METHODS IN PRAGMATICS

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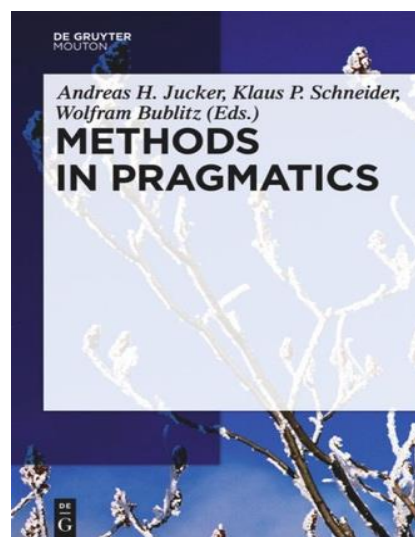
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1. Introduction

Pragmatics is undeniably a huge and diversified branch of linguistics. There has been an increasingly wide variety of specialized publications, textbooks, and guidebooks that attest to its significance and growing influence. Methods in Pragmatics is Volume 10 of the series Handbooks of Pragmatics, which has been divided into fourteen separate books, and it offers a thorough review of the entire area of pragmatics. The fourteen volumes of the series are organized in a rather logical manner. More concretely, Volumes 1, 2, and 3 cover the fundamentals of pragmatics, highlighting both micro and macro units of analysis. In detail, starting from the Foundations (Volume 1), the series continues to elaborate on the rudimentary pragmatic concepts, speech acts (micro-level in volume 2), and discourses (macro-level in volume 3). The six subsequent volumes aim at providing an insight into the field from varied perspectives, including cognitive (volume 4), societal (volume 5), interactional (volume 6), cultural and contrastive (volume 7), diachronic (volume 8), and medial (volume 9). Volume 10 centers on the methodological side of the field, whereas volumes 11, 12, and 13 emphasize the socio-medial, fictional, developmental and clinical aspects of the field respectively. Besides, more recently, with the title Pragmatics of Space, Volume 14 seeks to give a thorough picture of how language is utilized in terms of space and how language use is configured spatially.

The series is distinguished by two overarching goals, as pinpointed by Jucker et al. (2018, pp. v-vi). To begin with, it aims to shed light on the discipline by introducing thorough articles addressing the field's major and diverse theories and methodologies, as well as key components and themes unique to pragmatics, such as the inspection of language use in social settings. Second, while acknowledging the intricacy and richness of the field, the series works towards proposing a defined framework that provides consistency to the entire

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area of pragmatics and guidance to the readers of these reference books.

The goal of this volume, *Methods in Pragmatics*, is to provide an account of the whole range of research methods adopted in pragmatics presently. It is the complete antithesis of opinionated commitment to a particular methodological approach, a single method of theory, or a specific kind of data scrutiny. The volume serves to offer credible directional synopses of research methodologies in Pragmatics that are valuable to both students and much more senior academics and instructors working in the realm of Pragmatics research.

2. Discussion

The book launches into three articles (constituting Part 1 - Introduction) that cover the fundamentals of every pragmatic study. It provides general reviews of data categories, data gathering methodologies and ethics, and alternative ways of transcribing speech. The volume's second section (Part 2 - Introspectional Pragmatics) contains examinations of what is termed "introspectional pragmatics." Current pragmatic research is primarily empirical; however, significant work is still being conducted within this research tradition, which traces its origins to some of the field's early major figures, philosophers of language John L. Austin, John Searle, and H. Paul Grice. The book's final three sections are concerned with empirical models of pragmatic studies. Part 3 (Experimentational Pragmatics) encompasses summaries of pragmatic research experimentational approaches, including discourse completion tasks, comprehension tasks, and psycholinguistic production tasks. Part 4 (Observational Pragmatics) examines methods that centre on generally relatively small data sets, such as ethnomethodology, conversation analysis, or discourse analysis, whereas Part 5 (Corpus Pragmatics) discusses the approaches that rely on considerably larger samples and typically utilize computer tools for pragmatic analysis.

