

Pragmatic Perspectives on Language and Linguistics

Volume II:

Pragmatics of Semantically-Restricted Domains

Pragmatic Perspectives
on Language and Linguistics

Volume II:

Pragmatics of Semantically-Restricted Domains

Edited by

Iwona Witczak-Plisiecka

**CAMBRIDGE
SCHOLARS**
PUBLISHING

Pragmatic Perspectives on Language and Linguistics Volume II:
Pragmatics of Semantically-Restricted Domains,
Edited by Iwona Witczak-Plisiecka

This book first published 2010

Cambridge Scholars Publishing

12 Back Chapman Street, Newcastle upon Tyne, NE6 2XX, UK

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Copyright © 2010 by Iwona Witczak-Plisiecka and contributors

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

ISBN (10): 1-4438-2063-6, ISBN (13): 978-1-4438-2063-9

TABLE OF CONTENTS

Preface	ix
Pragmatics of Semantically-Restricted Domains Iwona Witczak-Plisiecka	
Part One: Pragmatics, Politics and Ideology	
Chapter One.....	3
Axiological Proximisation Piotr Cap, University of Lodz	
Chapter Two	21
Going <i>Nuke</i> lar: On Manipulation in Bush's and Ahmadinejad's Legitimisation of Nuclear Power Agnieszka Sowińska, Nicolaus Copernicus University, Toruń	
Chapter Three	51
Personalization in Political Discourse: Its Pragma-Linguistic Realizations and Potential Persuasive Effects Katarzyna Molek-Kozakowska, Opole University	
Chapter Four	65
In-Group and Out-Group Markers in the Service of Political Legitimisation: A Critical-Methodological Account. Anna Wieczorek, University of Lodz	
Chapter Five	79
Strategic Use of Forms of Other Reference in Political Speeches Olga Dontcheva-Navratilova, Masaryk University, Brno	
Chapter Six	101
Language Use in Venezuelan Politics: A Research Agenda for Analysis of the Ideological Discourse of <i>Chavism</i> Gabriela Hoffmann, University of Paderborn	

Chapter Seven.....	127
Aspects of Conduct in Polish and British TV News Interviews with Politicians	
Joanna Szczepańska-Włoch, Jagiellonian University	
Part Two: The Pragmatics of Humour, Power and the Media	
Charter Eight	149
The Linguistic Forms of Modesty in the Hungarian Language or The Pragmatics of Compliment Response	
Katalin Szili, Eötvös Loránd University, Budapest	
Chapter Nine.....	165
Politeness to Self and Impoliteness to Other – Can They Co-occur?	
Anna Wiechecka, Warsaw University	
Chapter Ten	175
Friend or Foe? Chandler's Humour from the Metarecipient's Perspective	
Marta Dynel, University of Lodz	
Chapter Eleven	207
Gender Identity Construction via Conversational Humour: Are We Really that Different?	
Katarzyna Sielicka, Warsaw University	
Chapter Twelve	219
Playing the Power Game in Mamet's <i>Oleanna</i>	
Agata Klimczak, Warsaw University	
Chapter Thirteen.....	233
(In)Directness in German and Japanese Verbal Expressions: A Case Study of Soccer Players' Discourse	
Sylvia Waechter, Berlin University of the Arts	
Chapter Fourteen	247
'Injurious Speech': Gendering Verbal Violence in Media Discourse	
Katarzyna Poloczek, University of Lodz	

Chapter Fifteen	261
Gestural and Verbal Reference to Categories and Exemplars in Expository Utterances	
Monika Wachowska, Warsaw University	

Part Three: Focus on Textual Properties

Chapter Sixteen	275
A Few Comments on the Pragmatics of Billboard Posters	
Anita Schirm, University of Szeged	
Chapter Seventeen	297
Cultural and Perlocutionary Equivalence in the Polish and German Versions of ‘Shrek’	
Anna Pałczyńska, University of Łódź	
Chapter Eighteen	311
Pragmatic Aspects of Scientific Technical Text Analysis	
Larisa Iljinska and Tatjana Smirnova, Riga University	
Chapter Nineteen	339
Language Use: Translation of English Environment-Related Terminology	
Marina Platonova, Riga Technical University	
Chapter Twenty	359
Narrative vs. Informational Patterns across Legal Discourse	
Stanisław Goźdż-Roszkowski, University of Łódź	
Chapter Twenty-One	377
Metaphors, Particles, Terminology: From Objectivist to Pragmatic- Cognitivist Approach in Physics and Linguistics	
Hanna Pułaczewska, Łódź Academy of International Studies, Poland & University of Regensburg	
Annex A	393
Table of Contents (Volume I)	
Contributors.....	397