

Table of Contents

Acknowledgments	IX
1 Introduction	1
1.1 A rough definition of discourse studies	1
1.2 Aim and structure of this book	2
1.3 The presentation of the material	5
Questions and assignments	6
Bibliographical information	7
PART I	
General orientation	9
2 Communication as action	11
2.1 The Organon model	11
2.2 Speech act theory	12
2.3 Illocutions in discourse	16
2.4 The cooperative principle	18
2.5 Relevance theory	20
2.6 Politeness theory	24
Questions and assignments	29
Bibliographical information	32
3 Discourse in communication	35
3.1 The pragmatic perspective	35
3.2 Rules for symbolic interaction	37
3.3 Messages between sender and receiver	39
3.4 The discourse situation	43
3.5 The socio-semiotic approach	45
3.6 What makes discourse discourse?	48
Questions and assignments	52
Bibliographical information	55

PART II

Backpacking for a scientific journey	57
4 Discourse types	59
4.1 The variety of functions and forms	59
4.2 Written language and verbal interaction	65
4.3 Everyday and literary language	67
4.4 Electronic discourse	69
4.5 Conventionalized forms for conventionalized occasions	73
4.6 Multimodality	76
Questions and assignments	82
Bibliographical information	85
5 Structured content	87
5.1 Propositions	87
5.2 Topics	90
5.3 Macrostructures	94
5.4 Superstructures	97
Questions and assignments	100
Bibliographical information	102
6 Discourse connections	103
6.1 Cohesion	103
6.2 Referential elements	106
6.3 Coherence	108
6.4 Rhetorical Structure Theory	111
6.5 Discourse relation research	113
Questions and assignments	116
Bibliographical information	120
7 Contextual phenomena	121
7.1 Deixis	121
7.2 Staging	123
7.3 Perspectivization	126
7.4 Given–new management	130
7.5 Presuppositions	132
7.6 Inferences	136
Questions and assignments	139
Bibliographical information	143

8	Style	145
8.1	Form, content and situation	145
8.2	Views on style	147
8.3	Stylistic analysis	150
8.4	Examples of stylistic research	153
	Questions and assignments	157
	Bibliographical information	158
PART III		
	Special modes of communication	159
9	Conversation analysis	161
9.1	Transcription systems	161
9.2	The turn-taking model	163
9.3	Sequential organization	166
9.4	Discourse markers	168
	Questions and assignments	172
	Bibliographical information	174
10	Informative discourse	175
10.1	Readability in a formula	175
10.2	The measurement of understanding	178
10.3	Judging discourse quality	180
10.4	The improvement of documents	184
	Questions and assignments	188
	Bibliographical information	190
11	Narratives	191
11.1	The structure of fairy tales	191
11.2	The sociolinguistic approach	193
11.3	The psycholinguistic approach	195
11.4	The organizational approach	198
	Questions and assignments	201
	Bibliographical information	202
12	Argumentation and persuasion	203
12.1	The structure of argumentation	203
12.2	The pragma-dialectical approach	205
12.3	The social-psychological approach	207

12.4	The quality of argumentation	212
	Questions and assignments	216
	Bibliographical information	218
PART IV		
	Special interests	219
13	Discourse and cognition	221
13.1	Modeling discourse production	221
13.2	Product and process analysis	226
13.3	Processing and prior knowledge	229
13.4	Aspects of processing	233
13.5	Modeling discourse processing	238
13.6	The metaphor in cognitive research	242
	Questions and assignments	247
	Bibliographical information	251
14	Discourse and institution	253
14.1	The agent-client approach	253
14.2	Politics	255
14.3	Law	258
14.4	Bureaucracy	263
14.5	Media	266
14.6	Health care	271
	Questions and assignments	275
	Bibliographical information	277
15	Discourse and culture	279
15.1	The Sapir-Whorf hypothesis	279
15.2	Critical Discourse Analysis	282
15.3	Gender	285
15.4	Racism	288
15.5	Intercultural communication	291
	Questions and assignments	295
	Bibliographical information	297
	Key to the questions	299
	References	339
	Index	357