

# Advances in Discourse Approaches



# Advances in Discourse Approaches

Edited by

Marta Dynel

**CAMBRIDGE**  
**SCHOLARS**  

---

**P U B L I S H I N G**

Advances in Discourse Approaches, Edited by Marta Dynel

This book first published 2009

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 © 2009 by Marta Dynel 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): 1-4438-0609-9, ISBN (13): 978-1-4438-0609-1

# TABLE OF CONTENTS

Introduction .....	1
--------------------	---

## **Part I: Political Discourse and Ideology**

Chapter One.....	4
------------------	---

Where Lexicon Meets Cognition: Can Crisis Construction  
and Legitimization of Policies Be Studied through Lemma Patterns?

Piotr Cap, University of Łódź

Chapter Two.....	33
------------------	----

Deictic Centre and Conceptualisation of Clusivity: A Case Study  
of Barack Obama's Pre-Election Speeches

Anna Ewa Wiczorek, University of Łódź

Chapter Three.....	53
--------------------	----

A Functional Analysis of the New Testament Dialogues: Ideology  
in Light of Functional Sentence Perspective

Martin Adam, Masaryk University

## **Part II: Specialist Discourses**

Chapter Four.....	76
-------------------	----

Discourse Approaches to Specialised and Popular Academic English:  
Comparing Stance, Hedges and Modality

Josef Schmied, Chemnitz University of Technology

Chapter Five.....	92
-------------------	----

A Note on Legal Discourse Semantics and J.L. Austin's Theory  
of Speech Acts

Iwona Witczak-Plisiecka, University of Łódź

Chapter Six.....	112
------------------	-----

Communicating Legal Knowledge. An Exploratory Multi-Dimensional  
Study of Legal Academic Genres

Stanisław Goźdz-Roszkowski, University of Łódź

### **Part III: Everyday and Popular Media Discourses**

Chapter Seven.....	130
Unspeaking Words: The Taboo Fringe of the Lexicon David Singleton, Trinity College	
Chapter Eight.....	147
The Role of Questions in Talk Shows Anita Schirm, University of Szeged	
Chapter Nine.....	174
‘Laughter’ in L2 Computer-Mediated Discourse Charlotte Taylor, University of Siena	
Chapter Ten.....	201
Add Humour To Your Ad: Humour in Advertising Slogans Marta Dynel, University of Łódź	
Chapter Eleven.....	227
Bakhtinian Dialogical Communication and Pragmatic Markers Bledar Toska, University of Vlora	

### **Part IV: Comparative Discourse Studies**

Chapter Twelve.....	246
Different Languages, Different Contextualization Resources: Politeness and Discourse Strategies in English and in Japanese Ippei Inoue, Keio University	
Chapter Thirteen.....	268
Semantic and Pragmatic Functions of GA-Clefts in Japanese Chiaki Kumamoto, Saga University	

### **Part V: Discourse Translation**

Chapter Fourteen.....	290
Functional Equivalence and Domestication Strategies in Film Translation Ilaria Parini, University of Milan	

Chapter Fifteen .....	317
Translating Language-Specific and Culture-Specific Humor for the Screen: The Case of <i>Sex and the City</i> Julia Stelter, University of Regensburg	
<b>Part VI: Discourse and Teaching</b>	
Chapter Sixteen .....	340
Orthographic Depth and Psycholinguistic Grain Size: An Attempt to Explain Differences in Reading Accuracy and Speed Across Languages Joanna Nijakowska, University of Łódź	
Chapter Seventeen .....	365
Building L2 Communicative Confidence through Interlingual Tasks; Towards Function-Focused L2 Learning Bogusława Whyatt, Adam Mickiewicz University	
Index .....	389