

BOOK REVIEWS

General introduction

The IPrA board of editors felt an urge for introducing a section of reviews in our Journal *Pragmatics*. As the new team of review editors, we are happy to answer this challenge and hope to count regularly on your contributions. The place of our University – Europa-Universität VIADRINA at Frankfurt/Oder - in Germany, right at the border to Poland, is programmatic. It offers a very international, multilingual context in the heart of Europe. We aim to combine the mission of bridging the dialogue between people of different cultures performed in a multitude of languages with our new responsibility. Thus the review on a recently published monograph at the eldest university of Poland, written in Italian, on one of the most prominent themes of pragmatics, deixis, has been chosen to represent the starting point of our section.

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Review

Deissi spaziale nei testi teatrali italiani del XVI secolo

By Sosnowski, Roman. 2010. 255 p.

Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego (www.wuj.pl).

ISBN 978-83-233-2960-2. Price: zł 34.20

The monograph published in Cracow (Kraków), Poland, in Italian language offers a fascinating lecture for linguists interested in deixis in general, but also for those interested in historical grammar and in historic pragmatics. The latter is based on a *corpus delle opera teatrali* of the 16th century. The three fields of interest are mirrored in the three parts of the text which are framed on both sides by a short introduction and an equally concise conclusion.

1. Spatial deixis

The first part – *deissi spaziale oggi* – offers an in-depth overview on literature on deixis written in English, German, French, Italian and Polish (Conte 1981, Ehrich 1992, Green 1995, Diessel 1999, Haase 2001, Berdychowska 2002, Fryt 2003). The author not only considers literature on deixis in and on these languages but also on many others such as Spanish (Cano 1979, Hottenroth 1982, Jungbluth 2001, 2003), Brazilian Portuguese (Meira 2003), Mayan and Papuan languages (Hanks 1992, 2005, Heeschen 1982), Turkish and varieties such as Australian English (March 2006) and a great deal of different varieties spoken in Italy (Patota 2002, Ledgeway 2004, Renzi 2008).

1.1. *Egocentric, conversational and dyadic approaches*

The theoretical outcome starts with Karl Bühler (1934), Lyons (1977), Levinson (1983) and Fillmore (1997) – *approcci egocentrici* –, scratches Hanks (1992) and Fricke (2002, 2007) – *approcci conversazionali* –, and reports more recently developed concepts based on language use performed as dialogue: *approcci diadico* (Weinrich 1988, Jungbluth 2001, 2003, Da Milano 2005). The author outlines grades of deicticity following Weinsberg (1971, 1973), spatial relations (Piętkowa 1989) and finally claims three basic traits of deictic systems being relevant for Italian: 1. close/distant; 2. orientation based on person; 3. marked/neutral. Outcomes reported in the literature based on experiments with patients suffering dementia of the Alzheimer's type (Mortensen 1992, March 2006) accompany the arguments in an eclectic but nevertheless convincing manner.

2. Spatial deixis and historic grammar

The second part refers to the etymologic origin of the elected deictic pronouns, adverbs and the verbs *andare* 'go' and *venire* 'come' in Latin and Old Italian culminating in an instructive overview of the description of these items in the first sixteen grammars of Italian, known as *volgare* starting with Alberti (ca. 1441) going over Bembo (1525) ending with Ruscelli (1581). Scholars will appreciate that the respective parts of the old grammars are edited in appendix B (p. 215-243).

3. Spatial deixis in the opera of the 15th century

3.1. *The 15th century: grammars, theatre and spoken language in Italy*

As already mentioned, Sosnowski not only compiled a corpus of dialogues found in plays of the century focused but gathered the references on deictic items of the grammars written in the same time. Furthermore he is aware of the difference between spontaneous use of spoken language and the one written to be performed on stage (p. 96-106). He describes his corpus and orders his data following the introduced structure: pronouns, i.e. demonstratives, adverbs and the two deictic verbs of movement (see above).

3.2. *Findings: from person- and distance-oriented systems to use determined by dialect interference and/or driven by style.*

The analysis of the deictic features present in the tragedies, pastorals and comedies written 500 years ago cannot be described as either person- or distance-oriented. The use reveals to be driven by dialect or by style. Taking into account the particular context of Italy where until the late 19th century the spoken languages were limited to the dialects there are only a few sophisticated authors in that time who dominate the spoken use of Italian. For example Tasso

who is famous for *una forte coscienza linguistica* (p.168) is one of those. His plays show that he was able to manage the tripartite deictic system following the distinguished norm developed in Florence (*gusto toscano arcaicizzante* p. 168). Most of the other authors either use a binary system or use the tripartite system in an inconsistent way (see map p. 169).