The book emphasizes the essence of data as the cornerstone of pragmatic research, rejecting the common rigid reasoning. It transcends the mindset of many linguists who are inclined to promote their own theoretical framework while rejecting that of others and stating only one data type is valid. The book highlights the broad array of data and data procurement methods. Instead of limiting data to the common core variability, the source of all data categories that may be evaluated is the entire complexity and diversity of language use. As a result, the handbook's approach is oriented to the diversity of issues, research strategies, and frameworks.

The first part's three chapters expose the readers to the underlying presumptions indicated above, the fundamental data types, the key techniques, and the transcription procedure. Andreas H. Jucker (Chapter 1 - "Data in pragmatic research", pp. 3-36) makes the analytical units clear. The basic units are stated to be utterances, while both smaller units (including deictic elements, stance markers, discourse markers, hedges, and pragmatic noise) and bigger ones (such as "discourse" and "text" of whichever sense) are also explored. Four dimensions of observational data are highlighted after reviewing the media of transformation (spoken versus written language, online data, sign language data and data of nonverbal behavior). Klaus P. Schneider provides an overview of the data-gathering approaches used in pragmatics in Chapter 2 - "Methods and Ethics of Data Collection" (pp. 37-93). The author carefully examines the wide range of methodologies and draws a conclusion in line with the main principles of the book: "[…] there is no best method as such, even though some researchers may claim that the method they have chosen is generally superior to other methods. […] A best method does not exist because each and every method has its specific strengths and

weaknesses […]" (p. 80). The author's highlighted ethical principles center on the researchers' duty to the respondents in a multitude of ways: the respondents' permission, their welfare, privacy, and autonomy, along with legal considerations, are the elements that must never be disregarded. Next, "The art of transcription: Systems and methodological issues" is the topic of Chapter 3 of Part 1 by Roger J. Kreuz and Monica A. Riordan, which is devoted to discussing transcription methods (pp. 95-120). In this chapter, the authors clarify that "there is no universal transcription system that will be suitable for all researchers and all research questions" (p. 95). The analysis illustrates which transcribing procedures can be used for which purpose by depicting a detailed image of the array of those procedures.

Beginning with Wolfram Bublitz's introductory chapter (Chapter 4, pp. 123-131), Part 2 of the volume is unfolded to the readers with the title "Introspectional Pragmatics". Chapter 4 outlines the approach of introspection, which is conceptualized as essentially deductive, and distinguishes it from the inductive methods of experimentation and observation as well as corpus research. The chapter also provides an overview of the important notions and connections between the final three chapters in this section. As a result of this introduction to the introspective technique, Marina Sbisà provides a summary of philosophical pragmatics in Chapter 5 (pp. 133-153). She briefly summarizes the contributions of Austin and Grice to pragmatics and delves into the major themes of speech act theory as it was elaborated by Bach, Harnish, and Searle. She gives a segment to introduce Recanati's contextualism and Stalnaker's influence on the growth of pragmatics. In Chapter 6, "Research technique in classical and neo-Gricean pragmatics" (pp. 155-183), Yan Huang explains the reasons why introspection appears to have evolved into an effective research methodology in Gricean and neo-Gricean pragmatics. The author explains this methodology's upsides and downsides while also demonstrating how experimentation and verified data interact with introspection. In the subsequent chapter (Chapter 7 - "Cognitive pragmatics: Relevance-theoretic technique", pp. 185-215), Billy Clark separates the evolution of relevance theory into three stages from the perspective of the prevalent data type. In the initiation stage, intuitions acted as the primary source of data. The emergence of experimentational pragmatics throughout the 1990s of the previous century marked the beginning of the second stage. Although more data types are taken into account in the third stage of the relevance-theoretic investigation, introspective and experimental data continue to be the focus of inquiry. Following the discussion of the major concerns of introspectional pragmatics, the book progresses with Parts 3-5, which shift focus to empirical methodologies utilized in pragmatic research.

