceptions/perspectives of interlocutors in dialogical interactions (Fraser, 1980; Love & Curry, 2021). More specifically, epistemic modality refers to the linguistic expression of the interlocutor’s assessment of the likelihood, certainty, or probability of a proposition and it communicates shades of meaning. Hence, in spoken discourse epistemic modality plays a crucial role, as it allows speakers to express their perspectives and it helps listeners to understand the intended meaning behind the words.

The language choices of diplomats, who are trained to express themselves cautiously rather than forcefully, are expected to fully realise modality in its different nuances. Against this background, the present study examines the role of epistemic modality in the language of diplomats when interviewed by journalists. The corpus taken into consideration covers eighty broadcast interviews where diplomats, both native and non-native speakers of English, are interviewed in English by journalists who do not share the same lingua-cultural background on global topics, e.g., global warming and Russia-Ukraine war. Adopting both a quantitative and a qualitative approach, the aims of the study are twofold: a) identification and quantification of the modal auxiliaries most used by diplomats; b) categorization and analysis of the communicative functions conveyed by the modal utterances under scrutiny in intercultural interactions.

Data show that English epistemic modality is used by interviewees, both native and non-native, to modify the force of the message: interviewees’ opinions are often weakened by a very frequent use of modals which may describe a (quite) low degree of confidence. Modals are also marginally used to make predictions for future local/global changes in the fields of economy, health, and society. A fewer number of utterances seem to support the epistemic value of high possibility or certainty.

### **References**

- Carter, R. & McCarthy, M. (2006). *Cambridge Grammar of English*. Cambridge University Press.
- Facchinetti R., Krug M. & Palmer F. (Eds.). (2003). *Modality in Contemporary English*. Mouton de Gruyter.
- Fraser, B. (1980). Conversational mitigation. *Journal of Pragmatics*, 4(4), 341-350.
- Love, R. & Curry N. (2021). Recent change in modality in informal spoken British English: 1990s–2010s. *English Language & Linguistics*, 25(3), 537-562.
- Palmer, F. (2001). *Mood and Modality*. (2nd ed.). Cambridge University Press.

### **Bio-note**

Sara Corrizzato is a temporary assistant professor in English Language and Translation at the Department of Foreign Languages and Literatures of the University of Verona. Her research focuses on corpus linguistics and Digital Humanities, ESP, knowledge dissemination and the language of diplomats. Her volume *Spike Lee’s Bamboozled: A Contrastive Analysis of Compliments and Insults from English into Italian* was released in 2015.

ANNALISA FEDERICI  
Roma Tre University  
annalisa.federici@uniroma3.it

## **The Pragmatics of Online Healthcare Communication: Politeness Strategies in the *HealthUnlocked* “Anxiety and Depression Support” Community**

As Locher & Schnurr (2017) remark, the vast literature on health and communication across different media has so far rarely employed theories of (im)politeness as a starting point for analysis, and applying (im)politeness research to healthcare communication represents a fairly recent area of enquiry within applied linguistics (Mullany, 2009). Moreover, although internet-related healthcare environments have received increasing attention in the last few years (Locher, 2010; Prestin & Chou, 2014), (im)politeness in interactions among patients remains a relatively underexplored area which only a handful of studies have investigated to date (e.g., Harrison & Barlow, 2009). Building on such a background, this paper presents a case study in CMC focusing on the health social network and online support community *HealthUnlocked*. It is widely acknowledged that, despite the ample availability of informational websites, many people experiencing health problems prefer to rely on social media consultations and debates to obtain information/advice about their conditions and share their thoughts/feelings with other patients, as these sites represent a non-judgmental space offering emotional assistance and support. This paper analyses the occurrence of diverse politeness strategies such as claiming common ground, hedging and indirectness (Brown & Levinson, 1987) related to expressing empathy and giving encouragement/advice, in the online feedback that patients sharing analogous mental conditions offer each other as members of the *HealthUnlocked* “Anxiety and Depression Support” community. Examining selected threads of conversational exchanges, it can be noticed that postings are broadly characterised by the use of short personal narratives aimed at asking for/providing emotional support; expressing encouragement/solidarity/shared concerns; requesting/giving advice relatively indirectly (mainly through declaratives) in order to minimise imposition and redress potentially face-threatening acts. Besides revealing the potential of CMC for emotional and psychological counselling, this study may also throw light on the pragmatics of conversational exchanges on medical platforms as forms of intercultural exchange, since the website policy of anonymous subscription and participation in discussions via nicknames leaves the question open as to whether its users share English as a first language, or use it as a LF to communicate in a specific context.

### **References**

- Brown, P. & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge University Press.
- Harrison, S. & Barlow, J. (2009). Politeness strategies and advice-giving in an online arthritis workshop. *Journal of Politeness Research*, 5(1), 93-111.
- Locher, M. A. (2010). Health internet sites: A linguistic perspective on health advice columns. *Social Semiotics*, 20(1), 43-59.
- Locher, M. A. & Schnurr, S. (2017). (Im)politeness in health settings. In J. Culpeper, M. Haugh & D. Z. Kádár (Eds.), *The Palgrave Handbook of Linguistic (Im)politeness* (pp. 689-711). Palgrave.
- Mullany, L. (2009). Introduction: Applying politeness research to health care communication. *Journal of Politeness Research*, 5(1), 1-10.
- Prestin, A. & Chou, W.-Y.S. (2014). Web 2.0 and the changing health communication environment. In H. Hamilton & W.-Y.S. Chou (Eds.), *The Routledge Handbook of Language and Health Communication* (pp. 184-197). Routledge.



**Bio-note**

Annalisa Federici is Senior Assistant Professor of English Language and Translation at Roma Tre University. After completing her PhD, she has published extensively on formal and stylistic aspects in fiction, and the relationship between language and psychological processes. More recently, her research interests have focused on (Critical) Stylistics, Critical Discourse Analysis, as well as periodical, reception, and translation studies. She is currently working on gender ideologies and representations of femininity in different kinds of texts, ranging from early twentieth-century women's magazines to nineteenth-century medical journals and contemporary healthcare discourse.

**DENISE FILMER**  
University of Pisa  
denise.filmer@unipi.it

## **“Britain’s Obama Moment”: Rishi Sunak’s Rise to UK Prime Minister Viewed across Intralingual Spaces**

Rishi Sunak’s ascent to the prime minister’s office (25<sup>th</sup> October 2022) made breaking news around the globe. The first person of colour to lead a UK government, the representations of Sunak’s rise in domestic and international English language news outlets prompt a series of questions regarding the perception of (inter)cultural identity across intralingua-cultural spaces. This paper explores how online newspapers in different English-speaking lingua-cultural contexts, namely, the former British colonies, have espoused or contested Sunak’s self-representation. Are there echoes of empire, either as critique from a post-colonial perspective, or as shades of (implicit) white supremacy in the news discourse? Which aspects of Sunak’s identity are foregrounded or backgrounded in news narratives surrounding his persona? What role do presupposition, implicature and entailment play in constructing the news from different intralingual perspectives? The paper presents a selection of preliminary results, comparisons, and observations drawn from a purpose-built corpus of multimodal news texts published in American, Australian, Indian, Pakistani Canadian, South African and Nigerian newspapers. Adopting a theoretical and methodological framework combining approaches from intercultural pragmatics (Kecskés, 2022) (multimodal) critical discourse studies (Fairclough, 1995; Machin & Mayr, 2023; van Dijk, 1991, 1993, 1998), and discourse-historical analysis (Wodak & Reisigl, 2015), the paper aims to demonstrate that when it comes to the journalistic representation of sensitive societal issues such as race, sharing the same linguistic code does not necessarily mean sharing the same world-view.

### **References**

- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. Longman.
- Kecskés, I. (2013). *Intercultural Pragmatics*. OUP.
- Machin, D. & Mayr, A. (2023, 2<sup>nd</sup> ed.). *How to Do Critical Discourse Analysis. A Multimodal Introduction*. Sage.
- Van Dijk, T. (1991). *Racism and the Press Critical Studies in Racism and Migration*. Routledge.
- Van Dijk, T. (1993). *Elite Discourse and Racism*. Sage.
- Van Dijk, T. (1998). *Ideology. A Multidisciplinary Study*. Sage.
- Wodak, R. & Reisigl, M. (2015). Discourse and racism. In D. Tannen, H. Hamilton & D. Schiffrin (Eds), *The Handbook of Discourse Analysis* (pp. 372-397). John Wiley & Sons.

### **Bio-note**

Denise Filmer is assistant professor of English linguistics and translation in the department of philology, literature, and linguistics at the University of Pisa. She holds a PhD in translation studies (Durham University, UK). Her research is grounded in critical discourse studies, focusing on ideology in translation, political and news discourse, media translation, gender and sexuality in media discourse, and cross-cultural pragmatics. She has authored two monographs, *Translating Racial Slurs. Last Linguistic Taboo and Translational Dilemma* (2012), *Italy’s Politician’s in the News. Journalistic Translation and Cultural Representation* (2021) and published numerous contributions in international journals. She is on the Editorial Boards of *Perspectives. Studies in Translation Theory and Practice*, and *Cambridge Scholars Publishing*.

**RAMUNĖ KASPERĖ, SVITLANA MATVIEIEVA**  
Kaunas University of Technology  
[ramune.kaspere@ktu.lt](mailto:ramune.kaspere@ktu.lt), [svitlana.matvieieva@ktu.lt](mailto:svitlana.matvieieva@ktu.lt)

## **A Cross-Linguistic Study of Public Informational Messages in Lithuanian and Ukrainian**

The study examines the linguistic peculiarities embedded within informational messages related to COVID-19. This research, based on a sample of public signs and posters intended to direct the public's behaviour in response to COVID-19 pandemic, compares the structural and semantic patterns of informational messages. The material analysed was collected in the form of photos in Lithuania and Ukraine in 2021–2022, during the period of the second wave of the pandemic. Employing a qualitative data analysis, the study centres on comparing the syntactic, grammatical, and lexico-semantic patterns applied in the textual construction of these messages across the two languages and cultural landscapes. The findings of this study are in line with those of previous studies in Estonian, Finnish, French, and other languages but also reveal distinctions. The findings contribute to the body of research on effective and reliable communication, underscoring the imperative for responsible use of persuasive structures and meanings in public texts on sensitive issues. The results of the study point to many similarities across two cultures speaking distantly related languages within the Balto-Slavic branch. Among the disparities discerned within this comparative analysis are impersonal sentence structures. In the Ukrainian sample, they tend to be more frequent than in the Lithuanian dataset, which may indicate an intentional shift of responsibility from the communicator to higher authorities, thus possibly simplifying the conveyance of prohibitions or strong recommendations to the recipients regarding behaviours that they might not want to adopt. On the other hand, the Lithuanian messages demonstrate a preference for the first-person plural constructions over impersonal structures, possibly reflecting greater solidarity and empathy from the communicator, and at the same time suggesting a friendly appeal for changes in behaviour.

### **Bio-notes**

Ramunė Kasperė is Professor and principal investigator of the research group Language and Technologies. Her research interests include machine translation, post-editing, translator competence, generative artificial intelligence tools, and eye tracking methodology. She is editor-in-chief of Scopus-indexed journal *Studies about Languages*, has been leading and conducting research projects on the impact of technologies in society, has been involved in international networks on research in crowdsourcing techniques for language learning and eye tracking methodology. She is currently leading Working Group 1 of COST Action CA21131 Enabling multilingual eye-tracking data collection for human and machine language processing research.

Svitlana Matvieieva is a Dr. Sc., Prof., Researcher of the research group “Language and Technologies”. Her research interests include corpus linguistics, cognitive terminological studies, and translation studies. She is a member of the editorial team of Scopus- and Web of Science-indexed journal “Cognitive Studies / Études cognitives” (Poland), a member of the editorial board of the journal “Scientific Journal of Mykhailo Dragomanov State University of Ukraine. Series 9. Current Trends in Language Development” (Ukraine), member of the research project “Linguistic Corpus Research in Comparative and Applied Aspects” (Ukraine). She is currently a member of the Working Group 1 of COST Action CA21131 Enabling multilingual eye-tracking data collection for human and machine language processing research.

**ISTVÁN KECSKÉS**  
State University of New York  
[ikecskes@albany.edu](mailto:ikecskes@albany.edu)

## **What does intercultural pragmatics have to do with chatbot pragmatics?**

The presentation argues that there are significant differences between the monolingual Gricean pragmatics on the one hand, and the co-construction-based intercultural pragmatics and the human-machine pragmatics of chatbots on the other. The unique nature of both intercultural interactions and human agent – artificial agent interactions generate new pragmatic features and give new face to existing pragmatic features. The presentation focuses on the comparison of intercultural interaction with human-machine interaction claiming that the key is the nature of co-constructed interagency. That interagency is created in both cases in the process of common ground building with reliance on context. However, while in intercultural interactions all participants have the ability to initiate, direct, and manipulate communicative acts, in chatbot interactions the leading, initiating role is had by the human agent in “socializing” the machine agent. In Gricean pragmatics, which is based on conventions and norms pragmatic effect works top-down while in intercultural pragmatics and chatbot pragmatics this effect usually goes bottom-up as temporary norms and context-interpretations are co-constructed and human-agent led traits develop. The analysis highlights the interplay and nature of contribution of the experience-based cooperation of human agent and the data-driven contribution of artificial agent to the development of a new kind of interagency.

**MINJU KIM**  
Claremont McKenna College  
mkim@cmc.edu

## **On the Stance-Marking Functions of the Korean Proximal Demonstrative**

Across languages, demonstratives grammaticalize into various grammatical and discourse-pragmatic markers. Using corpora of natural conversation and scripted drama conversation, and employing the theoretical frameworks of grammaticalization and (inter)subjectification, this study demonstrates that the Korean demonstrative construct *i-ke ya* ‘(it) is this’ has developed into an affective stance marker, a development not yet discussed elsewhere in the literature. As a stance marker, the form can encode (a) an emphasizing stance and (b) a boasting stance. The study shows that the development of *i-ke ya* is an instance of subjectification and of intersubjectification, as the functions of *i-ke ya* changed from exophoric (pointing to a physical object), to discourse deictic (pointing to a referent in a discourse), and then to expressive (encoding the speaker’s stance). The analysis of its shifting functions indicates that *i-ke ya* obtained its affective meanings due to its frequent use in negative and disaffiliated contexts. Frequency information and a prosodic analysis further testify to the emergence of the new affective meanings of *i-ke ya*. The study contributes to recent research that investigates various emotive functions of demonstratives beyond accounts based on physical proximity.