Their use of Italian is determined by interference of the underlying system rooted in their dialects, i.e. their mother tongues. The reduction of the deictic system changes its quality from a person- to a distance-oriented one (p. 170).

The use of the deictic term *cotesto* 'that near the second person' does not belong any longer to the system itself. Its use is left to emphatic contexts thus shifting from grammar to choices of single words which form part of the repertoire of style. The findings of Sosnowski are overcoming the theoretical approaches reported at the beginning. The multifaceted picture of dialect spoken in other places in Europe and elsewhere may show up similar patterns. Differences of use reported for varieties of Englishes (Cheshire 1996, 1997), Spanishes (Coromines 1980-97) or varieties of Portuguese in Europe and overseas (Bechara 1999, Jungbluth 2005) may be fine grained according to conscious or unconscious acts of transference from underlying systems which belong to mother tongues or to differently structured L2 learnt earlier in case of multilingual settings. The accurate analysis of the Polish linguist may stimulate further research on other languages based on diachronic or synchronic corpora. Hopefully we may deepen our understanding on the interdependence between language systems and style repertoire thus jointly developing new insights in the pragmatic subfield of deixis.

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Review

South Slavic discourse particles

Edited by M. Dedaić, M. Mišković-Luković. 2010. 166 p.

Amsterdam/Philadelphia: Benjamins. ISBN 9789027256010. Price: € 95,- / US\$ 143,-

1. General overview

The book *South Slavic discourse particles* from 2010 (John Benjamins Publishing Company) unites six articles about the South Slavic languages discourse particles, beginning at the South-East with Bulgarian and Macedonian, then exploring Serbian, Bosnian and Croatian and ending on Nord-West with Slovenian. The sociolinguistic phenomenon of South-Slavic languages is treated in the beginning. Apart from Bulgarian, the languages in question are on the territory that was covered by a state called Yugoslavia and during the '90s, they have undergone considerable changes concerning their status. Slovenian and Macedonian have become state languages and other languages, formerly united under the title of Serbo-Croatian, are now also official and state languages with their own names and characteristics as Croatian, Serbian, Bosnian and others appearing even more recently but not being within the scope of this book, like Montenegrin.

In the first, introductory chapter by Mirjana Mišković Luković and Mirjana Dedaić, a general description of the articles is given. The two aims of the book are exposed: first, the authors intend to »fill the lacunae in the current scholarship on particles in South Slavic« and second they would like to »contribute to a better understanding of the semantic meaning and

pragmatic roles of these communicative vehicles par excellence» (M. Mišković-Luković, M. Dedaić 2010: 1). The authors claim that the studies that are largely descriptive reflect underlying assumptions of the theoretical framework of discourse analysis and pragmatic approach. The introduction deals with the dilemma marker / particle from its pragmatic point of view. A particle and its traditional definition is not presented, it is avoided within the Jakobsonian presentation of them as shifters and discourse words. The authors tend to point out the terminological conservatism of previous South Slavic discourse particles study, anchored in traditional non-discursive approaches mainly described as words that are considered redundant, not present because of the absence of the spoken discourse study. Such presentation leaves an impression that the authors are the first to deal with particles within the spoken discourse what is only partly true – and perhaps only for the description of the particles in English language. All the authors neglect the link with the traditional grammar definition of the particles which are treated in some Slavic languages as an exclusive word class and in others as a part of the class of the adverbials. In traditional linguistics they come, for example, into Slovenian linguistics, from Czech functional definitions where they get the name *častice*, brought into Slovenian as *členki* (Toporišič, 1976, 2000) and *čestice* in their Serbo-Croat variation, their translation to English is either particles or clitics because they usually do not have their own word stress – forming a word class with their role of intensifiers, or modality markers (Schlamberger Brezar, 1998) in a similar way than in German (Abraham, 1991). It is a pity that none of the authors mentions any connection with what descriptions of the domain of the particles could already exist in their respective languages. The interesting point is that they can function at the same time, at least for Slovenian, in several functional roles: as connectives or as markers (and that distinguishes them from adverbs on one side and conjunctions on the other side (Schlamberger Brezar 1998). From the present book, we can see that all those “traditional” assumptions are valid also for other described examples in other South Slavic languages.

That is only one of the common points of the book which thus brings other common points within the class of South Slavic Discourse particles: the scope of the particle research is within pragmatics and discourse analysis; particles are treated within different linguistic-pragmatics theories being popular in seventies and eighties of the last century, namely Ducrot's and Anscombe's theory of argumentation in language, very well known in French linguistics but a little less in Anglo-Saxon, in I. Žagar's article or relevance theoretic approach within the theory of Sperber and Wilson (1986) in the articles of almost all the authors. Very relevant basic literature on particles and discourse markers is composed of Blakmore (2002), Schiffrin, and also E. König renown specialist of German discourse particles. Each of the articles presents a different state of the art of particle research but all of them tend to describe the role of the particles in different discourse positions that give a clear of a particle as a contextually dependent discourse word.

