

# Contents

*Acknowledgments* xi

## **PART I**

### **Performatives**

**1 Introduction: linguistics and translation studies** 3

*Constative vs. performative linguistics: a first formulation* 3

*The problem of translation in the study of language* 6

*The problem of linguistics in the study of translation* 11

*Constative and performative linguistics of translation* 16

*A map of the argument* 18

**2 Constative and performative linguistics** 23

*The discovery of the performative* 23

*The constative recuperation of the performative* 24

*The performative as crime and scandal* 26

*Language games* 28

*A brief history of the constative and the performative* 29

*Integrational linguistics* 34

**3 Translatorial performatives** 41

*The translator's personlessness* 42

*Double reception* 47

*Levels of literature* 52

## **PART II**

### **Iterations (the performative back-story)**

**4 Iterability** 57

*Parasitism* 57

*Iterability* 60

*Iterability imaged* 64

*Translator, iterator* 66

*A map of Part II* 68

**5 Somatic markers** 70

*Reading the somatic theory* 70

*Somatic markers* 72

*Propositions* 77

**6 The translator's habitus** 82

*Norm theory* 82

*Habitus theory* 91

**7 Double-voicing** 95

*Austin's binary impasse* 95

*Dialogism* 99

*Double-voicing* 106

*Pandemonium* 110

*Double-voiced translation* 113

*Language change* 115

**PART III**

**Implicatures (performative uptake)**

**8 Conversational implicature** 123

*The cooperative principle and its maxims* 123

*Constative survivals* 126

*The maxims as cultural habits* 128

**9 Translation as ideological implicature** 132

*Constative applications of Grice to translation* 133

*Venuti's critique of Grice* 138

*A Gricean reading of Venuti* 142

**10 Il-, per-, and metalocutionary implicature** 144

*Illocutionary and perlocutionary implicature* 144

*Metalocutionary implicature* 148

*Translation as self-discovery* 153

<b>11 Intendants and interpretants</b>	160
<i>The interpretant triad</i>	161
<i>Interpreters and utterers</i>	164
<i>Performative dialogic</i>	168
<b>12 Conventional implicature and language change</b>	171
<i>Of moons and square-dancing</i>	171
<i>Immediatization and language change</i>	178
<b>13 Conversational invocature</b>	182
<i>I remember</i>	182
<i>J'mèn souviens</i>	189
<b>14 Metallocutionary implicature and cross-cultural misunderstandings</b>	193
<i>Grice's maxims and cultural relativity</i>	193
<i>Conversations with foreigners</i>	197
<i>The failure of Grice's original model</i>	199
<i>Cognitive dissonance</i>	202
<i>Metallocutionary implicature</i>	205
<i>Maxim-formation and reimmmediatization</i>	211
<i>Metallocutionary iterability</i>	214
<b>Conclusion</b>	217
<i>The constative crisis</i>	217
<i>The next thing?</i>	221
<i>Notes</i>	225
<i>Bibliography</i>	246
<i>Index</i>	255