### **Bio-note**

Minju Kim is Professor of Korean at Claremont McKenna College. She received her Ph.D. from the University of California, Los Angeles (UCLA). Her research interests include discourse-functional linguistics, grammaticalization, pragmatics, language education, and language and gender, and her research utilizes synchronic and diachronic corpus data. She published many articles in diverse journals including *Journal of Pragmatics*, *Discourse Studies*, *Pragmatics*, and *Linguistics*. She also authored the book *Grammaticalization in Korean: The Evolution of the Existential Verb* (2011). She serves as the Editor-in-Chief of *The Korean Language in America*, the journal of the American Association of Teachers of Korean.

**MONIKA KIRNER-LUDWIG, HYEYEON KIM**  
University of Innsbruck, Sookmyung Women's University  
[monika.kirner-ludwig@uibk.ac.at](mailto:monika.kirner-ludwig@uibk.ac.at), [hykim3104@gmail.com](mailto:hykim3104@gmail.com)

## **'Lost' in Translation? Korean and English Intercultural Communication in Fictional Telecinematic Dialogue**

This study takes an approach to intercultural communication through the lens of fictional pragmatics (cf. Locher et al., 2023; Locher & Jucker, 2017), i.e., focuses on scripted intercultural interactions and to what extent these are scriptedly, i.e., deliberately, and (un)stereotypically (un)successful and (in)efficient. We adhere to one specific US American TV series, i.e., *Lost* (Abrams et al., 2004–2010) and one specific protagonist, i.e., Korean native speaker Jin-Soo Kwon, and his numerous intercultural interactions with English native speakers on the island they have all been stranded on.

We shall follow Kecskés in proposing a discourse (dialogue) segment analysis (2013) in order to reveal any pragmatic strategies of intercultural communication between the fictional speakers. This is done through a rigorous, detailed analysis of utterances in CA style, which also takes into account topic foci and shifts as the interlocutors diegetically negotiate meaning. Our analysis and coding of scripted turns will demonstrate in what ways and to what extent the creators of *Lost* (and any scriptwriters and actors involved) have dedicated space and scripted dialogue to issues of fictional yet reality-reflecting intercultural pragmatic relevance, whilst, at the same time, conforming to the modal constraints of a TV series' episode.

### **References**

- Kecskés, I. (2013). *Intercultural Pragmatics*. Oxford University Press.  
Locher, M. A. & Jucker, A. H. (2017). *Pragmatics of Fiction*. De Gruyter Mouton.  
Locher, M. A., Jucker, A. H., Landert, D. & Messerli, T. C. (2023). *Fiction and Pragmatics*. Cambridge University Press.

### **Bio-notes**

Monika Kirner-Ludwig is Associate Professor of English Linguistics at the University of Innsbruck (Austria) and research-affiliated with the University at Albany (SUNY, USA). She holds a *venia docendi* and a PhD in English Linguistics from the Universities of Innsbruck (2023) and Munich (2013). Her research foci lie within Intercultural Pragmatics, the Pragmatics of Quoting, Humor Pragmatics and Telecinematic Stylistics. Recent publications appear in *Corpus Pragmatics* (2023), *The European Journal of Humour Research*, the *Cambridge Handbook of Intercultural Pragmatics* (2022) and the *Handbook of Language and Pop Culture* (forthcoming). She is co-editor of the Routledge book series 'New Waves in Pragmatics'.

HyeYeon Kim is a lecturer at Sookmyung Women's University (South Korea) teaching Korean as a second language and Korean studies as a foreign language. She received her PhD (2020) in Curriculum and Instruction department, specializing in Intercultural Pragmatics, Bilingualism, Second Language Learning and Teaching from SUNY at Albany (USA). She worked as a lecturer of Korean language at Stanford University (2019-2021). Her research topics are cross-cultural linguistics and pragmatics of formulaic speech, conversation analysis to discourse in intercultural context, L2 exposure effect on L1 at conceptual/lexical level, learners' pragmatics (e.g., figurative expressions), learning effects of using AI.

LUCIA LA CAUSA  
University of Catania  
lucia.lacausa@unict.it

## **Intercultural Pragmatic Variations: Misunderstandings and Cooperation Difficulties. The Case of Egyptian Users of English**

In order to use language for communication effectively, not only interlinguistic but also intercultural pragmatic competences are needed. However, various linguistic and cultural communities use language differently producing both linguistic and pragmatic variations. Such variations are mainly caused by the influx of their mother tongue linguistic and pragmatic forms which are culturally constructed and involuntary (Leonard, 2012).

This study, which focuses on intercultural pragmatics, aims at showing how, in a multicultural context, the non-compliance with intercultural pragmatic norms may lead to miscommunication (Mühleisen, 2011; Kecskes, 2014), cooperation difficulties and even offense. This aim will be reached through the analysis of the case-study of Egypt. Indeed, in Egypt, English is increasingly used producing numerous cases of contact between it and Arabic (La Causa, 2022a). This contact situation is leading to the development of linguistic and cultural variations and to the consequent creation of an 'Egyptian way' to use English (La Causa, 2022a; 2022b) which affect both the linguistic and the interactive communicative modalities. This paper's methodology is based on a contrastive analysis between English and Arabic pragmatic norms which wants to show how English and Egyptian people apply diverse extralinguistic competences while communicating in English. These include competences in paralinguistic elements like accent, voice inflection, tone, pitch of voice (*vocalics*), in prosodic features like frequency, rhythm, silence and turn-taking (*chronemics*), in visual cues like body motion, facial expressions, gestures (*kinesics*), and in interpersonal distance, eye contact (*oculesics*) and touch (*haptics*) (*proxemics*). Evidence and data will be manually collected into a corpus of typical pragmatic variations produced by Egyptians using English. The corpus will be then examined to verify whether Egyptians succeed in communicating properly or whether the adoption of their mother tongue pragmatic norms leads to misunderstanding and cooperation difficulties when they use English.

### **References**

- Kecskes, I. (2014). *Intercultural Pragmatics*. Oxford University Press.
- La Causa, L. (2022a). *The Expanding Area Turn: Modelling and Defining 'English as a Potential Variety'. The case of Egyptian English* (Ph.D. Dissertation), University of Catania.
- La Causa, L. (2022b). 'Egyptian English' as an emerging glocal language. *Currents. A Journal of Young English Philology Thought and Review*, 7-8, 18-40.
- Leonard, V. (2012). *An Introduction to Interpersonal Communication: A Primer on Communication Studies*. Online: <https://uilis.usk.ac.id/oer/files/original/18436a72b8ad892cfe239359334f2881.pdf>
- Mühleisen, S. (2011). Pragmatics in multilingual language situations. In G. Andersen & K. Aijmer, *Pragmatics of Society* (pp. 115-134). Mouton De Gruyter.

### **Bio-note**

Lucia La Causa holds a MA in Languages and Comparative Literatures and a Ph.D. in Sciences of Interpretation. She is now a Research Fellow and an Adjunct professor at the University of Catania. Her research interests focus on English sociolinguistics, world Englishes, intercultural pragmatics and communication, contact literature, audiovisual discourses and translation, and Feminist Critical Discourse studies. As a speaker, she has participated into several national and international conferences

and she has published several papers in volumes and journals. Her latest work “Arabic-English Intercultural and Interlingual Contacts in Ahdaf Soueif’s Novels” has been published by Springer Nature.



XUAN LI  
Queen's University Belfast  
xli42@qub.ac.uk

## **Linguistic Cues in Chinese English Learners' Sarcasm Comprehension on Twitter**

Twitter, as a text-based platform, offers fewer contextual sources compared to other social media platforms like Facebook or Instagram. Consequently, linguistic cues play a critical role in individuals' ability to identify and comprehend sarcasm. Plenty of studies in existing literature (e.g., Burgers et al., 2012; Attardo, 2003) have explored the linguistic characteristics of sarcasm across various media (e.g., literature, online communication and face-to-face communication). These deviations from formal linguistic norms create foregrounding (Lugea & Walker, 2023), enabling users to recognise the speaker's sarcastic intent. However, most existing studies primarily focus on identifying the characteristics of sarcasm from a production perspective rather than a comprehension perspective. Therefore, this study examined the linguistic features used by Chinese adult English learners (CAEL) and English native speakers (NS) in the process of recognising and comprehending sarcastic tweets.

To accomplish this, we selected 25 sarcastic tweets and 10 non-sarcastic tweets as the research materials and invited 15 CAEL and 5 NS to participate in concurrent think-aloud protocols and follow-up interviews. Analysis of the research results reveals significant disparities between the linguistic features identified in the existing literature and the linguistic cues employed by CAEL in their identification and comprehension of sarcastic tweets. Additionally, the experimental results indicate that CAEL and NS focus on different types of paradox at different linguistic levels.

This study contributes to the field of L2 pragmatic comprehension by providing insights into the differences in the use of linguistic cues between CAEL and NS for sarcasm comprehension. Furthermore, it offers pedagogical suggestions for teaching, learning, and utilising sarcasm in a second language.

### **References**

- Attardo, S. et al. (2003). Multimodal markers of irony and sarcasm. *Humor*, 16(2), 243-260.  
Burgers, C., van Mulken, M. & Schellens, P. J. (2012). Verbal irony. *Journal of Language and Social Psychology*, 31(3), 290-310.  
Lugea, J. & Walker, B. (2023). *Stylistics: Text, Cognition and Corpora*. Palgrave Macmillan.

### **Bio-note**

Xuan Li is a 4<sup>th</sup> year PhD candidate at Queen's University Belfast. His research interests encompass pragmatics, second language acquisition, and psycholinguistics. His PhD project investigates the Chinese adult English learners' comprehension of sarcasm in English tweets under the relevance-theoretical framework. Additionally, he is exploring the Chinese concept of Yin Yang Guai qi within Chinese social media platforms.

**JIAYI LIANG**  
Sichuan International Studies University  
l jy3233@outlook.com

## **Patterns of Thanking in Asian Englishes: A Local Grammar Based Investigation**

Adopting the local grammar approach, this study examines the speech act of thanking in the four varieties of English, with a view to exploring the value of local grammars in cross-varieties speech act studies and also contribute to an understanding of how social-cultural norms influence the speech act performance, thus facilitating the reveal of the association among the language use, politeness and cultural norms in different English varieties. Speech act studies have been broadly investigated cross-culturally in different languages (Leyre & Yolanda, 2012), but how speech acts are performed in varieties of one language still needs more systematic research. The data are extracted from the British, Hong Kong, Indian and Singapore components of the International Corpus of English. Previous studies have adequately explored the effectiveness of local grammars in quantifying speech act realisations and provide new sights into intercultural speech acts studies (Su & Lu, 2023). With the help of local grammar approach and Chi-square analyses, the present investigation reveals that speakers of English varieties might be blurring the lines between the cultural norms of politeness in their locally prevalent culture and international-oriented ones, attempting to keep a balance in the tensions driven by the two forces. The preferential choices that define speakers' conversational style reflect cultural values they belong to (Mullan & Béal, 2022). In addition, the study shows that there is a regional difference in expressions of gratitude between South Asian Englishes (IndE) and Southeast Asian Englishes (HKE & SinE). Overall, findings of the study suggest that thanking in varieties of English somewhat reflects different communicative ethos, as speakers' perception of politeness varies in their community of practice. On the other hand, local grammar approach is worthwhile to cross-varieties speech act studies, and therefore more research applying local grammars into speech acts in different English varieties is desirable and valuable.

### **References**

- Mullan, K. & Béal, C. (2022). Humor in intercultural interactions. In *The Cambridge Handbook of Intercultural Pragmatics* (pp. 301-333). Cambridge University Press.
- Ruiz de Zarobe, L. & Ruiz de Zarobe, Y. (2012). *Speech Acts and Politeness across Languages and Cultures*. Peter Lang Verlag.
- Su, H. & Lu, X. (2023). Local grammars and intercultural speech act studies: A study of apologies in four English varieties. *Intercultural Pragmatics*, 20(4), 377-404.

### **Bio-note**

Liang Jiayi, an MA student at the School of English and Literature, Sichuan International Studies University, China. Her research interests include corpus linguistics, (corpus) pragmatics, and world Englishes. She has been working on her research project "Local grammars into Asian Englishes" funded by SISU.

ANNARITA MAGLIACANE  
University of Liverpool  
[a.magliacane@liverpool.ac.uk](mailto:a.magliacane@liverpool.ac.uk)

## The Role of the English Language Variety in the Awareness of Pragmatic Markers by L2 Users: A Study Abroad Perspective

Pragmatic markers (PMs) have been defined as linguistic constructions, typical of spoken language, which help interaction (Beeching, 2016). Research on their use in different varieties of English has been prolific (e.g., Schweinberger, 2015), but PMs have been underexplored (but see, Magliacane & Howard, 2019) in English as a second language (L2). Study Abroad research (e.g., Iwasaki, 2011) shows that contact with the local community aids PM production in the L2. In particular, longitudinal studies (Iwasaki, 2011) point to beneficial effects over time, giving rise to increased frequencies. However, while research on PM production in the L2 has been gaining traction, a focus on their awareness in the L2 is lacking. Meanwhile, research on pragmatic recognition (e.g., Sánchez-Hernández & Alcón-Soler, 2019) posits that this is a crucial step for any pragmatic production.

Against this background, this study analyses longitudinally if a sojourn abroad affects PM awareness. A pre and post-test, designed for the purpose of the study, were administered to 18 Chinese students in the UK and Ireland over four months. Pragmatic awareness was operationalised as PM recognition and metapragmatic awareness of PMs. PM recognition was explored as the ability of recognising PMs in oral extracts showcasing different varieties of English (US, Indian, Irish, UK) as well as their corresponding transcripts. Metapragmatic awareness was measured in terms of the ability to identify PMs and their function in context. The quantitative findings were triangulated with qualitative data, elicited with semi-structured reflective interviews conducted after each test.