2. Particular authors' contributions

After a short historical and linguistic overview that tends to explain socio-political situation of the South Slavic languages, follow 6 chapters on particles within the scope of pragmatics.

2.1 Bulgarian particle *ama*

For Bulgarian, Grace E. Fiedler speaks about *ama*, Bulgarian adversative connective that she analyses within the relevance-theoretic and discourse approach. Her research is based on the data of spoken discourse from the 1990s gathered by Krasimira Aleksova and a 19-century novel of Aleko Konstantinov *Baj Ganjo* and its literary dialogues.

Analysis of the connective is given according to the Bulgarian Academy Dictionary and Bulgarian Academy Grammar Sciences – first she gives the semantic analysis of the particle tested against the presumption of relevance according to Blakemore (2002). The difference

between connective and conjunction is discussed, *ama* whose impact extends beyond the clause level is defined as a connective. *Ama*, a Turkish loan word can also function in contemporary Bulgarian as a discourse marker, can also affect adversatively the whole context. An interesting conclusion is pointing on *ama* as a part of non-standard speech from the 19 century being used differently from *ama* today with its interactional function, as adversative reaction to preceding discourse or some other element in the extralinguistic context.

2.2 Macedonian particle *kamo*

The research of the Macedonian attitudinal pragmatic marker *kamo* by Alexandre Savigny is also presented within the relevance-theoretic framework. The data for the study are surprisingly not coming directly from former Yugoslav Republic of Macedonia, but are gathered from the Egyptian-Macedonian speech community in Canada and on the 3rd generation of Macedonian-Canadians who still speak Macedonian fluently. An interesting sociolinguistic situation of the diaspora coming from Macedonia to Egypt and then moving to Canada under the threat of arabisation is described and quite an important number of persons are interviewed for the purpose of the article.

Kamo originally is not really a particle but an interrogative pronoun with different possibilities of occurrences even as a discourse marker – always in a kind of interrogative context. *Kamo* as a particle + is an indicator of speaker's attitude towards the hearer and/or the situation of utterance and is observed in 6 contextual occurrences. But *kamo* – locative interrogative – can be also a pragmatic marker that encodes the speaker's dissociative attitude towards a current belief concerning the hearer's ability and willingness to perform a certain action.

2.3 Serbian particles *baš* and *kao*

The Serbian particles *baš* and *kao* are presented by Mirjana Mišković-Luković within the relevance-theoretic framework that accounts for the linguistic meaning and pragmatic contribution of the above particles.

The research is conducted on the materials from so called "RSH corpus 1989" recorded in Serbian cities Belgrade and Novi Sad. The author claims that those particles are not confined only to Serbian (from former Serbo-Croatian). Historically, *baš* is a Turkish loan word meaning the oldest, the first, but today functioning as a clausal focus particle used in informal discourse. It brings with its use the emphatic assertion. A speaker modifies by *baš* (precisely, verily) indefiniteness of the nouns. On the contrary, *kao* is seen as a conceptual adjustment of linguistic indeterminacy. *Kao* followed the process of desemanticization from conceptual to procedural meaning whereas *baš* strongly communicates the explication.

2.4 Bosnian particle *ono*

Aida Premilovac discusses the use of the Bosnian discourse particle *ono*. *Ono*, originally a demonstrative pronoun, is also known in Serbian and Croatian – without any changes. The research on *ono* on oral discourse examples shows the shifting from demonstrative to features with specific pragmatic function that is explained within the relevance-theoretic frame. The discourse particle *ono* is characterised as a non-truth conditional particle, meaning in English about, like, and was not adequately interpreted in didactic texts about language. So the particle *ono* in informal use, explained by A. Premilovac, can be explained as a marker of loose talk or a focus marker and can be also combined with other discourse markers (for example *baš ono*).

2.5 Croatian discourse marker *dakle*

Mirjana N. Dedaić is talking about the pragmatics of the Croatian discourse marker *dakle*. Her corpus is based on conversation events, media talk shows and reports and also various written material (internet, newspapers, books).

The marker *dakle* has several functions, the main are reformulating and concluding. *Dakle* can be used in several contexts especially in the spoken discourse and functions as a discourse marker. How about its translations into English? It can be consequently, then, therefore, so, in other words, always depending on the context of the utterance. *Dakle* is primarily a marker of causative-resultative relationship between the preceding and following discourse segments and by this use, it seems to develop argumentative and attitudinal discourse functions, sometimes only by modifying the context.

