Contents

Acknowledgements ix

1. Introduction 1
   1.1. The need for a theory 1
   1.2. Main features of the theory proposed 2
   1.3. Interdisciplinarity 4
   1.4. Postmodernity: the centrifugal and the centripetal 8
   1.5. Positive mediation 12
   1.6. Mediation and the discussion of literature 19
   1.7. Wanted — an appropriate literary pragmatics 21

2. A-Historical De-Humanization 29
   2.1. Modernist literary formalism 29
   2.2. Structuralist linguistics 40
   2.3. Alliances of literary formalism and linguistic thought 43
   2.4. Speech act theory of literature 48
   2.5. Formalist literary pragmatics 64
   2.6. Some pros and cons 74

3. The Historically Human 77
   3.1. The paradigm shift 77
   3.2. Moves away from literary formalism 77
   3.3. Late-twentieth-century linguistics 80
   3.4. The written deed 83
   3.5. From cultural structuralism and poststructuralism to postmodern stalemate 88
   3.6. A historical yet non-historicist literary pragmatics 107

4. Literature as Communication 119
   4.1. Proliferating contexts of reading 119
   4.2. Social individuals and their co-adaptations 145
   4.3. The protean self and communicative personae 158
5. Interactive Consequences 177
   5.1. Typology, hermeneutics, affect, ethics 177
   5.2. Generic co-adaptations through time 178
   5.3. Re-living biography and influence 193
   5.4. Changes in politeness 207
   5.5. Bi-dimensional beauties from history 230

6. Mediating Criticism 253
   6.1. The theory for the practice 253
   6.2. Trajectories of mediation 257
   6.3. Inside and outside 258
   6.4. What medium for mediation? 265
   6.5. Dealing with conflict 266
   6.6. A future for literature? 271
   6.7. Scholarship and culture in symbiosis 277

Glossary 281
Bibliography 303
Name Index 333
Subject Index 341