Preliminary findings suggest that participants overall increased their PM awareness over time with a significant longitudinal increase of their meta-pragmatic awareness of PMs. This study also analyses whether the residence of stay resulted into an advantage to the test scores of PM recognition and metapragmatic awareness for the English language variety spoken by the host community.

### References

- Beeching, K. (2016). *Pragmatic Markers in British English: Meaning in Social Interaction*. Cambridge University Press.
- Iwasaki, N. (2011). Filling social space with fillers: Gains in social dimension after studying abroad in Japan. *Jpn. Lang. Lit.*, 45(1), 169-193.
- Magliacane, A. & Howard, M. (2019). The role of learner status in the acquisition of pragmatic markers during study abroad: The use of 'like' in L2 English. *Journal of Pragmatics*, 146, 72-86.
- Sánchez-Hernández, A. & Alcón-Soler, E. (2019). Pragmatic gains in the study abroad context: General patterns and learners' experiences. *Journal of Pragmatics*, 146, 54-71.
- Schweinberger, M. (2015). A comparative study of the pragmatic marker like in Irish English and in south-eastern varieties of British English. In C.P. Amador Moreno, K. McCafferty & E. Vaughan (Eds.), *Pragmatic Markers in Irish English* (pp. 114-134). Benjamins.

### Bio-note

Annarita Magliacane lectures in TESOL and Applied Linguistics at the University of Liverpool. Her research interests lie in Second Language Acquisition, with specific reference to the acquisition of English, Experimental Pragmatics, and Transnational mobility. Her research has focused on the use of pragmatic markers in English as an L2 and language contact opportunities during student mobility. She has published

extensively on such perspectives. Annarita is also currently co-editing the Special Issue “Social Aspects in Language Learning: New Perspectives from Study Abroad Research” for the Journal *Language Learning*. She has co-founded and is currently chairing the TramE network, a group of researchers working on transnational student mobility.

**COSTANZA MARINI**  
University of Pavia  
costanza.marini@unipv.it

## **Conspiracy Theory Discourse: A Corpus-Driven Cross-Linguistic Analysis of Telegram Data**

The present study will provide a corpus-driven analysis of anti-scientific conspiracy theory discourse in a computer-mediated communication setting (CMC), by comparing data gathered from a selection of Italian-, English-, and German-speaking Telegram channels opposing COVID-19 vaccination and denying both climate change and round-Earth theory.

After carrying out an interdisciplinary overview of conspiracy theory literature, a corpus of conspiratorial Telegram posts was built to verify the presence of the linguistic phenomena that literature identifies as indicators of conspiracy theory discourse, possibly expand their classification, and compare them across languages and user communities.

In order to build a balanced corpus, we selected three Telegram channels – one for each of the conspiracy theories under scrutiny – for each of the three languages we focused on, for a total of nine channels. In order to work on relevant data, human annotators were asked to classify posts as either *conspiratorial* or *non-conspiratorial* using the *Taguette*<sup>1</sup> tool, a user-friendly and open-source online annotation environment. Only conspiratorial posts were included in the corpus, which was then uploaded on the *Sketch Engine* platform (Kilgarrieff et al., 2014) to identify potentially relevant indicators of conspiracy theory discourse exploiting its automatic natural language processing functionalities.

Preliminary findings agree with literature, showing that, among the most relevant linguistic phenomena taking place at the interface between semantics and pragmatics, we can find: (1) belief narratives contrasting an accepted *insider group* and a threatening *outsider group* (Holur et al., 2022); (2) a peculiar use of markers of *epistemic stance* and *evidentiality* (Catenaccio, 2022); (3) a creative *debunking vocabulary* made up of expressions that explicitly refer to the fact that another version of the truth lies behind the official one orchestrated by the media (Ebling et al., 2013); (4) the instrumental use of *conceptual metaphors* to convey biased content as non-literal meaning (Danesi, 2023).

### **References**

- Catenaccio, P. (2022). A corpus-driven exploration of conspiracy theorising as a discourse type. Lexical indicators of argumentative patterning. In M. Demata, V. Zorzi & A. Zottola (Eds.), *Conspiracy Theory Discourses* (pp. 25-48). John Benjamins.
- Danesi, M. (2023). *Politics, Lies and Conspiracy Theories: A Cognitive Linguistic Perspective*. Routledge.
- Ebling, S., Scharloth, J., Dussa, T. & Bubenhofer, N. (2013). Gibt es eine Sprache des politischen Extremismus? In *Die da oben. Sprache, Politik, Partizipation* (pp. 43-69). Hempfen Verlag.
- Holur, P., Wang, T., Shahsavari, S., Tangherlini, T. & Roychowdhury, V. (2022). Which side are you on? Insider-Outsider classification in conspiracy-theoretic social media. In *Proceedings of the 60th Annual Meeting of the Association for Computational Linguistics* (pp. 4975-4987). Association for Computational Linguistics.
- Kilgarrieff, A., Baisa, V., Bušta, J., Jakubíček, M., Kovář, V., Michelfeit, J., Rychlý, P. & Suchomel, V. (2014). The Sketch Engine: Ten years on. *Lexicography*, 1(1), 7-36.

---

<sup>1</sup> <https://www.taguette.org/>

**Bio-note**

Costanza Marini is a Postdoctoral Fellow at the Department of Humanities of the University of Pavia. She holds a BA in *Translating and Interpreting: English, German and Croatian* from the University of Trieste, a MA in *Theoretical and Applied Linguistics* from the University of Pavia and a Joint PhD in *Language Sciences* from the Universities of Pavia and Bergamo. Her research interests include corpus-based studies in lexical semantics, foreign language teaching and digital lexicography. She has recently defended her PhD on the interactions between aspect and *Aktionsart* in Croatian aspectual verb pairs and is currently working on conspiracy theory discourse.

**JENNIFER MONROE**  
University of Bologna  
jennifer.monroe@unibo.it

## **Exploring Pragmatics with AI: An Intercultural Communication Perspective**

As artificial intelligence is increasingly integrated into our daily lives, understanding the nuances of human-AI communication is an interesting area of study given the ability of these assistants to mimic the language and social interactions of humans. While conversations between two parties are generally considered dynamic exchanges in a language conveying cultural experiences and a worldview, when a person is interacting with an AI assistant there is a clear asymmetry to the interaction. AI assistants (at the moment) cannot truly be expected to have a worldview or an awareness of the context surrounding the conversation, and as such, the pragmatic aspects of the exchange suffer even though the semantic and grammatical choices of the language being produced by the AI might be impeccable. While the human and the AI may be communicating in a single language, I suggest that the human counterpart is not actually an L1 speaker of the AI's language – the two parties are actually having an intercultural conversation.

This talk will examine a series of interactions between people and AI assistants such as Alexa, Siri and Chat GPT. Analysing a hand selected set of exchanges brings to light differences between expectations in human-human conversations compared to human-AI interactions especially related to the Gricean principle of cooperation.

### **References**

- Baker, W. (2015). *Culture and Identity through English as a Lingua Franca: Rethinking Concepts and Goals in Intercultural Communication* (Vol. 8). Mouton de Gruyter.
- Gambino, A., Fox, J. & Ratan, R. (2020). Building a stronger CASA: Extending the Computers Are Social Actors Paradigm. *Human-Machine Communication, 1*, 71-86. <https://doi.org/10.30658/hmc.1.5>
- Jaszczolt, K. M. (2022). Post-Gricean pragmatics for intercultural communication. In I. Kecskes (Ed.), *The Cambridge Handbook of Intercultural Pragmatics* (1st ed., pp. 11-39). Cambridge University Press. <https://doi.org/10.1017/9781108884303.002>
- Kecskes, I. (2014). *Intercultural Pragmatics*. Oxford University Press.
- Nass, C. & Moon, Y. (2000). Machines and mindlessness: Social responses to computers. *Journal of Social Issues, 56*(1), 81-103. <https://doi.org/10.1111/0022-4537.00153>

### **Bio-note**

Jennifer Monroe M.Ed. is an English Foreign Language Instructor at the University of Bologna in Italy with a background in Instructional Design and the pedagogical transformation of materials for digital environments. She is in her final year of doctorate studies with a focus on humorous interactions between people and AI voice assistants under the supervision of Delia Chiaro.

ENIKŐ NÉMETH T., KATALIN NAGY C., ZSUZSANNA NÉMETH

University of Szeged

Subprogramme for Linguistic Identification of Fake News and Pseudo-scientific Views, part of  
the Science for the Hungarian Language National Programme of the Hungarian Academy of  
Sciences

nemethen@hung.u-szeged.hu

## Implicit Pragmatic Phenomena in Hungarian Health-Related Real and Fake News Headlines: A Corpus-Based Comparative Analysis

On digital platforms, spreading of fake news is approximately ten times quicker than that of real news (Krekó, 2021), causing serious harm in various areas (e.g., health, democracy, gender equality, and security) (UN 2023). The number of clicks on headlines influences their spread. Although having a clickbait headline is not a definitive criterion of fake news, it is reasonable to assume that the proportion of clickbait headlines is higher in fake news than in real news. Analysing clickbait headlines, Scott (2021) focuses on overt linguistic elements that often create an information gap triggering clicks on headlines.

Fake news headlines frequently include implicit pragmatic phenomena, which, not having explicit forms, are challenging to identify. The present paper has two aims. First, to examine implicit arguments, speech acts with implicit contents, and implicatures in both types of headlines; second, to compare their use and the underlying strategies. The research is based on our MedCollect corpus consisting of 630 Hungarian fake news texts (383,908 token) and 748 real ones (388,212 token) on health issues. The main results are as follows. (1) While real news headlines seem to be more informative, fake news headlines often create a wider information gap by using implicit pragmatic contents and various manipulative strategies (e.g. referring to an authority, generating unfounded expectations, evoking fear). (2) In contrast to the occurrences in real news headlines, implicit arguments in fake news headlines cannot always be resolved in the article; they only serve to generate clicks. (3) In fake news headlines, implicit contents in speech acts tend to trigger emotions and psychological effects to generate clicks. (4) The unfair use of implicatures only occurs in fake news headlines in order to avoid responsibility. Our results may contribute to the differentiation between fake and real news.

### References

- Krekó, P. (2021). *Tömegparanoia 2. Összesküvés-elméletek, álhírek és dezinformáció* [Massparanoia 2. Conspiracy theories, fake news, and disinformation]. Athenaeum.
- Scott, K. (2021). You won't believe what's in this paper! Clickbait, relevance and the curiosity gap. *Journal of Pragmatics*, 175, 53-66.
- UN (2023). *United Nations. Our Common Agenda Policy Brief 8. Information Integrity on Digital Platforms*. June 2023. <https://www.un.org/sites/un2.un.org/files/our-common-agenda-policy-brief-information-integrity-en.pdf> (Accessed 10. 11. 2023).

### Bio-notes

Enikő Németh T. is a Professor of Linguistics, head of the Department of General Linguistics at the University of Szeged and leader of the MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics. She is a correspondent member of the Hungarian Academy of Sciences and member of the Academia Europaea. Her research area includes the relationship between grammar and pragmatics, implicit arguments, perspectives and intentions in language use. Recently, she focuses on linguistic



identification of Hungarian health related fake news. She has published articles in *Journal of Pragmatics*, *Intercultural Pragmatics* as well as in volumes published by internationally acknowledged publishers.

Katalin Nagy C. is a senior research fellow in the MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics. She is a member of the Hungarian Research Centre for Pragmatics. Recently, she deals with the linguistic analysis of Hungarian health related fake news, focusing on their special language use, clickbait and implicit phenomena in their headlines. Her former research covers various topics in historical pragmatics of the Catalan and Spanish languages, diachronic speech acts analysis, as well as methodological issues in these research areas, with special regard to the role of context in interpretation and grammaticalization.

Zsuzsanna Németh is an assistant professor at the University of Szeged, Department of General Linguistics, and a member of the MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics, as well as the Hungarian Research Centre for Pragmatics. Her main research field is conversation analysis, focused on self-repair. She has published articles on Hungarian self-repair and hesitation phenomena in *Journal of Pragmatics* and *Pragmatics*, her monograph *A Preference Hierarchy Model of Same-turn Repair Operations in Talk-in-Interaction* has been published by Equinox. Recently, she has focused on implicatures in Hungarian fake news headlines. In her research she combines conversation analysis and pragmatics.

**ANABELLA GLORIA NICULESCU-GORPIN<sup>1</sup>, LARI GIORGESCU<sup>2</sup>**

<sup>1</sup>The "Iorgu Iordan – Alexandru Rosetti" Institute of Linguistics, the Romanian Academy & the University of Bucharest <sup>2</sup>The "I.L. Caragiale" National University of Theatre and Film  
anabella.niculescu@lils.unibuc.ro, l.giorgescu@gmail.com

### **Dramatic discourse as intercultural discourse. The Case of Matei Vişniec's *The Word Progress on My Mother's Lips Doesn't Ring True***

This presentation sees plays and their productions as complex communicative environments whose understanding relies on different intercultural pragmatic strategies (Kecskés, 2013). The focus is on Matei Vişniec's play *The Word Progress on My Mother's Lips Doesn't Ring True*, written in French and translated in Turkish, Greek, Japanese, etc. We are concerned with the French, Romanian and English texts and their performances, focusing on how they create a new intercultural common ground to be shared by the audience and the actors & directors.

Looking at how the text was performed and received in different cultures, we argue that dramatic discourse (Herman, 1995) is one of the most complex intercultural discourses, connecting different cultures and enlarging people's intercultural understanding for millennia.

Our analysis suggests that dramatic discourse represents an intercultural setting whose understanding calls for intercultural (pragmatic) competence (Schauer, 2004). The analysis is bidimensional, from the audience's point of view and of the performers; the former needs to comprehend a play that seems to tackle the former Yugoslavia's war and its consequences and, depending on their background knowledge, they may or may not need to enlarge their cognitive environment to understand it. An even closer analysis reveals the play's deeper meaning: a complex synthesis of the atrocities and absurdity of war.