2.6 Slovenian connective *pa*, modifier of connectives

The article about Slovenian discourse particle and connective *pa* bears a subtitle “an argumentative analysis” and brings a reflection within the framework of Anscombe’s and Ducrot’s theory of argumentation in language. It is written by a reknown specialist of rhetoric, Igor Ž. Žagar. The research is based on written texts taken from the Slovenian online corpus Nova beseda and several articles. After searching the meanings of *pa* (and, but) in the Slovene dictionary *Slovar slovenskega knjižnega jezika*, Žagar focuses on combinations of *pa* with two connectives, *ker* (because) and *sicer* (otherwise). If *pa* is omitted from the compound connectives, the meaning and the function of the latter will change – Žagar is thus making a hypothesis that *pa* functions as a modifier of the argumentative orientation or a modifier of That assumption, backed with arguments within the frame of the theory of argumentation of language based on the notions of *topoi* and *polyphony* (J.C. Anscombe, O. Ducrot, 1983), bring us to a conclusion that the Slovene dictionary entry for *pa* should be modified.

3. Conclusion

The book is a valuable contribution to the phenomenon of particles in the South Slavic languages and a good starting point to further definitions of the phenomena in this field. All the articles are backed with sufficient material analysed for the purpose. Once again the value of the particle as a contextually bound word is pointed out. Besides the good study within the theoretic frame the authors are adopting, on one hand the relevance theoretic approach, on the other argumentative within the Ducrot’s principle of polyphony, the impact is seen beyond the theory in question. Particles appear also as a persistent cognitive feature. Some of them considered as Turkish loan words are being employed even in the 3rd generation of immigrants as points out the example of A. Sevigny. Hopefully the book will yield to encourage further particle research within the scope of pragmatics of those languages.

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Review

Estrategias argumentativas en el discurso periodístico

Edited by Concepción Martínez Pasamar. Series: *Studien zur romanischen Sprachwissenschaft und interkulturellen Kommunikation*, vol. 63. 2010. 220 p. Frankfurt am Main: Peter Lang. ISBN 978-3-631-59423-0. Price: € 40,-

This volume compiles the papers presented in the symposium *Estrategias argumentativas en el discurso periodístico* ('Argumentative strategies in journalistic discourse'), held at the University of Navarra (Pamplona, Spain) on 21st November, 2008. These papers ended the project *Teoría y análisis de los discursos. Estrategias persuasivas y de interpretación* ('Theory and analysis of discourses. Persuasive and interpretative strategies') coordinated by Prof. Manuel Casado Velarde between 2005 and 2008.

Prof. Concepción Martínez Pasamar finally published this book in early 2010, just at the creation of a new interdisciplinary research group: GRADUN, which stands for *Grupo Análisis del Discurso Universidad de Navarra* ('Discourse Analysis Group, University of Navarra'). The majority of the contributors to this volume are active members of GRADUN. This volume thus represents the transition between both projects and introduces GRADUN's new focus on public discourse. In fact, one of the three subprojects comprised in the latter is specifically devoted to journalistic discourse. Moreover, this book shows many different approaches to this type of texts, just like GRADUN itself.

One of the most appealing characteristics of this volume is its analysis of implicit argumentative devices –*suasive* in Umberto Eco's terms–, among others. Journalistic genres, especially the objective ones, tend to include hidden persuasive strategies, that is, they seek to effectively persuade readers. Only by means of linguistic analysis could they be clearly detected, and, consequently, readers would be prevented from being manipulated. This book provides valuable insight through varied examples.

Garrido Gallardo opens this work with a reflection upon the interfaces between Rhetoric and Journalism, claiming that journalistic texts exude persuasion through some devices already systematized by Ancient authors centuries ago. As he remarks, these mechanisms even invade specialized press, which may a priori remain the more objective redoubt in Journalism. This is why he observes the need for discourse analysts to master Rhetoric. Consequently, Garrido Gallardo comments on the renaissance of Rhetoric during the last fifteen years: the Neorhetoric. Indeed, Martínez-Costa illustrates what Garrido Gallardo stated in the previous chapter. She proposes a corpus-based study of the more usual argumentative mechanisms in radio commentaries. The author starts with a brief analysis of this genre, since its features explain the kind of strategies used: it is a persuasive type of text whose argumentation must hinge exclusively on words in a little period of time. As a consequence, as she points out, its

persuasive devices are rather simple and direct, especially consisting of arguments from authority and analogies. Complex mechanisms are less usual, since they are harder to tackle in a brief genre.

