CONTENTS

Acknowledgements xi

Abbreviations and transcription conventions 2

0. Introduction
- 0.0 Premisses 3
- 0.1 Data collection 6
- 0.2 Transcription and translation 11
- 0.3 The analysis 12

1. Action and discourse structure: some observer paradoxes
- 1.0 Introduction 13
- 1.1 Sinclair & Coulthard's linguistic structure of discourse 16
- 1.2 Edmondson's interactional structure of discourse 25
- 1.3 Ventola's generic structure of discourse 30
- 1.4 Labov & Fanshel's deep speech action 37
- 1.5 The Pixi group - goals and sedimented local practice 43
- 1.6 Conclusions 46

2. Action and discourse structures: a speaker perspective
- 2.0 Introduction 48
- 2.1 Austin's and Searle's different research pursuits and procedures 50
- 2.2 Directive and expressive complaints 59
- 2.3 Assertive denied: compliance with directive refused 64
- 2.4 Assertive accepted: compliance with directive delayed 66
- 2.5 Assertive disputed: compliance with directive uncertain 69
- 2.6 A pure expressive 73
- 2.7 A strategically placed expressive 74
- 2.8 Expressive or directive strategies: perceptions of the hearer 75
- 2.9 Expressive or directive strategies: perceptions of self 78
- 2.10 Conclusions 80

3. Contextualising the "total speech act situation"
- 3.0 Introduction 82
- 3.1 A Neapolitan's description of the "total speech act situation" 85

3.2 Perceptions of rights in a *Gemeinschaft* and in a *Gesellschaft* 88
3.3 Assertion of rights/assertion of ability to influence 92
3.4 Assertion of rights/assertion of arbitrary power 100
3.5 Strategic contextualisation 104
3.6 Conclusions 112

4. Strategic contextualisation: negotiating discounts at the Negombo
4.0 Introduction 114
4.1 The Negombo 116
4.2 The cash-desk 118
4.3 Customers who fail 121
4.4 Customers who succeed 124
4.5 Differences in CDAs' responses 132
4.6 The abuse of flexible norms 141
4.7 Conclusions 145

5. Discourse styles within a speech community: 'polite' and 'impolite' Neapolitans
5.0 Introduction 146
5.1 Data collection 147
5.2 Tentative findings 151
5.3 Requesting 153
5.4 Complaining 159
5.5 A clash in discourse styles 163

6. Discourse styles across speech communities: Neapolitans and the English
6.0 Introduction 171
6.1 The assertive 173
6.2 The commissive 174
6.3 The expressive 177
6.4 Reflections 178
6.5 Conclusions 179

Appendices
Appendix A 183
Appendix B 200
Appendix C 205
Appendix D 209

References 211