Performers have an even more complicated task: they have to go beyond the text's first reading, to appropriate the characters and their stories, and to give them life. Their parcourse is also explained here as one of the authors has had the opportunity to actually perform in the Romanian production. In dramatic discourse, performers play the role of the 'intercultural' communicators who have to bridge the gap between the text and the public, and in doing so, employ different strategies that help the audience accommodate their own cultural background to that of the play.

#### **References**

- Berghaus, G. (Ed.) (2001). *New Approaches to Theatre Studies and Performance Analysis*. Max Niemeyer Verlag.
- Herman, V. (1995). *Dramatic Discourse*. Routledge.
- Kecskés, I. (2013). *Intercultural Pragmatics*. Oxford University Press.
- Schauer, G. A. (2004). *Intercultural Competence and Pragmatics*. Springer.
- Vişniec, M. (2007). *Le mot progrès dans la bouche de ma mère sonnait terriblement faux*. Lansman.

#### **Bio-notes**

Dr. Anabella-Gloria Niculescu-Gorpin is a Senior Researcher at the "Iorgu Iordan – Alexandru Rosetti" Institute of Linguistics, the Romanian Academy, and a Lecturer at the University of Bucharest, Romania. She was awarded a PhD by the University of Manchester in 2007 and is a Fulbright alumna. Her research focuses on pragmatics, psycholinguistics and contact-induced language changes. She has coordinated several research projects on the topic and has been part of others. She has participated in over 100 international conferences and published extensively.

Drd. Lari Giorgescu is an actor of the „I. L. Caragiale” National Theatre, Bucharest, Romania. He has had more than 50 roles in important Romanian theatre productions, and has also appeared in several movies and shorts. He is also a final year PhD student within the „I. L. Caragiale” National University of Theatre and Cinematography, Bucharest, Romania, conducting research on the interface between acting and corporality.

**KHADIJAH OMAR**  
**Kyushu University**  
khadijah@flc.kyushu-u.ac.jp

## **The Perception of Kinship Terms in a Malaysian Politician's Open Letter**

Classical Malay kinship terms are a feature of modern Malaysian political discourse (Omar, 2020). In parliamentary proceedings, they are employed by both male and female politicians as a mark of respect or affection, as well as to convey mockery or denigration. This study investigates the perception of these terms as used in a politician's open letter. Originally published on Facebook, the letter's contents quickly spread to other media due to what many readers considered its provocative use of kinship terms. Several days of nationwide speculation followed the letter's 'going viral', and this only subsided once a public Twitter response that firmly shut down the dialogue was posted. This analysis will view the controversy through the lens of the male writer and his purported female addressee by comparing their different perceptions of the kinship terms. The findings will be supplemented by how the wider audience of the letter interpreted the same terms. This paper explains the disparity in opinion using a critical discourse studies (CDS) framework (Wodak & Meyer, 2016) which analyses ideological beliefs underlying power relations; beliefs that are made manifest through language. Specifically, the discourse-historical approach (DHA) (Reisigl & Wodak, 2016) is employed, where the interlocutors' perceptions are verified through a recursive, intertextual, multi-source examination of the sociopolitical context surrounding the linguistic terms under study. The letter's frosty reception might indicate that the public's knee-jerk interpretation was correct, yet further exploration reveals that there is some basis for the writer to have made use of classical kinship terms as he did. Ultimately, however, arguments that support the female addressee's viewpoint prevail, based on how the language in this ostensibly well-intentioned open letter harboured darker implications.

### **References**

- Omar, K. (2020). Kinship terms in the Malaysian Parliament. In Y. Matsumura, K. Yamazaki & K. Chinami (Eds.), *Goyōron kenkyū no kanōsei* [Possibilities of pragmatics research] (pp. 293-307). Asahi Press.
- Reisigl, M. & Wodak, R. (2016). The discourse-historical approach (DHA). In R. Wodak & M. Meyer (Eds.), *Methods of Critical Discourse Studies* (3rd ed.), (pp. 23-61). Sage.
- Wodak, R. & Meyer, M. (2016). Critical discourse studies: History, agenda, theory and methodology. In R. Wodak & M. Meyer (Eds.), *Methods of Critical Discourse Studies* (3rd ed.), (pp. 1-22). Sage.

### **Bio-note**

Khadijah Omar has lived in Fukuoka, Japan since 2015. She was a secondary school teacher in her home country, Malaysia, before moving abroad for her postgraduate studies. Khadijah holds a PhD in applied linguistics and works as a lecturer at Kyushu University. Her research interests include interlanguage pragmatics, CALL and discourse analysis.

NELE PÖLDVERE, ELIZAVETA KIBISOVA, RADOSLAVA TRNAVAC\*, SILJE  
SUSANNE ALVESTAD

University of Oslo, \*The National Research University “Higher School of Economics”  
[nele.poldvere@ilos.uio.no](mailto:nele.poldvere@ilos.uio.no), [elizaveta.kibisova@ilos.uio.no](mailto:elizaveta.kibisova@ilos.uio.no), [rtrnavats@hse.ru](mailto:rtrnavats@hse.ru), [s.s.alvestad@ilos.uio.no](mailto:s.s.alvestad@ilos.uio.no)

## Is Stance in Fake News Expressed Differently across Languages?

In this corpus study, we examine the use and distribution of stance expressions in fake news in three languages: English, Norwegian and Russian. Stance is a major communicative resource in language, and it plays an important role in how news organisations and social media users inform, persuade and entertain their audiences. Stance may also be an indicator of the ‘fakeness’ of news. Indeed, previous research (Trnavac & Pöldvere, 2024) has identified significant differences in evaluative language use between fake and genuine news in English; however, it is unclear how these differences are reflected across languages and cultures. Therefore, the present study sets out to compare and contrast the occurrence of a range of lexico-grammatical features of stance across English in the US, Norwegian in Norway and Russian in Russia, based on Biber (2006). The lexico-grammatical features are divided into major structural and pragmatic categories (e.g., adverbs expressing epistemic stance: *certainly*). The data are from three comparable corpora, collected from fact-checking websites covering news in the respective languages. Based on previous cross-linguistic research on stance in news discourse (Marin-Arrese, 2015), we expect there to be considerable differences across the three languages due to general differences in argumentative and persuasive style, as well as specific cultural characteristics associated with each country (e.g., varying levels of freedom of expression).

### References

- Biber, D. (2006) Stance in spoken and written university registers. *Journal of English for Academic Purposes*, 5, 97-116. <https://doi.org/10.1016/j.jeap.2006.05.001>
- Marin-Arrese, J. I. (2015). Epistemicity and stance: A cross-linguistic study of epistemic stance strategies in journalistic discourse in English and Spanish. *Discourse Studies*, 17(2), 210-225. <https://doi.org/10.1177/1461445614564523>
- Trnavac, R. & Pöldvere, N. (2024). Investigating Appraisal and the language of evaluation in fake news corpora. *Corpus Pragmatics*. <https://doi.org/10.1007/s41701-023-00162-x>

### Bio-notes

Nele Pöldvere is a Postdoctoral Fellow within the Fakespeak project at the University of Oslo. Her main research objective is the language of fake news in English, focusing specifically on the evaluative, metaphorical and grammatical aspects of this type of news. She uses large corpora of fake and genuine news for her studies.

Radoslava Trnavac is an Associate Professor at the School of Linguistics, The National Research University “Higher School of Economics”. Her research interests lay at the intersection of discourse analysis, corpus linguistics, corpus pragmatics, and lexical semantics. Current specific areas of interest include patterns of evaluation in discourse, the language of genuine and fake news, political discourse, and discourse coherence.

Elizaveta Kibisova is a PhD Fellow at the University of Oslo. In the Fakespeak project, her primary focus is on the Russian language. She investigates the linguistic cues of deception in news media by

applying corpus linguistics methods to texts from various sources, including Russia-based news outlets and social media.

Silje Susanne Alvestad is a Researcher in Slavic languages at the University of Oslo and PI of the Fakespeak project. Her research interests include the language and style of fake news and other types of misinformation across languages and cultures. In the Fakespeak project she focuses on Norwegian and Russian. She is very interested in exploring how linguistics can contribute to tackling societal challenges within larger interdisciplinary initiatives.

**CONSUELO QUIJANO, JOY BOLADO**  
Défense Language Institute Foreign Language Center (DLIFLC)  
[cherryalday@gmail.com](mailto:cherryalday@gmail.com), [jdlbolado@gmail.com](mailto:jdlbolado@gmail.com)

## **Improving Pragmatic Skills through Roleplays**

In any language, pragmatic skills are essential to convey and interpret meaning in social contexts accurately. As pragmatics studies how language is used in interactions, it comes naturally to native speakers but not to non-native language learners (Siegel, 2016). How teachers deliver their instruction and design activities is crucially significant to maximize students learning. Major aspects of pragmatics should be in place: the use of language to achieve goals, the use of information from context, and the use of interaction between people (Ciccia, 2011). Thus, the language educators must develop or adapt strategies for students' practices of the target language, where teaching and learning are regularly mediated through language (Farinde & Oyedokun-Alli, 2020).

Roleplay is frequently used in a language classroom as a form of social interaction. Students learn different greetings through roleplays, which can be used for practicing pragmatics with other functions such as apologizing, giving advice, making a request, or having a conversation (American English, 2019). Furthermore, roleplay as a form of experiential learning provides an effective technique that allows students to apply content in a relevant, real-life context that prepares them for realistic communication (Bahriyeva, 2021). This presentation will showcase practical examples of scenarios and activities designed to enhance pragmatic skills in language learners. By exploring various role-play exercises, participants will gain insights into effectively integrating pragmatics-focused activities into language teaching methodologies. The aim is to contribute to language teaching practices by equipping educators with innovative strategies to foster pragmatic competence among language learners.

### **References**

- American English for Educators (2019, December). Simple ways to incorporate pragmatics in the EFL classroom. *AE Teacher's Corner*. <http://www.americanenglish.state.gov>
- Bahriyeva, N. (2021). Teaching a language through role-play. *Linguistics and Culture Review*, 5(S1), 1582-1587. <https://doi.org/10.21744/lingcure.v5nS1.1745>
- Ciccia, A. (2011). Pragmatic communication. In J.S. Kreutzer, J. DeLuca & B. Caplan (Eds.), *Encyclopedia of Clinical Neuropsychology* (pp. 1994-1995). Springer, New York, NY. [https://doi.org/10.1007/978-0-387-79948-3\\_914](https://doi.org/10.1007/978-0-387-79948-3_914)
- Farinde, R. O. & Oyedokun-Alli, W. A. (2020). Pragmatics and language teaching. *Journal of Language Teaching and Research*, 11(5). <http://dx.doi.org/10.17507/jltr.1105.21>
- Siegel, J. (2016). Pragmatic activities for the speaking classroom. *English Teaching Forum*. <https://americanenglish.state.gov/english-teaching-forum>

### **Bio-notes**

Consuelo Quijano is an Associate Professor of Tagalog at the Defense Language Institute Foreign Language Center (DLIFLC), U.S.A., with 15 years of teaching experience. She has served multiple roles in her organization: immersion specialist, team leader, curriculum reviewer, oral proficiency interview (OPI) tester, and faculty advisory council (FAC) member. She earned a Master of Business Administration degree from John F. Kennedy University and a doctorate in Educational Leadership from Liberty University. Her research focused on improving the professional development of professors' self-leadership traits.

Joy Bolado is a certified Tagalog language instructor at the Defense Language Institute Foreign Language Center, serving at both the Presidio of Monterey, California and Stone Bay of North Carolina, U.S.A., with the esteemed rank of Associate Professor. Holding a degree in Music Education from the University of Santo Tomas, Philippines, Ms. Bolado furthered her academic pursuits by obtaining a master's degree in Curriculum and Instruction from Brandman University, California. She is recognized as an active oral proficiency interview third rater, immersion specialist, and diagnostic assessment specialist, and she has been teaching the language for 17 years.



**RAGHAD ABU SALMA, BEATRICE SZCZEPEK REED, MARTIN DEWEY**  
King's College London  
[k20048461@kcl.ac.uk](mailto:k20048461@kcl.ac.uk), [rabusalma8@gmail.com](mailto:rabusalma8@gmail.com)

## **Requests and Responses to Requests in Jordanian Arabic**

Politeness has been extensively studied in English and its native speaking communities. However, there is a dearth of literature that explores politeness in Arabic. Existing studies often make general claims about politeness in Arabic without testing these claims empirically. For instance, Ferguson (1976) claims that Arabic has a set of politeness principles that govern its speakers' interactions, such as the 'same or more so' principle used to intensify expressions of politeness. Further, Nydell (2018) claims that 'Arabs' tend to avoid direct refusals, in which responding with 'yes' does not necessitate commitment in action. Prior studies on Arabic view Arabic speakers as belonging to one homogenous group, disregarding the linguistic variations and attitudes within Arabic-speaking communities. Further, within the context of Arabic, there is very little research on politeness, particularly in Jordanian Arabic. To address the gaps in the literature, this research aims to investigate how speakers of Jordanian Arabic make and respond to requests. This research targets Jordanian Arabic expats living in London, UK, who are surrounded by different dialects, linguistic ideologies, and cultural norms that influence their pragmatic choices. This study employs a mixed-methods approach, combining discourse completion tasks (DCTs) and interviews to glean insight into participants' perceptions of politeness and their interpretations of interactions. As advocated by contemporary approaches to politeness, this study involves participants in the study design, in which participants formulate scenarios that align with their backgrounds and experiences. Participants are asked to reflect on their attitudes and the linguistic choices provided in the DCT, rather than using pre-established frameworks to fit their discourse. This proposed research discusses previous literature on politeness in Arabic, identifies research gaps, discusses the rationale behind the use of data collection methods, and presents preliminary findings from the ongoing study.

### **References**

Ferguson, C. A. (1976). The structure and use of politeness formulas. *Language in Society*, 5(2), 137-151.  
Nydell, M. K. (2018). *Understanding Arabs: A guide for Modern Times*. Hachette UK.