In the ensuing chapter, Hernández Corchete and Gómez Baceiredo delve into another group of subjective genres: newspaper opinion journalism. Their approach to its argumentative strength is more concrete: they devote their article to the fable as a persuasive mechanism in this type of texts. Accordingly, they provide a detailed analysis of representative texts published in five well-known Spanish journals. Their approach is certainly very close to Aristotle's Rhetoric. After that, Casado Velarde deals with the way journalists tend to disavow others' discourses by linguistic mechanisms. In the first part of his article, he explains the use of some *verba dicendi* such as *denostar* ('revile'), *anatematizar* ('anathematize'), *arremeter* ('attack') or *ridiculizar* ('ridicule'), whose meanings reveal a negative interpretation of others' texts. Secondly, he shows an original description of other disavowal devices, covering some fixed expressions with ancient forms of the verb *decir* ('say') –*dizque* (< *says that*, 'apparently') and *dixit*–, formulaic segments –*es mucho decir* ('that is saying a lot'), *así se escribe la historia* ('this is how history is written')– and some onomatopoeic words –*que si patatín, que si patatán* ('and this and that and the other'), *blablabá, chaucháu* ('blah blah blah', 'chit chat').

One of those devices is thoroughly presented in the editor's contribution, Martínez Pasamar: the proverb *Donde dije digo digo Diego*, which is generally used to assert that one's opinion has radically changed. She provides a wide range of examples published between 2000 and 2008 which enable her to conclude the main effects added by this proverb. As she skillfully explains, this proverb is overwhelmingly used to introduce a negative view of that change of opinion, demonstrating contradiction or even incoherence. Sometimes *Donde dije digo digo Diego* simply means that a speaker has tinged or clarified his/her own words. In addition, Martínez Pasamar includes an interesting section about desautomatizations of this proverb and its contextual effects.

Besides, this volume also touches upon anaphoric encapsulation as a persuasive strategy. González Ruiz and Llamas Saíz start their articles with a description of this type of nominalizations. As both of them state, a conceptual shell is a nominal syntagm that synthesizes a previous textual fragment. Nevertheless, they agree on the fact that the noun which is the nucleus of these labels may add some nuances that might guide readers' interpretation. This is why they detect so many conceptual shells in news, since these nominalizations are valid to introduce hidden argumentations.

In the first of these two chapters, González Ruiz brightly concentrates on its grammatical and discursive properties: he explains its ambiguity (since the agents of the actions mentioned by retrospective labels often disappear), its apparent objectivity (as nominalization is usually linked to a lack of subjective implications), its apparent general acceptance and its discursive economy, which may lead to its potential manipulative power. He finishes his contribution by encouraging new studies on the matter.

Afterwards, Llamas Saíz specifically examines metaphoric conceptual shells. She discerns different types of nominalizations. One of her interesting conclusions is the following: the less a metaphor is lexicalized, the more tends to be argumentative. On the basis of her corpus, she also justifies that conceptual shells including nouns whose root is not mentioned in its encapsulated portion of text are usually more likely to persuade.

Moreover, this volume includes a chapter written by Pérez-Salazar Resano aimed at focalization through two adverbs: *máxime* ('especially', 'all the more since') and *inclusive* ('inclusive', 'even', among other meanings). Prior to her analysis of these adverbs in nowadays press, the author needs to go beyond their current use and, accordingly, she provides a historical study of both words. After that, she highlights their uses in the last few decades from a syntactic, semantic and pragmatic point of view. One of her remarks is the surprising increase of occurrences of *máxime* and *inclusive* in journalistic texts during the last part of the 20th century, which she properly explains in her article.

Finally, this book concludes with the contribution of López Pan, who goes into two argumentative devices related to columnist's own construction: his/her own introduction in the column as a character and the use of the so-called oral language. The author offers abundant evidence to justify his assertions. He even includes a detailed annex with the whole texts cited in his article and a purpose for analysis of those strategies in a column by Antonio Gala. This corpus enables him to devise a precise description of both mechanisms.

In conclusion, this volume makes perfectly clear the intersection between Discourse Analysis, Pragmatics, Rhetoric and Journalism when it comes to analyzing explicit persuasive strategies in journalistic texts. This is why, although geared toward discourse analysts and pragmatists, this book is also useful for journalists who would like to learn about the theoretical implications of some of the argumentative mechanisms that they tend to use. Therefore, *Estrategias argumentativas en el discurso periodístico* is a compelling book which highly fulfils the need of new interdisciplinary studies about journalistic discourse and suggests future research under this up-to-date approach.

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