1 NON-VERBAL COMMUNICATION [NVC]:
Universal-ontological and culture specific-arbitrary features.

**Kinesics**
- Facial expressions
- Eye contact
- Body language
- Gestures
- Emblems [nodding, shrugging shoulders, eye-wink, etc.]

**Proxemics**
- Physical distance and personal space
- Touch
- Olfactory cues

**Silence**
- Interpersonal encounters
- Relations
- Ceremonies
- Pauses for turn-taking in conversation
- Power and control.

**Power status crosscultural features:**
- Expansive gestures
- Broad personal space
- Eye contact and stare
- Serious countenance and mien
- Look bigger and more important

**Subordinates and women**
- Smile and nod often
- Restrict their gestures and moves
- Avert eyes
- Allow intrusions into their space
PRAGMATICS

Πράγμα Γρεκ “Δεεδ”

Seen in by clothes; seen out by words. Armenian Proverb

Pragmatics states that

**IT IS IMPOSSIBLE TO UNDERSTAND THE MEANING OF ANY UTTERANCE WITHOUT MATCHING IT WITH CONTEXT.**

**Pragmatics is concerned with:**

- Context: Facts and Events
- Doing Things With Words
- Non-verbal communication (NVC) accompanying speech acts
  - Meaning modification by them.

Pragmatic meaning manipulates and arranges social interaction. Speech signals and manipulates **RELATIONSHIPS.**

Speech and assessment of others’ speech is governed by **CULTURAL RULES** of **APPROPRIATENESS.** The social-conventional i.e., **PRAGMATIC** meaning differs from that of **SEMANTIC-SYNTACTIC MEANING** of words and sentences.
Speech Event—Ethnography of communication

Settings

Provide BACKGROUND for PARTICIPANTS to select TOPICS and ROUTINES and LANGUAGE FORMS in conformity with culturally shared EXPECTATIONS.

Settings are classified along a continuum of formality and informality.

Participants and Address Forms

- Speaker/s
- Addressee/s
- Audiences
- Relations: equal or dominate/subordinate

Settings and Relations

Define choice of language, topic and strategies of speech dynamics [turn-taking, topic control silence/interruption].
Topics and Intentions/Goals—

Are defined by speakers’ assessment of the entire situation and their judgment of likely outcome.

Discourse routines

- **Rules** of speech acts governing interaction and shared by members of a sociocultural group.
- Define consistency and coherence of co-occurring behaviors.
- Is defined by the genre

Participants **perform** the demands of a genre, aiming at the prototype model of the GENRE in cultural context.

Genres are specifically structured ways of speaking, with particular topics, openings/ endings.

Genres:
Greeting, apology, argument, negotiation, debate, conference, lecture, ceremony, joke, sermon, greeting, farewell, narrative, promise, riddle, prayer etc.

Miscommunication occurs when participants have different prototypical constructs for the genre.
Aspects of formal settings according to Judith Irvine:

1. Increased structuring proper/prestigious language, prosody and NVC, rules of etiquette for speech, attire, demeanor, and conduct.


3. Emphasis on positional identities: choice of public roles among one’s multiple social identities; stress on social distance.

4. Emergence of central situational focus: specific issues and happenings. Predetermined speech with narrow guidelines.

Informal settings

Are diffuse and flexible based on individual habits and preferences, although still governed by cultural norms of appropriateness.

Terms of address defined by:

1. Positional/occupational status
2. Social attitudes to age, gender, class, race, ethnicity, etc.
3. Intimacy versus social distance of relationships
4. Casualness versus formality of settings.

Possible terms of address:

First name: Full
   Abbreviated
   Diminutive
   Nickname

Middle name

Title + Last name

Kinship Terms

Pronouns

Honorifics
### Possible exchange of FN & TLN

<table>
<thead>
<tr>
<th>1. reciprocal FN</th>
<th>Intimacy or casualness and condescension</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Reciprocal TLN</td>
<td>Status equals Formality or social distance and deference</td>
</tr>
<tr>
<td>3. Irreciprocal FN--TLN</td>
<td>Unequal relations Formality &amp; deference</td>
</tr>
</tbody>
</table>

### Pronouns for power–solidarity and intimacy–deference

<table>
<thead>
<tr>
<th>One addressee, formal/deferent-honorific</th>
<th>2nd person singular T form</th>
<th>2nd person plural V forms</th>
<th>3rd person singular</th>
<th>3rd person plural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English</td>
<td>French</td>
<td>Spanish</td>
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|                                          |                           | Russian                  |                     |                  |
|                                          |                           | Armenian                 |                     |                  |
|                                          |                           |                          |                     |                  |
Speech Acts

**PHATIC COMMUNICATION VERSUS INFORMATIVE**

**Locutionary force**—speech act

**Illocutionary force**—the result of speech act:

apologize, warn, remark, comment, command, order, request, criticize,

**Perlocutionary force**—speech act consequences:

promise, bet, guarantee, request, threat, order
Scripts—frames—schemas—
Structures of expectation

- A situation calling forth particular ways of speaking, e.g., class, church service.
- Based on personal and sociocultural experiences of conversation participants.
- Reveals intentions and expectations of speakers.
- Structures interpretation and communication or miscommunication.

SPEECH ACTS: Ethnographic analysis of communicative conduct of a community
1. Participants, minimally, the speaker and the addressee
2. Code used by interlocutors
3. Channel—speaking, writing, nonverbal signals
4. Setting or context
5. Form or genre—conversation, folk tale, chant, debate
6. Topics and attitudes

Maxims of Conversation

1. QUANTITY: BE INFORMATIVE
   Do not give more or less information than required.

2. QUALITY: BE TRUTHFUL
   Do not say what you believe is not true.

3. RELATION: BE RELEVANT
   Do not say what you believe doesn’t matter.

4. MANNER: BE PERSPICUOUS.
   Do not use obscure, ambiguous, unorderly and roundabout speech.
   Grice: 1975

BUT functions as a violation of presupposed maxims [Baker 1975].