### **Bio-note**

Raghad Abu Salma is a current PhD student in the School of Education, Communication, and Society at King's College London. She holds a Master's Degree in Teaching English to Speakers of Other Languages (TESOL). She also earned her Certificate in Teaching English to Speakers of Other Languages (CELTA) in 2021. Raghad is currently working as an English teacher in London, building upon her previous teaching experience in Jordan and the UAE. Alongside her teaching commitments, Raghad is passionate about research and hopes to pursue a career in academia. Her research interests encompass pragmatics, intercultural communication, sociolinguistics, and second language acquisition.

ANNALISA RAFFONE  
University of Naples “L’Orientale”  
araffone@unior.it

## **“Bro Must Got a Lot of Money”: A Pragmatic Study on Digitally-Based Impoliteness Strategies against Marrying a Person with Disabilities**

The rise of Social Media Sites (SMSs) has provided a significant breakthrough in the dissemination of information, especially for the marginalized groups of society (e.g., for their religion, ethnicity, and disability, to name a few), who now have a tool for providing counternarratives and spreading awareness on critical social issues.

Among the most oppressed populations in the Western world are Persons with Disabilities (PWDs) (Agmon et al., 2016), who have found in SMSs a (cyber)space for community building and a brand-new chance to pursue ‘disability activism’ by releasing videos, images, and posts to enhance their visibility and contrast social stigma (Sannon et al., 2023). Nevertheless, the media exposure afforded by SMSs has its drawbacks, most notably negative responses towards what is viewed as non-conforming conduct, with the anonymity feature adding to offensive behaviors that, despite being limited by social media policies, would surely be more minimized in face-to-face communication.

Compared to studies on politeness in online communication, research on impoliteness in digital platforms has recently emerged and shown the multiple roles it plays in SMSs, in particular, due to their nature, which allows users to attack other people without explicitly addressing them (Demjén & Hardaker, 2017).

Against this backdrop, this study will address a pragmatic analysis of a corpus of comments in English retrieved from a series of TikTok videos published by a famous married couple documenting their marriage and life events on the platform to promote disability awareness and equality. In particular, since the marriage involves a person with disabilities, the study, informed by Culpeper’s (1996, 2011) impoliteness model, will focus on the impoliteness strategies and their related functions employed by TikTok users to express their deprecatory viewpoints on the couple’s marriage as a response to their videos. Considering the growing scientific interest in the use of impoliteness strategies in SMSs but the lack of investigation on the TikTok platform, the study aims to contribute to the existing literature by highlighting how and which type of impoliteness strategies against PWDs are constructed in TikTok comments.

### **References**

- Agmon, M., Sa’ar, A. & Araten-Bergman, T. (2016). The person in the disabled body: A perspective on culture and personhood from the margins. *International Journal for Equity in Health*, 15(1). <https://doi.org/10.1186/s12939-016-0437-2>
- Culpeper, J. (1996). Towards an anatomy of impoliteness. *Journal of Pragmatics*, 25(3), 349-367. [https://doi.org/10.1016/0378-2166\(95\)00014-3](https://doi.org/10.1016/0378-2166(95)00014-3)
- Culpeper, J. (2011). *Impoliteness: Using Language to Cause Offence*. Cambridge University Press.
- Demjén, Z., & Hardaker, C. (2017). Metaphor, impoliteness, and offence in online communication. In E. Semino & Z. Demjén (Eds.), *The Routledge Handbook of Metaphor and Language* (pp. 353-367). Routledge.
- Sannon, S., Young, J., Shusas, E. & Forte, A. (2023). Disability activism on social media: Sociotechnical challenges in the pursuit of visibility. *CHI '23: Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems* (pp. 1-15). <https://doi.org/10.1145/3544548.3581333>

## **Bio-note**

Annalisa Raffone (PhD) is Postdoctoral researcher in English Language and Linguistics at the University of Naples “L’Orientale”. Her research focuses on the discursive construction of identity and diversity in Social Media Sites through the tenets of Critical Discourse Studies, Social Media Critical Discourse Studies, and Corpus Linguistics. She has presented her work at national and international conferences, publishing in edited volumes and leading journals, especially on the discursive construction of disability and hate speech online, as well as Digital Learning Environments with a focus on Digital Storytelling and Digital Game-based Learning in EFL settings.

**MATTIA RETTA**  
University of Helsinki  
mattia.retta@helsinki.fi

## **Circulation of Hate Speech through Implicit Meanings**

In this talk, I will analyse hate speech meaning from the perspective of cognitive pragmatics (Guillén-Nieto, 2023) by addressing the role of *implicit hate speech* as a strategy aimed at shaping ideologies and reinforcing political polarisation and the contrast between in- and out-groups.

*Implicit hate speech* is hate-fuelled language that manipulates the standards for acceptable and unacceptable language, promoting negative sentiments towards certain groups or communities (Gagliardone, Patel, Pohjoinen, 2014; Baider, 2020). From a linguistic perspective, the implicitness is constituted by all those strategies that aim at concealing either the content or the responsibility for an utterance (Lombardi Vallauri, 2019; Becker & Troschke, 2023). Implicitly conveyed forms of hate speech aid the circulation of derogatory language and extreme narratives in different cultural, temporal, and linguistic contexts. These narratives gain more power in each recontextualization, particularly in today's instantaneous and ubiquitous communication environment.

Largely employed in populist narratives, this strategy of *implicit hate speech* is mainly a tool for propaganda that can effectively convey derogatory content. The exploitation of implicitness serves a double purpose: (i) it contributes to the formation or strengthening of xenophobic and/or sexist beliefs by easing the acceptance and the sharing of questionable arguments; (ii) it allows plausible deniability for the authors, that manage to avoid accountability for producing offensive contents.

The analysed corpus consists of social media content and subsequent comments published between February 2020 and February 2021 in which the Italian politicians Matteo Salvini and Giorgia Meloni and other users discuss issues of cultural belonging, national security, and health crisis. The results of the study reinforce the need to conceptualise hate speech as a continuum (Baider, 2020) by underlining the role of presuppositions and implicatures in the reiteration and constant reinvention of hateful discourses.

### **References**

- Baider, F. (2020). Pragmatics lost? Overview, synthesis and proposition in defining online hate speech. *Pragmatics and Society*, 11(2), 196-218. <https://doi.org/10.1075/ps.20004.bai>
- Becker, M. J. & Troschke, H. (2023). Decoding implicit hate speech: The example of antisemitism. In C. Strippel, S. Paasch-Colberg, M. Emmer & Trebbe, J. (Eds.) *Challenges and Perspectives of Hate Speech Research* (pp. 335-352). *Digital Communication Research*, 12. <https://doi.org/10.48541/dcr.v12.20>
- Gagliardone, I., Patel, A. & Pohjoinen, M. (2014). *Mapping and Analysing Hate Speech Online*. Available at SSRN: <https://ssrn.com/abstract=2601792> or <http://dx.doi.org/10.2139/ssrn.2601792>
- Guillén-Nieto, V. (2023). *Hate Speech: Linguistic Perspective*. Mouton de Gruyter.
- Lombardi Vallauri, E. (2019). *La Lingua Disonesta. Contenuti Impliciti e Strategie di Persuasione*. Il Mulino.

### **Bio-note**

Mattia Retta is a PhD student in Language Studies at the University of Helsinki (Finland). He holds a M.A. degree in Italian Philology from the University of Helsinki (Finland) and a B.A. degree in Russian language and literature from the University of Turin (Italy). His doctoral research project focuses on the investigation of implicit forms of hate speech on Italian politicians' social media accounts. Other

research interests include pragmatics in translation, critical discourse analysis, Italian and Latin information structure, and foreign language teaching.

SEONGHA RHEE, KULTIDA KHAMMEE  
Mahidol University, University of Phayao  
[srhee@hufs.ac.kr](mailto:srhee@hufs.ac.kr), [annenfans@gmail.com](mailto:annenfans@gmail.com)

## Different Conceptualizations of Front and Back: The Case of Thai and Korean

From a cultural linguistic point of view, individual languages encapsulate the culture of their speech community and thus a comparative analysis of languages helps us find different cultural understandings behind language use (cf. Foley, 1997). The spatial notions of ‘front’ and ‘back’ are among the basic notions of human conceptualization. However, these notions develop into a range of different, yet related designations across diverse ontological categories, e.g., body, space, time, and quality (Heine et al., 1997). The Thai ‘front’ (*naa*) is a metaphorical extension of ‘face’ (Rhee & Khammee, 2022), and likewise, the ‘back’ (*lang*) is an extension of the body-part ‘back’. The Korean ‘front’ is *aph*, a spatial notion from its earliest attestations with the meaning of ‘front’ and ‘south’, whereas the ‘back’ is *twi*, a spatial-corporeal meaning of ‘back, anus, north’. Their developmental patterns show intriguing aspects of cognitive operations. Thai ‘front’ shows conceptualizations of front-ness by extending to ‘surface’, ‘side of a flat object’, ‘side of a dice’, ‘time’, ‘season’, ‘person’, ‘dignity’, ‘next’, ‘duty’, ‘middleman’, ‘top rank’, ‘make progress’, etc. on the lexical level and a numeral classifier for paper on the grammatical level. The ‘back’ in Thai extended to the temporal domain ‘after’ and was grammaticalized as a numeral classifier for houses, etc. On the other hand, the Korean ‘front’ prominently extended to the ordinal domain of ‘before, prior’, and to the temporal domain for future and past, suggesting a mixture of the ego- and time-moving models of temporal conceptualization. Similarly, the ‘back’ also extended to the ordinal domain for ‘later, subsequent’ and to the temporal notions of future and present, among others. A contrastive analysis shows how linguistic structures are shaped by different pragmaticalization of concepts, and reveals how different conceptualizations of physical configurations as well as typological features lead to linguistic differences.

### References

- Foley, W. A. (1997). *Anthropological Linguistics: An Introduction*. Wiley-Blackwell.  
Heine, B., Claudi, U. & Hünnemeyer, F. (1991). *Grammaticalization: A Conceptual Framework*. University of Chicago.  
Rhee, S. & Khammee, K. (2022). Same and different ways of seeing faces: The cases of Korean and Thai. *Journal of Linguistic Science*, 103, 361-381.

### Bio-note

Seongha Rhee is Professor of Linguistics at Faculty of Liberal Arts, Mahidol University, Thailand, and Professor Emeritus of Hankuk University of Foreign Studies, Korea. He received his Ph.D. in linguistics from the University of Texas, Austin in 1996. He published *World Lexicon of Grammaticalization* (2019, CUP, co-author); book chapters in *Grammaticalization Scenarios* (2020, Mouton), *The Cambridge Handbook of Korean Linguistics* (2021, CUP), *The Oxford Handbook of Grammaticalization* (2011, OUP), etc.; and research articles in *Nature* (co-author), *Journal of Pragmatics*, *Language Sciences*, and *Lingua*, among others. His primary research interest is to identify cognitive mechanisms of grammaticalization from crosslinguistic, typological perspectives.

Kultida Khammee earned her Ph.D. in applied linguistics from Mahidol University, Thailand, and has been teaching at University of Phayao, Thailand, since 2012. She has published research articles in *Journal of Humanities and Social Sciences*, *Journal of Linguistic Science*, *Journal of Language Teaching and Research*, *World Journal of English Language*, among others, and a book chapter in *Culture-Bound Syndromes in Popular Culture* (2024, Routledge). Her primary research interests include developing teaching methodology and materials in TESOL, research methods, text analysis, cultural studies, cognitive linguistics, and language change from cross-linguistic and typological perspectives.

**STEFANIE RIEGLER**  
Johannes Kepler University Linz  
stefanie.riegler@jku.at

## **Facilitating Function-Based Methodologies in ELF Research: The Reliability of Pragmatically Annotated VOICE Data**

Research on intercultural communication through English as a lingua franca (ELF) tends to employ form-to-function methodologies for corpus-based pragmatic analyses. These take specific linguistic forms as starting points to examine the variety of communicative functions for which they are used (Rühlemann & Aijmer, 2015). The reverse methodological proceeding from function to form is less influential. Function-based research is ideal for studying variable and adaptive form-function relations as characteristic of intercultural ELF settings but fundamentally requires pragmatic annotation. This annotation is resource-intensive and, as Artstein & Poesio (2008) report, often perceived to be less reliable than other forms of corpus annotation. The skepticism over the reliability of pragmatic annotation, however, coincides with scholarly acknowledgement of the desirability of pragmatically annotated data for corpus-pragmatic research (cf. Clancy & O’Keeffe, 2015).

To further facilitate the desired function-based analyses in ELF research, a scheme to annotate pragmatic functions in data from the Vienna-Oxford International Corpus of English (VOICE) (VOICE, 2021) has been designed. The aim of this paper is to report on the reliability of the annotated data. The paper first describes the annotation system and provides passages from VOICE transcripts annotated for pragmatic functions. It then traces cases of inter-annotator agreement and disagreement. Finally, Cohen’s Kappa and Krippendorff’s Alpha coefficients are presented as statistical measurements indicating the reliability of the functionally annotated ELF data against the backdrop of which function-based studies of ELF interactions for intercultural communication research may be conducted.

### **References**

- Artstein, R. & Poesio, M. (2008). Inter-coder agreement for computational linguistics. *Computational Linguistics*, 34(4), 555-596. <https://doi.org/10.1162/coli.07-034-R2>
- Clancy, B. & O’Keeffe, A. (2015). Pragmatics. In D. Biber & R. Reppen (Eds.), *The Cambridge Handbook of English Corpus Linguistics* (pp. 235-251). Cambridge University Press.
- Rühlemann, C. & Aijmer, K. (2015). Introduction: Corpus pragmatics. Laying the foundations. In K. Aijmer & C. Rühlemann (Eds.), *Corpus Pragmatics* (pp. 1-26). Cambridge University Press.
- VOICE. (2021). *The Vienna-Oxford international corpus of English* (version 3.0 online). <https://voice3.acdh.oeaw.ac.at>

### **Bio-note**

Stefanie Riegler is a university assistant at Johannes Kepler University Linz. Her research interests include the pragmatics of English as a lingua franca (ELF) communication, (pragmatic) corpus annotation and the implications of ELF research for language pedagogy. In her dissertation, she works towards a methodology for annotating pragmatic functions in the *Vienna-Oxford International Corpus of English* (VOICE). She was part of the VOICE CLARIAH project team which developed and released VOICE 3.0 Online (<https://voice3.acdh.oeaw.ac.at/>). Her paper ‘Annotating VOICE for pedagogic purposes: the case for a mark-up scheme of pragmatic functions in ELF interactions’ has been published in the edited volume *Demystifying corpus linguistics for English language teaching* (Harrington & Ronan 2023).