Klaus P. Schneider makes a distinction between "experimental" and "experimentational pragmatics" in the introduction chapter to Part 3 (Chapter 8 - "Experimentational Pragmatics", pp. 219-228). In detail, the latter is a broader concept that encompasses experimental procedures grounded in a range of other traditions, in contrast to the former, which is confined to the method used by relevance theory ("Xprag"). Similarly to what Bublitz does in the preceding section, Schneider also presents an outline of the subsequent chapters. "Discourse completion tasks", which are adapted to the gathering of data originating primarily from contextually diversified cross-linguistic speech acts, are one of the methodologies falling within the purview of the wide concept of experimentational pragmatics. Eva Ogierman summarizes many aspects of this data elicitation approach in Chapter 9 - "Discourse completion tasks" (pp. 229-255) and contrasts it with other data elicitation methods as well as data that naturally occurs in the world. In Chapter 10 - "Assessing the comprehension of pragmatic language: Sentence judgment tasks" (pp. 257-279), Alma Veenstra and Napoleon Katsos employ instances from the publications on scalar implicatures to display how sentence judgment tasks operate. In these

tasks, sentence judgments are based on binary scales, for instance, "correctness" versus "incorrectness." In addition to highlighting its benefits, the writers also bring attention to its drawbacks and analyze substitutes to this paradigm, which assists them in making a detailed portrayal of how this strategy can be used. The potential of experimental psycholinguistics to study pragmatic language production is outlined by Raymond W. Gibbs in Chapter 11 - "Psycholinguistic production tasks" (pp. 281-303). The chapter demonstrates, among other things, that pragmatic language production involves the participation of both speakers and listeners and is not an autonomous process. J. César Félix-Brasdefer explores the use of role-playing in cross-cultural and interlanguage pragmatics in the final chapter of Part 3 (Chapter 12 - "Role play" pp. 305-331). The author draws several conclusions, including the fact that role-play data should be regarded as trustworthy because they reveal a learner's sociopragmatic and pragmalinguistic understanding in face-to-face or telephone interactions.

The fundamental principles of observational pragmatics are presented in Part 4's introduction by Andreas H. Jucker (Chapter 13, pp. 335-342). It divides analyses into qualitative (small sets of data, such as transcriptions of audio or video recordings) and quantitative (huge sets of digital data), focusing on the former in the present section. The author highlights the main points of subsequent chapters after defining "naturally occurring" data and separating it from "researcher-driven data." Characterizing the ethnographic paradigm is addressed by Meredith Marra and Mariana Lazzaro-Salazar in Chapter 14 ("Ethnographic approaches in pragmatics", pp. 343-366). They detail the theoretical underpinnings of ethnography, the salient characteristics of pragmatics-based ethnographic approaches, as well as the data-gathering and analyzing tools exclusive to these methodologies. They also assess the pluses and minuses of each methodology. In the following chapter (Chapter 15 - "Ethnomethodology and conversation analysis", pp. 367–394), Andrea Golato and Peter Golato examine ethnomethodological conversation analysis. The chapter not only provides an overview of this trend's approach but also encapsulates sociology's historical setting at the time it emerged. The chapter also offers a forecast on the potential directions for additional study. Discourse analysis is the main topic of Anita Fetzer's chapter (Chapter 16 - "Discourse analysis", pp. 396-423). Following the detailed analyses of the micro, meso, and macro units of discourse, coupled with the dialectical relationships between them, and the portrayal of the framework for research, the chapter comes to a conclusion that "[i]rrespective of methodology and research framework, the fundamental questions of (1) granularity regarding micro, meso, and macro discourse units and (2) the nature of the connectedness between their constitutive parts remain a challenge." (p. 418). Piotr Cap covers critical discourse analysis in Chapter 17, entitled "Critical Discourse Analysis" (pp. 425-451). The chapter entails the schools and models associated with this tendency and explains how they integrate into trends influencing the recent advancements in corpus studies, pragmatics, and cognitive linguistics. It also provides a case study that illustrates how the legitimisation - proximisation model fits within the field of critical discourse analysis.

