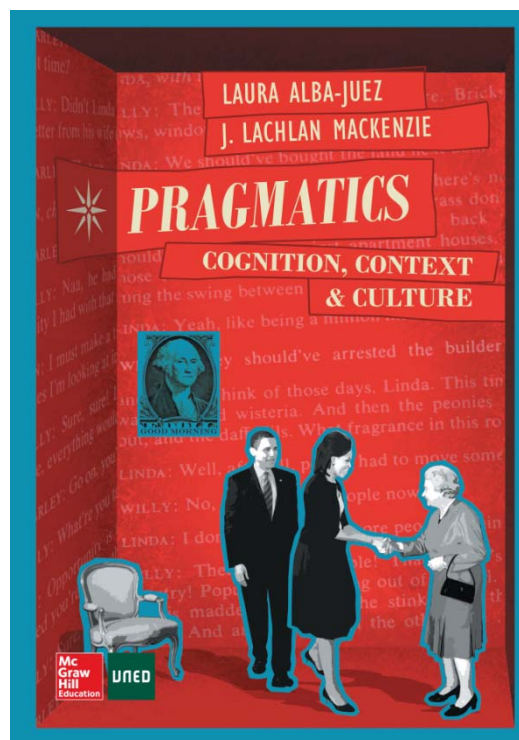


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This book is a lively and up-to-date introduction to the study of pragmatics, an essential part of our contemporary understanding of how we communicate. Pragmatics is part and parcel of the modern study of language but it is much broader than the traditional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

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