**CAROLIN SCHNEIDER**  
University of Duisburg-Essen  
carolin.schneider@uni-due.de

## **Navigating Bilingual Conversations in Dementia: Exploring the Intersection of Code-Choice, Co-Construction, and Repetition across Two Languages**

It is well established that meaningful social interaction is vital for individuals living with dementia to maintain selfhood, identity, and well-being (e.g., Hamilton, 2019; Wray, 2020). While studies on monolingual discourse in dementia have grown significantly, with a focus on person-centered perspectives, the intersection of bilingualism in homebound care has been largely overlooked (but see, e.g., Svennevig & Hamilton, 2021; Schneider, 2022). Despite some attention given to bilingual institutionalized care (Karl, 2021), insights into bilingual homebound care practices are limited. Understanding the linguistic dynamics of homebound care is essential for grasping the changing communicational needs of bilingual individuals with dementia and discerning potential differences from monolingual speakers.

Thus, this qualitative multi-case study delves into the intricate linguistic patterns and communicative dynamics exhibited in conversations involving individuals living with dementia of the Alzheimer's type (DAT). Drawing on a dataset comprising interviews with ten Spanish-English bilingual participants at different stages of DAT and their primary care partner, the study sheds light on the nuanced code-choices within this context. Applying the ethno-social approach, which integrates elements of conversation analysis and ethnography of communication, the study investigates the link between code-choice and turn-taking patterns as well as speaker direction in their individual narrative interviews. The results show that while some care partners actively co-construct narratives, others direct their speech predominantly towards the person with DAT. Conversational strategies employed by individuals with DAT to seek support showcase varied approaches across different speakers. Furthermore, the analysis indicates that bilingual competencies persist even in individuals with severe DAT symptoms, evident in retained bilingual formulaic sequences such as salutations.

This study contributes insights into the linguistic behaviors of individuals living with DAT drawing on their English-Spanish repertoire, providing a foundation for future research on bilingual conversational data within the context of dementia.

### **References**

- Hamilton, H. E. (2019). *Language, Dementia and Meaning Making*. Palgrave Macmillan.
- Karl, K. B. (2021). *Mehrsprachige Pflegebedürftige in deutschen Pflegeheimen und das Projekt UnVergessen: Studierende an der Schnittstelle von Forschung und Gesellschaft*. Springer Nature.
- Schneider, C. (2022). 'Te hablo en ingles?' Code choice negotiation in caregiving with bilinguals who are living with Alzheimer's. In H. Boyd Davis & M. Maclagan (Eds.), *Dementia Caregiving East and West: Issues of Communication* (pp. 54-69). Cambridge Scholars Publishing.
- Svennevig, J. & Hamilton, H. E. (2021). Fostering storytelling by persons with dementia in multiparty conversation. In U. Røyneland & R. Blackwood (Eds.), *Multilingualism across the Lifespan* (pp. 169-189). Routledge.
- Wray, A. (2020). *The Dynamics of Dementia Communication*. Oxford University Press.

### **Bio-note**

Carolin Schneider is a post-doctoral researcher and lecturer in English linguistics specializing in pragmatics at the University of Duisburg-Essen, Germany. Her research areas include (digital) health communication, multilingualism, (critical) discourse analysis and interpersonal pragmatics in online and offline contexts. Primarily, she investigates discourses with and about dementia and is the founder of the quarterly digital roundtable 'Intersections in Dementia Discourse', bringing together international and interdisciplinary perspectives from research and society.

**KATE SCOTT**  
**Kingston University, London**  
[kate.scott@kingston.ac.uk](mailto:kate.scott@kingston.ac.uk)

## **Relevance, Imagined Audiences, and Broadcast Communication**

Relevance theory is a hearer-oriented framework for understanding utterance interpretation. The relevance of an utterance is assessed from the perspective of the hearer, and the speaker will aim to make her utterance optimally relevant for the addressee. However, in digitally mediated discourse contexts, as well as in broadcast media, it is not always obvious who the addressee(s) of an utterance is/are and who, therefore, is entitled to use the presumption of optimal relevance in their interpretation. In many digital and broadcast communication contexts, communicators must imagine an audience (Marwick & Boyd, 2011) and construct their utterances so that they are optimally relevant for that imagined audience. How, therefore, does a hearer-oriented theory of pragmatics such as relevance theory cope when there is no determinate hearer?

Sperber & Wilson (1995: 158) briefly consider this issue in a short passage in their original presentation of relevance theory. They claim that “[i]n broadcast communication, a stimulus can even be addressed to whoever finds it relevant. The communicator is then communicating her presumption of relevance to whoever is willing to entertain it”.

In this paper, I work through several examples from English language media to demonstrate how this works in practice. In doing so, I unpack what it means for an utterance to be addressed to “whoever finds it relevant”, and how an individual’s interpretation of an utterance might vary depending on whether they consider themselves to be amongst the set of “individuals whose cognitive environment the communicator is trying to modify” (Sperber & Wilson, 1995: 158). These discussions have implications not only for how we understand the interpretation of digital and broadcast communication, but also for the interpretation of third-party utterances more generally, including overheard utterances and eavesdropping and publicly performed dialogues such as dramatic scenes and public interviews.

### **References**

- Marwick, A. E. & Boyd, D. (2011). “I tweet honestly, I tweet passionately”: Twitter users, context collapse, and the imagined audience. *New Media & Society*, 13(1), 114-133.
- Sperber, D. & Wilson, D. (1995). *Relevance: Communication and Cognition*. (2nd ed). Blackwell.

### **Bio-note**

Kate Scott is Associate Professor and director of research and knowledge exchange in the School of Design at Kingston University, London. She has published widely on a range of issues in pragmatics including reference, procedural meaning, and digitally mediated communication. Her recent publications include *Referring Expressions, Pragmatics and Style* (2019, CUP), *Pragmatics Online* (2022, Routledge), and *Pragmatics in English* (2022, CUP). She is co-convenor of the Relevance Researchers’ Network.

**PETER SIEMUND**  
University of Hamburg  
[peter.siemund@uni-hamburg.de](mailto:peter.siemund@uni-hamburg.de)

## **Intercultural Pragmatics in Multilingual Ecologies**

Kecskes (2022) describes the concern of Intercultural Pragmatics as “social encounters between human beings who have different first languages, but communicate in a common language, and, usually, represent different cultures.” Struggling to maintain common ground, interlocutors resort to “synergistic” strategies that combine available pragmatic norms and co-constructed routines.

In my lecture, I offer a survey and typology of the various multilingual situations that can underlie such challenging pragmatic encounters. International streams of migration have led to a tangible increase in linguistic diversity and language encounters in many cities of the Global North. I provide some recent evidence from Toronto, Vancouver, London, and Hamburg. Building on own project work, my survey then contrasts these newly multilingual Western cities with evidence from Singapore, Dubai, and Cebu City, altogether urban spaces with extensive histories and patterns of multilingualism and migration. In a third step, my lecture considers heritage multilingualism in Germany illustrating the current European situation.

This global survey reveals that the concepts of first, native, second, and third language are often difficult to apply in multilingual ecologies. The very boundaries between languages easily blur. Multilingual speakers may conceptualize their language repertoires as aggregates that together function like a single language. Language status can change and language dominance becomes the better predictor for contact-induced effects. There is convergence on bilingualism and trilingualism of different kinds. My lecture is an invitation to reflect on the pragmatic implications of this new multilingual normalcy.

### **References**

- Aronin, L. (2016). Multicompetence and dominant language constellation. In V. Cook & L. Wei (Eds.), *Cambridge Handbook of Linguistic Multicompetence* (pp. 142-163). Cambridge University Press.
- Kecskes, I. (2022). The rise of Intercultural Pragmatics. In I. Kecskes (Ed.) *The Cambridge Handbook of Intercultural Pragmatics* (pp. 1–8). Cambridge University Press.
- Siemund, P. (2023). *Multilingual Development: English in a Global Context*. Cambridge University Press.

NICOLETTA SIMI, GIANMARCO VIGNOZZI

University of Pisa

nicoletta.simi@unipi.it, gianmarco.vignozzi@unipi.it

## **“I Would Never Take My Pet to Someone I Didn’t Trust..”: A Cross Cultural Analysis of Evaluative Language in English and Italian Reviews of Veterinary Clinics**

In today’s digital society, online tools for expressing evaluative feedback have become integral to nearly every aspect of our lives. So much so that consumers and clients are often referred to as ‘prosumers’, capable of influencing the future decisions of their peers through web reviews (Vásquez, 2014). All businesses with an online presence are consequently impacted by digital reviews and should recognize their potential as digital marketing tools, including building credibility and trust (Liu et al., 2020). This significance is particularly pronounced when the reviewed product or service pertains to health, encompassing not only our well-being but also that of our families, including pets, of which they are more and more becoming an integral part. Against this backdrop, the present contribution aims to conduct a corpus-assisted study of positive and negative reviews of Italian and British veterinary clinics, with a specific focus on how the two different “linguacultures” express positive and negative evaluations. This study will be carried out through a self-compiled corpus of 5-star (positive) and 1-star (negative) Google reviews of veterinary clinics in the three most populated cities in England and Italy. The corpus comprises 43,412 reviews and 1,569,484 word tokens for the English component and 16,921 reviews and 532,912 words for the Italian component. Evaluative language will be examined using corpus linguistic methodologies (Hunston, 2011) and through the lens of Martin & White’s (2005) taxonomy of “attitude” within the appraisal theory framework. The goal is to explore whether differences in the expression of praises and compliments in positive reviews and complaints and criticisms in negative ones are evident between English and Italian reviews.

### **References**

- Hunston, S. (2010). *Corpus Approaches to Evaluation: Phraseology and Evaluative Language*. Routledge.
- Liu, Z., Lei, S., Guo, Y. & Zhou, Z. (2020). The interaction effect of online review language style and product type on consumers’ purchase intentions. *Palgrave Communication*, 6 (11), <https://doi.org/10.1057/s41599-020-0387-6>
- Martin, J. R. & White, P. (2005). *The Language of Evaluation: Appraisal in English*. Palgrave Macmillan.
- Vásquez, C. (2014). *The Discourse of Online Consumer Reviews*. Bloomsbury Academic.

### **Bio-notes**

Nicoletta Simi is a Research Fellow (RTDa) at the Department of Philology, Literature and Linguistics at the University of Pisa. Before her current post, she was a Postdoctoral Research Fellow at the Department of Psychology of the University of Tübingen, Germany. She holds a PhD in English linguistics from the University of Pisa. Her interests involve the development of a comprehensive understanding of key phenomena at stake in reading comprehension processes. She gives further attention to the underlying general processes such as cognitive processing speed, working memory and motivational / anxiety aspects of language use.

Gianmarco Vignozzi, PhD in English Linguistics, is a Research Fellow at the Department of Philology, Literature, and Linguistics at the University of Pisa. His research interests encompass corpus-assisted

discourse analysis applied to media discourses and specialized English, as well as audiovisual translation through dubbing. His latest publications include “Embedding Oral Communication in Law Firm Websites: A Study on Identity Construction through Person Pro-forms in Attorneys’ Video FAQs” (*Textus*, 2022), “On the Role of Gestures in the Comprehension of Phrasal Verbs and Idiomatic Expressions in English: A Case Study Comparing the Performance of Learners with and without Dyslexia” (*Lingue e Linguaggi*, 2022).

ÉVA SZABÓ  
University of Szeged  
szabo.eva.07@szte.hu

## Framing of Vaccination in Hungarian (Fake) news

The research on fake news, false information and disinformation has become a challenge in the era of digital media. One of the linguistic research directions attempts to provide automatic fake news detection devices while another line aims to reveal certain practices concerning misleading information and its societal issues (e.g., Németh et al., 2023). Both ways lean on a given usage of language use devices and linguistic elements which may increase the probability of falsity and deception. The spread and the cogency of fake news may have serious impact on the interpretation and evaluation of political events, public health decisions, social phenomena, and issues such as vaccination. This paper aims to analyse and compare the display and expounding of vaccination in Hungarian news and fake news during the Covid-19 pandemic. For the qualitative research on the framing of vaccination, this paper applies discourse analytical methods with the elements of frame analysis and pragmalinguistics. The analysis of (fake) news is mainly founded on the frame analytic approach by Pan & Kosicki (1993) and the Conceptual Metaphor Theory (Lakoff & Johnson, 1980; Kövecses, 2020). The data were gathered manually from the MedCollect corpora and the present paper investigates 30 fake news and 10 non-fake ones. This study examines the texts by their syntactical structures, script structures, thematic structures, reasoning, lexical choices, quoted sources, and the rhetorical structures with special attention to metaphors relating to vaccination. The results suggest that the main differences between fake news and non-fake ones are based on the script and thematic structures, reasoning, and the variety of lexical and rhetorical choices. However, the quoted sources and the syntactical structures are similar in fake news and non-fake ones. This paper highlights the contrasts between news and fake news, and it may also provide insights into the attitudes to vaccination in Hungary, as well as the attitudes projected by Hungarian fake news.

### References

- Kövecses, Z. (2020). *Extended Conceptual Metaphor Theory*. Cambridge University Press.
- Lakoff, G. & Johnson, M. (1980). *Metaphors We Live By*. University of Chicago Press.
- Németh, Zs., Nagy C. K. & Németh T. E. (2023). *What is hidden from you: Implicit pragmatic phenomena in Hungarian fake news headlines*. Paper presented at the 18th International Pragmatics Conference (9-14 July 2023, Brussels, Belgium).
- Pan, Z. & Kosicki, G. M. (1993). Framing analysis: An approach to news discourse. *Political Communication*, 10(1), 55-75.