Unlike Part 4, which concentrates on qualitative methods within observational pragmatics, Part 5 provides an overview of quantitative methods within corpus studies. The introduction by Andreas H. Jucker (pp. 355-366) outlines the fundamental characteristics of large-scale studies whose goal is to identify generalizations through the investigation of electronic corpora. The key finding is that "the tension between such large-scale generalizations and the goal of paying attention to the minute details of each individual occurrence remains a leitmotif in all the chapters of part 5" (p. 464). Gisle Anderson's chapter (Chapter 19 - "Corpus construction", pp. 467-494) covers a variety of topics, including form- and function-based

pragmatics techniques, corpus-based versus corpus-driven studies, and other themes. By doing so, the author examines the chosen procedures that lead to various styles of corpus formation and briefly discusses how the decisions have an impact. Dawn Archer and Jonathan Culpeper suggest in Chapter 20 - "Corpus annotation" (pp. 495-525) that pragmatic annotation has a lot of untapped potentials. Future opportunities for corpus annotation in pragmatics are outlined in the final section. The methodologies of pragmatics are broadened by the historical perspective in the following chapter (Chapter 21 - "Historical Corpus Pragmatics", pp. 527-553). Irma Taavitsainen highlights both the shortcomings and the accomplishments of historical corpus pragmatics and touches on emerging trends. She also discloses discrepancies between the methodologies of historical approaches to corpus pragmatics and pragmatic investigations into contemporary corpus data. Karin Aijmer makes the case for the necessity of combining corpus findings with a dialogic understanding of the interaction in Chapter 22 - "Corpus Pragmatics: From Form to Function" (pp. 555-585). However, this necessitates the investigation of the roles of a variety of pragmatic elements as well as spoken corpora for a wide range of languages. By starting from the function rather than the form, Anne O'Keeffe's Chapter 23, "Corpus-based function-to-form approaches" (pp. 587-618) explores the potential for analyzing pragmatic phenomena by adopting function-to-form techniques. In the final chapter of the book, Chapter 24, titled "Corpus-based Metapragmatics", Michael Haugh discusses corpus-based methods for "*the ways in which we display awareness of our use of language through the various ways in which we use language to refer to our use of language*" (p. 619).

Each chapter is distinguished by flexibility, openness toward various approaches, ideas, and methodologies as well as the appreciation of the positives of the methodological diversity of the discipline, in conformity with both its own underlying assumptions and the larger methodological setting. These issues can be rendered much more evident by the frequent cross-references across the chapters. The introduction chapters for parts of the volume persuasively trigger the chapters' themes and weave them into a logical unity.

It does not seem that the volume constantly flows well from cover to cover despite the editors' best attempts to arrange the chapters and tie the sections to the introductory text. Several themes may inevitably reappear in the writings of different authors, and the theoretical explanation that accompanies them is frequently duplicated with very little modification. With the number of theoretical digressions, repetitions, and reopened issues taken into account, the book might have been made much shorter while still fulfilling the editors' stated goals to a great degree.

3. Conclusion

Methods in Pragmatics offers a comprehensive review of the various kinds of data, data gathering techniques, and data analysis techniques utilized in pragmatic research. It provides well-founded and thorough overviews of the full range of approaches. The book features reliable overviews of pragmatic research methodology, presents introspectional and empirical data gathering and analysis techniques, and provides in-depth characterizations of corpus creation, annotation, and retrieval of data in corpus pragmatic research.

The book is insightful and encouraging in many regards, including the variety and viability of pragmatics' methodologies and the readers' ability to engage in pragmatic investigations in a skilled, adaptable, but productive, and positive manner. The handbook is without a doubt one of the most notable contemporary developments in pragmatics. Professional linguists and linguistics students should not be hesitant to refer to and employ this

fundamental work through their research and studies.

References

Jucker, A. H., Schneider, K. P., & Bublitz, W. (Eds.) (2018). *Methods in pragmatics (Vol. 10)*. De Gruyter Mouton.