### Bio-note

Éva Szabó, PhD in Linguistics, is a research fellow in MTA-SZTE-DE Research Group for Theoretical Linguistics and Informatics and a senior lecturer at University of Szeged. Her research fields are pragmatics and discourse analysis, her current main interests being political discourses, impression management, multimodal communication and qualitative analysis of fake news.

VITTORIO TANTUCCI, RAFFAELLA BOTTINI  
Lancaster University  
[v.tantucci@lancaster.ac.uk](mailto:v.tantucci@lancaster.ac.uk), [r.bottini@lancaster.ac.uk](mailto:r.bottini@lancaster.ac.uk)

## Resonance in Second Language Testing: Intercultural Imitation between Examiner and Learner

What is the intercultural role of imitation in second language (L2) testing? Do learners imitate their examiners' language use? What about the other way around? This paper provides a corpus-based account of the role of resonance between language testers and L2 learners in dialogic tasks. Resonance (DuBois, 2014; Tantucci, 2023) is a form of imitation that involves verbal, vocal, and kinetic analogies across turns during a dialogic interaction. We retrieved our multimodal data from the Spoken Dialogues of the International Corpus Network of Asian Learners of English (ICNALE; Ishikawa, 2023) containing video-recorded interviews to Asian L2 speakers of English (A2-B2 CEFR proficiency) across different tasks and topics. We fitted a mixed-effects linear regression of the magnitude of resonance between testers and learners correlating with speech acts, learners' first language, L2 proficiency, gender, and other socio-demographic variables, as well as task type and topic. We found that imitation plays different roles in language testing. First, learners' imitation is a key component of L2 pragmatic competence and proficiency: the more proficient the learners, the higher the resonance with their interlocutors. Second, learners and examiners resonate with each other to build rapport (Spencer-Oatey, 2005), create the conditions for an emergent common ground (Kecskes, 2014: 154), co-construct meaning interculturally, and foster interactional progressivity. Examiners also resonate to accommodate test-takers, align their language with learners' L2 proficiency, and reduce power imbalance. We discuss implications hinging on the intercultural pragmatics of language teaching and language testing, with practical applications for examiners' training and language learning materials development.

### References

- Tantucci, V. (2023). Resonance and recombinant creativity: Why are they important for research in cognitive linguistics and pragmatics. *Intercultural Pragmatics*, 20(4), 347-376.
- DuBois, J. (2014). Towards a dialogic syntax. *Cognitive Linguistics*, 25(3), 359-410.
- Ishikawa, S. (2023). *The ICNALE Guide: An Introduction to a Learner Corpus Study on Asian Learners' L2 English*. Routledge.
- Kecskes, I. (2014). *Intercultural Pragmatics*. Oxford University Press.
- Spencer-Oatey, H. (2005). Rapport management theory and culture. *Intercultural Pragmatics*, 2(3), 335-346.

### Bio-note

Dr Vittorio Tantucci is Senior Lecturer in Linguistics at Lancaster University and Review Editor of *Frontiers of Human Neuroscience*. His research is centred on cross-cultural and cognitive approaches to dialogic syntax, (im)politeness and reciprocity. His methods are centred on corpus-based and computational approaches to naturalistic interaction. He regularly publishes research articles for *Applied Linguistics*, *Journal of Pragmatics*, *Journal of Autism and Developmental Disorders* and others. He wrote the monograph *Language and social minds: The semantics and pragmatics of intersubjectivity* (2021 CUP) and is currently writing the two monographs *The Pragmatics and semantics of creativity: Dialogic interaction and resonance* (2024 CUP) and *Pragmatics: Theory and Methods* (OUP).

Raffaella Bottini is a Lecturer in Corpus Linguistics at the Linguistics and English Language Department, Lancaster University, and a member of the ESRC Centre for Corpus Approaches to Social Science (CASS). Her research focuses on corpus linguistics, corpus design, language testing, language teaching. She's specialised in the application of corpus methods to the analysis of lexical complexity in L2 English to inform language assessment. She has co-authored a book chapter on statistics and data visualization for the *Routledge Handbook of Scientific Communication* and one on spoken learner corpora for the *Routledge Handbook of Corpora in English language teaching and learning*.



**ELS TOBBACK**  
**University of Antwerp**  
els.tobback@uantwerpen.be

## **Self-Praise Strategies in French and US Press Releases: A Cross-Cultural Perspective**

Within Politeness Theory, self-praise has traditionally been described as a problematic speech act, since it infringes the “maxim of modesty” (Leech, 1983) and it does not take into account the hearer’s feelings (Dayter, 2016). However, it has also been shown that specific contexts such as social media (e.g. Matley, 2018) tend to impose fewer restrictions on self-praise. Culture has been referred to as another factor that plays a role in the acceptance of self-praise (Dayter, 2016), but until now very few studies have been devoted to the impact of culture on the pragmatic realization of this speech act.

In this paper, the focus shifts from interactions between ‘natural persons’ to self-praise strategies used by ‘legal persons’, more specifically French and American companies, in press releases published on their corporate websites. Interestingly, press releases appear to provide another context where self-praise is both expected by journalists and delicate as a speech act. Companies are typically well aware that their communication must strike a balance, avoiding excessive promotion to increase the likelihood of being picked up by journalists (Pander, Maat 2007; Catenaccio, 2008).

Based on previous research on the metapragmatics of press releases (Jacobs, 1999) and on self-praise (Dayter, 2016; Tobback, 2019), It will be demonstrated that both French and American companies employ various indirect and distancing mechanisms to present themselves positively. Moreover, in contrast to LinkedIn summaries (Tobback, 2019), similarities appear to prevail on ‘cultural’ differences. This observation might suggest that the highly conventionalized nature of press releases as a text genre overrides culturally determined ‘communication styles’ found in other discursive contexts.

### **References**

- Catenaccio, P. (2008). Press releases as a hybrid genre: Addressing the informative /promotional conundrum. *Pragmatics*, 18(1), 9-32.
- Dayter, D. (2016). *Discursive Self in Microblogging: Speech Acts, Stories and Self-Praise*. John Benjamins.
- Jacobs, G. (1999). *Preformulating the News: An Analysis of the Metapragmatics of Press Releases*. John Benjamins.
- Matley, D. (2018). ‘This is NOT a# humblebrag, this is just a# brag’: The pragmatics of self-praise, hashtags and politeness in Instagram posts. *Discourse, Context & media*, 22, 30-38.
- Pander Maat, H. (2007). How promotional language in press releases is dealt with by journalists: Genre mixing or genre conflict? *Journal of Business Communication*, 44(1), 59-95.
- Tobback, E. (2019). Telling the world how skilful you are: Self-praise strategies on LinkedIn. *Discourse & Communication*, 13(6), 647-668.

### **Bio-note**

Els Tobback holds a PhD in French Linguistics. She is an associated professor at the Department of Linguistics of the University of Antwerp, where she teaches French Linguistics and French Business Communication. Her current research focuses on politeness and relational work in Service Encounters and in Computer Mediated Communication (with a special interest in the pragmatic realization of the speech act of Self-praise).

IVANA TRBOJEVIĆ MILOŠEVIĆ  
University of Belgrade, Serbia  
[ivana.trbojevic960@gmail.com](mailto:ivana.trbojevic960@gmail.com)

## Common Ground as (Inter)cultural ‘Inbetweenness’ in Human-Machine Communication: A Literary Pragmatic Perspective

Recent advancements in artificial intelligence technology have given impetus to extensive research in human-machine linguistic interactions, dialogues in particular, that render a feeling of almost natural conversation (e.g., Dombi et al., 2022). The interest in such interactions has called either for revisions of “theoretical models and frameworks that conceptualize interactional language use” (Dombi et al., 2022: 4) or have affirmed that some pragmatic models, normally developed to pertain to human-human conversation, prove applicable and suitable to human-machine interaction, as is the socio-cognitive approach (SCA) as proposed by Kecskes & Zhang (2009) and Kecskes (2010), in particular the concept of asymmetry in common ground establishment between speakers of different linguistic backgrounds (Dombi et al., 2022). However, the subject of research presented in this paper are the fictional dialogues/conversations between characters in the latest novel “Klara and the Sun” by Kazuo Ishiguro. Following the trail of the question of credibility of fictional characters’ voices that Mey (1998) puts in his work on literary pragmatics and drawing on Giesen’s (2012) concept of ‘inbetweenness’ that is “essential for the construction of culture” (Giesen, 2012: 788) I examine the dialogues that Klara, a humanoid artificial friend (AF) enters within at least two different communities (K) – the community of other AFs and the communities she forms with humans. Taking into account factors such as conceptual and background knowledge, egocentrism and salience, I observe the emergence of common ground between the fictional conversationalists, whom I take to be ‘intercultural speakers’. The emergent common ground, however, consistently proves, in the majority of such conversations, deficient, cropped and unattainable. I argue, finally, that this failure to increment common ground gives credibility to Klara’s voice, making her a permanent ‘inbetweenner’.

### References

- Dombi, J., Sydorenko, T. & Timpe-Laughlin, V. (2022). Common ground, cooperation and recipient design in human-computer interactions. *Journal of Pragmatics*, 193, 4-20.
- Giesen, B. (2012). Inbetweenness and ambivalence. In J. C. Alexander, R. N. Jacobs & P. Smith (Eds.), *The Oxford Handbook of Cultural Sociology* (pp. 788-810). Oxford University Press.
- Kecskés, I. (2010). The paradox of communication: Socio-cognitive approach to pragmatics. *Pragmatics and Society*, 1(1), 50-73.
- Kecskes, I. & Zhang, F. (2009). Activating, seeking and creating common ground. A sociocognitive approach. *Pragmatics and Cognition*, 17(2), 331-355.
- Mey, J. L. (1998). *When Voices Clash*. Mouton De Gruyter.

### Bio-note

Dr. Ivana Trbojević Milošević is an Associate Professor at the English Department, Faculty of Philology at Belgrade University, where she has taught courses in English syntax, contrastive and corpus linguistics, pragmatics, discourse analysis and semantics of modality to undergraduate and post-graduate students. Dr. Trbojević Milošević has also taught at the universities in Bosnia and Herzegovina, Montenegro and Austria. Her main research interests lie in the areas of epistemic modality, evidentiality, contrastive and intercultural pragmatics.

**FAYE TROUGHTON, LOBKE GHESQUIÈRE**  
University of Mons  
faye.troughton@umons.ac.be, lobke.ghesquiere@umons.ac.be

## **What a Change! On the Exclamative And Its Translation**

Exclamatives have been widely studied, both from a monolingual and crosslinguistic perspective and in European and non-European languages. The translation of exclamatives, however, has received much less attention. This study aims to contribute to filling this gap through a corpus study of English exclamatives and their translations into French and Dutch. Out of the three languages under scrutiny, English is the one for which there is most consensus on the prototypical realisations of the exclamative, namely *what a* and *how* + adjective exclamatives, as in *What a surprise to see you!* and *How big my contribution was!*. These constructions serve as the starting point for our parallel study. Using SketchEngine (Kilgariff et al., 2014), random samples of 100 instances of each core exclamative construction were extracted from the English subcorpus of OpenSubtitles (Lison & Tiedemann, 2016) together with their French and Dutch translations, making for 600 exclamatives in total. Analysis of the data focuses on the syntax and semantico-pragmatics of the exclamatives in the three languages. Pragmatically, exclamatives are characterised by their conveying of presupposed content, subjectivity, high degree, and surprise (often labelled mirativity) (e.g., Michaelis & Lambrecht, 1996; Rett, 2011). French and Dutch have immediate syntactic counterparts to the English exclamatives. So, if translators opt for a different construction, it will be interesting to see what alternative was chosen and what factors may influence this choice. Specific attention will go to if and how the intensifying semantico-pragmatics are rendered in the translations (the *wh-* element, degree words, interjections, etc.). French translators, for example, have been shown to soften strong stylistic markers (e.g., Schreiber, 2015), and so exclamatives may be expected to be softened or even omitted in translation. If so, a comparison with Dutch translations may show if any attenuation is language-specific or a result of the translation process.

### **References**

- Kilgariff, A., Baisa, V., Bušta, J., Jakubíček, M., Kovář, V., Michelfeit, J., Rychlý, P., Suchomel, V. (2014). *The Sketch Engine: Ten years on*. [https://www.sketchengine.eu/wp-content/uploads/The Sketch Engine 2014.pdf](https://www.sketchengine.eu/wp-content/uploads/The_Sketch_Engine_2014.pdf).
- Lison, P., Tiedemann, J. (2016). OpenSubtitles2016: Extracting large parallel corpora from movie and TV subtitles. In *Proceedings of the 10th International Conference on Language Resources and Evaluation (LREC-2016)*.
- Michaelis, A. L. & Lambrecht, K. (1996). Toward a construction-based theory of language function: The case of nominal extraposition. *Language*, 72(2), 215-247.
- Rett, J. (2011). Exclamatives, degrees and speech Acts. *Linguistics and Philosophy*, 34, 411-442.
- Schreiber, M. (2015). Traduction. In C. Polzin-Haumann & W. Schweickard (Eds.), *Manuel de Linguistique Française* (pp. 696-716). Mouton de Gruyter.

### **Bio-notes**

Faye Troughton is currently working as a teaching assistant and researcher at the Faculty of Translation and Interpretation (FTI-EII) of the University of Mons, Belgium. She recently defended her doctoral thesis on English and French exclamative constructions and their translation, and her current research interests include how translation studies can contribute to wider linguistic theory.

Lobke Ghesquière is Associate professor and head of the English unit at the Faculty of Translation and Interpretation (FTI-EII) of the University of Mons, Belgium. She is also Research Fellow at the research group Functional and Cognitive linguistics: Grammar and Typology (KU Leuven). Since 2022 she has been Applied Linguistics Editor of the Benjamins journal *English Text Construction*. Her early research was mainly concerned with grammaticalization and (inter)subjectification phenomena in the English noun phrase, with a specific focus on intensification and focusing. More recently, her research has increasingly focused on corpus-based contrastive and translation research into subjectivity, including studies on degree and discourse-organisational adverbs and on exclamation marks.

**ALEXEY TYMBAY**  
Technical University of Liberec  
alexey.tymbay@tul.cz

## **On Readers' Ability to Identify and Explicitate Political Implicatures in On-line Media Discourse: The Kommersant Telegram Channel Case Study**

Today's role of Telegram channels in news dissemination, especially among younger audiences, cannot be underestimated. Telegram has now become "an ally in the struggle against repressions and digital censorship" (Wijermars & Lokot, 2022). However, in authoritarian regimes, posting information on Telegram can be unsafe for its authors. Therefore, opposition channels may prefer to use implicit means of expression and put their ideas "between the lines," to protect themselves from government's prosecution. A particular type of thematic implicature, the so-called "political implicature," that appears in these media texts is defined by van Dijk (2005: 69) as "implicature that is specifically based on the political context."

Languages possess enough expressive means suitable for implicit meaning expression. The important thing, however, is that most of them are culture specific, highly dependent on the reader's explicitation. Mathieu (2012) insists that the meaning is never simply inherent in media texts, but its producers and consumers jointly negotiate it. Message recipients are thus involved in the constant process of "decoding, reference assignment and disambiguation" (Hall & Mazarella, 2023: 92) undertaken to understand the speaker correctly as "the audience's understanding of the implicit meaning is integral to their understanding of the text, as well as to their learning from it or being influenced by it" (Sbisà, 2021: 177).

The current case study explores the role of Kommersant's readers in negotiating the functionality and the language repertoire of political implicatures in the Kommersant Telegram channel (Russia), whose authors increasingly use political implicatures as a self-protection mechanism in a restrictive Russian regime. The analysis of Kommersant's one-month feed demonstrates that the number of spotted implicatures in the Kommersant Telegram channel is highly dependent on the individual characteristics of the reader, such as their age and reading experience. Familiarity with earlier Kommersant's publications also facilitates the reader's ability to spot new implicatures in its Telegram channel.

### **References**

- Hall, A. & Mazarella, D. (2023). Pragmatic inference, levels of meaning and speaker accountability. *Journal of Pragmatics*, 205, 92-110.
- Mathieu, D. (2012). *A Contextual Approach to the Mediation of News Discourse*. Doctoral thesis, Roskilde University, Denmark.
- Sbisà, M. (2021). Presupposition and implicature: Varieties of implicit meaning in explicitation practices. *Journal of Pragmatics*, 182, 176-188.
- Van Dijk, T. A. (2005). War rhetoric of a little ally: Political implicatures and Aznar's legitimization of the war in Iraq. *Journal of Language and Politics*, 4(1), 65-91.
- Wijermars, M. & Lokot, T. (2022). Is Telegram a "harbinger of freedom"? The performance, practices, and perception of platforms as political actors in authoritarian states. *Post-Soviet Affairs*, 38(1-2), 125-145.

### **Bio-note**

Alexey Tymbay, CSc, is an assistant professor at the Technical University of Liberec (the Czech Republic) where he teaches multiple linguistic courses. He has authored several papers on Pragmatics, Political Discourse Analysis and Communicative Linguistics.

**ILDIKÓ VASKÓ, HYUNISA RAHMANADIA**  
Eötvös Loránd University  
[vasko.ildiko@btk.elte.hu](mailto:vasko.ildiko@btk.elte.hu); [hyunisa@student.elte.hu](mailto:hyunisa@student.elte.hu)

## **Common Ground and Meta-Pragmatic Awareness: A Cross-Linguistic Perspective of Pragmatic Markers**

Linguistic research on pragmatic markers has proved that their role is essential in communication as human language is constrained both socially and culturally (Aijmer, 2013). In the present paper we have investigated pragmatic markers in five different languages: English, Hungarian, Indonesian, Norwegian and Turkish. It will be argued that pragmatic markers can increase metapragmatic awareness, allowing speakers to reflect on and adapt their language use in various communicative contexts. They play a crucial role in fostering understanding and cooperation and are commonly used to signal common ground (Kecskés & Zang, 2009; Kecskés 2014).

The selected pragmatic markers (*after all, hiszen, bagaimanapun juga, jo, sonuçta*) in these five languages are used to acknowledge shared beliefs, creating a sense of understanding between speakers. They do not only convey a universal managing function, leading the hearer to the relevant context, where the utterance should be interpreted, offering explanation in this way, but they also refer to a particular aspect of common ground. The cross-linguistic comparison of pragmatic markers offers a deeper insight of the dynamism of the interplay of core common ground and emergent common ground (Kecskés, 2023).

### **References**

- Aijmer, K. (2013). *Understanding Pragmatic Markers: A Variational Pragmatic Approach*. Edinburgh University Press.
- Kecskés, I. & Zang, F. (2009). Activating, seeking and creating common ground: A socio-cognitive approach. *Pragmatics and Cognition*, 17(2), 331-355.
- Kecskés, I. (2014). *Intercultural Pragmatics*. Oxford University Press.
- Kecskés, I. (2023). *Common Ground in First Language and Intercultural Interaction*. Mouton De Gruyter.

### **Bio-note**

Ildikó Vaskó is Associate Professor at the Department of Scandinavian Studies at Eötvös Loránd University of Budapest. Her research interests lie mainly in the fields of pragmatics, especially intercultural pragmatics and translation studies. She has investigated the functions of pragmatic markers in cross-linguistic perspective, focusing on the interplay between speakers with different L1.

Hyunisa Rahmanadia is a PhD candidate in Intercultural Linguistics at Eötvös Loránd University. Her main research interests are pragmatics and discourse analysis. She has elaborated research on Indonesian Pragmatic Markers in Humorous Text. Her interests include corpus linguistics and comprehending metaphors in several languages.

ANNI WANG  
Ghent University  
anni.wang@ugent.be

## **Cross-Cultural Dialogue in the China-US Trade War: A Corpus-Assisted Rhetorical Analysis of the FOX vs. CGTN Host Debate**

This paper centres on the ongoing China-US trade dispute with a case study of an English-language debate between two hosts, Trish Regan from FOX Business and Liu Xin from CGTN. It employs a methodology combining corpus analysis techniques (semantic tagging, keyness and n-grams analysis in particular) with qualitative examination of the debate transcript and relevant news articles. Drawing upon the classic rhetorical theories by Aristotle and Confucius, the core finding suggests that rhetorical strategies effective in one cultural context may not translate well into another. The research findings attempted to locate the reasons and to shed light on further research in cross-cultural communication. Firstly, the often-neglected factor of this event, the level of equality of the speakers' statuses, was discussed. Regan being 'the primary definer' (Hall et al., 1978) put Liu on a relatively more defensive side with the need to provide more justification (*logos*, Aristotle, 1335b). Secondly, Liu's speech can be interpreted as 'normalizing' certain happenings in response to the accusations, defending 'the Correctness of Name' rooted in the Confucian virtues. However, Liu was portrayed in non-Chinese media as the 'mouthpiece' given her seemingly less 'authentic' speech compared to Regan (*ethos*). On the contrary, while Regan's directness seemed to be a strategy to enhance 'authenticity', it was portrayed in the Chinese media as 'prejudiced' and 'biased'. Lastly, the analysis also suggested both the hosts and most of the news articles acknowledged the positive meaning of this debate and the fact that this debate set an example of future multilateral dialogue over trade negotiations. The study not only highlights the challenges in intercultural communication but also provides an innovative methodology for comparative rhetorical analysis. While some rhetorical traditions are not strictly tied to a single culture, understanding culturally specific rhetorical traditions and adopting a holistic view are equally imperative.

### **References**

Hall, S., Critcher, C., Jefferson, T., Clarke, J. & Roberts, B. (2017). *Policing the Crisis: Mugging, the State and Law and Order*. Bloomsbury Publishing.

### **Bio-note**

Anni Wang is a PhD student at Ghent University specialising in Chinese Linguistics. She is particularly interested in comparative rhetorical analysis in intercultural communication and language change in Early Modern Chinese. Between earning her first Master's degree in English Studies from University of Macau and obtaining an advanced M.A. in Linguistics from Ghent University, Anni worked as a junior lecturer at Panyapiwat Institute of Management in Thailand and a coordinator of international literary events. This allowed her to seamlessly integrate her academic pursuits with practical experience in diverse cultural settings, highlighting her commitment to enhancing intercultural connections.

**H Aidan Wang**  
**University of Hawai'i at Mānoa**  
haidan@hawaii.edu

## **The Interpretation of Match-seeking Posts in Mandarin Conversational Classroom Interactions**

Interlanguage pragmatics and cross-cultural communication have long been a focus of intercultural studies. A growing literature has explored interculturality as either situationally emergent (Nishizaka, 1995), or as a phenomenon that is socially and interactionally constructed by relying on relative cultural models or norms (Kecskes, 2020). The sociocognitive approach (SCA) to communication and pragmatics homes in on what really happens during the communicative process, focusing on how participants produce and holistically interpret speech, relying on their accessible knowledge or prior experience during reciprocal meaning co-construction and comprehension.

Adopting the SCA, this study investigates the discourse in an Advanced Mandarin conversational classroom, where L1 and L2 Mandarin speakers compare and contrast a set of match-seeking posts in English or Chinese, before presenting their analysis of the social or cultural motivations behind the differences they have discovered. Scrutinizing over nine hours of classroom video-recordings of 13 students in four-group discussions, the author investigates the interactional course of each group, focusing on the dynamic process that underlie their comprehension of English and Chinese wording differences, negotiation of meaning nuances, and co-construction of common ground in the target language.

Through multimodal conversation analysis — a methodology that has been widely used in classroom interaction research — this study examines the under-investigated interactions in a Chinese conversational classroom. First, participants are revealed to demonstrate egocentric behavior, as termed in Barr & Keysar (2005), relying on students' own epistemological understanding during their conversations in finding common ground or forming conclusions. Second, culturally-specific meaning comprehension is achieved via mutually supportive interactions by the interlocutor's orientation to the salient part of their relative L1 knowledge, rather than cultural affiliation. Third, groups present their unique interpretation of the contrasting posts, demonstrating that their understanding is the result of interplay between intention and different attention, motivated by each individual's sociocultural background.

### **References**

- Barr, J. J. & Keysar, B. (2005). Making sense of how we make sense: The paradox of egocentrism in language use. In H. J. Colston & A. N. Kayz (Eds.), *Figurative Language Comprehension* (pp. 21-43). Erlbaum.
- Kecskés, I. (2020). Interculturality and intercultural pragmatics. In J. Jackson (Ed.), *The Routledge Handbook of Language and Intercultural communication* (2<sup>nd</sup> ed., pp.139-155). Routledge, Taylor and Francis.
- Nishikaza, A. (1995). The interactive constitution of interculturality: How to be a Japanese with word? *Human Studies*, 18, 301-326.



**AMY WANG, NICK SMITH**  
Nottingham Trent University, University of Leicester  
amy.wang@ntu.ac.uk, ns359@leicester.ac.uk

## **“How Do You Mean?” A Corpus-Based Approach to Interactive Vagueness in Classroom Discourse across Academic Discipline Cultures**

This paper investigates vagueness in the context of classroom discourse, adopting a cross-cultural and corpus-based perspective. In this paper, ‘culture’ is not viewed as a national construct but in terms of academic culture across different disciplines (e.g., natural sciences, social sciences and the humanities).

Vagueness is a natural part of language (Channell, 1994; Cutting, 2007; Zhang, 2011), and some linguists and philosophers (Williamson, 1994) even consider vagueness to be an intrinsic feature prevailing in language itself. However, in classroom discourse, teachers frequently overlook vagueness phenomena (Cheng & Warren 2003), and disciplinary differences are even less well understood. Accordingly, this paper examines vagueness in seminar discussions in UK universities. The study considers vagueness as a pragmatic, interactive concept, addressing both the speaker’s perspective (speaker-vagueness) and the hearer’s perspective (hearer-vagueness), and the interaction between the two. The data used is the seminar materials in the BASE corpus (British Academic Spoken English), which comprises 432,691 word tokens in total.

Initial findings show that (1) there is a tendency for speaker- and hearer-vagueness in the BASE seminar data as a whole to exhibit very few overlaps, and (2) Speaker-vagueness is most characteristically associated with politeness, persuasion, marking the speaker’s stance, and effective use of language. The paper also addresses two further questions: Across the different disciplines of BASE, to what extent do we find variation in the frequencies, patterns and functions of vagueness? And to what extent can these patterns be connected to cultural characteristics found in those disciplinary contexts? We discuss the findings on these questions and their pedagogical implications.

### **References**

- Channell, J. (1994). *Vague Language*. Oxford University Press.  
Cutting, J. (Ed.) (2007). *Vague Language Explored*. Palgrave Macmillan.  
Cutting, J. (2012). Vague language in conference abstracts. *Journal of English for Academic Purposes*, 11(4), 283-293.  
Cheng, W. & Warren, M. (2003). Indirectness, inexplicitness and vagueness made clearer. *Pragmatics*, 13(3), 381-400.  
Williamson, T. (1994). *Vagueness*. London: Routledge.  
Zhang, G. (2011). Elasticity of vague language. *Intercultural Pragmatics*, 8(4), 571-599.

### **Bio-notes**

Amy Wang is a senior lecturer Applied Linguistics at Nottingham Trent University. Amy has diverse interests, spanning pragmatics, intercultural communication, corpus linguistics, and educational linguistics. Her research on vagueness in interaction began with her PhD, a cross-cultural examination of vagueness in courtroom discourse. Amy is currently course leader of a very successful MA TESOL programme at NTU.

Nick Smith is an associate professor in applied linguistics at the University of Leicester, UK. His interests include corpus linguistics, discourse analysis, language change, regional and social variation, and pragmatics. He has co-authored books on recent grammatical change (*Change in Contemporary English*, CUP, 2009) and corpus methodology (*Corpus Linguistics with BNCweb*, Peter Lang, 2009). Recently he has been expanding his application of corpus methods to new areas, notably language awareness and language learning and teaching. He is programme director of the MA in Applied Linguistics & TESOL at University of Leicester.