Andreas H. Jucker, Klaus P. Schneider & Wolfram Bublitz (eds.): *Methods in Pragmatics.* (Handbooks of Pragmatics Vol. 10). Berlin & Boston: De Gruyter Mouton, 2018, 674 pp.

The first chapter of the handbook begins with the following sentences:

> There is no research in pragmatics without data. Data – in one form or another – form the essence of what pragmatic research is about. Research – at a very basic level – consists in the search for generalizable patterns in the data. […] A certain method of data collection will typically provide a very specific type of data and lend itself to a specific way of analysing it, or – viewed from the opposite direction – a certain research question will require a specific set of data that needs to be collected and analysed with a specific method. (Jucker, A.H.: Data in pragmatic research, p. 3)

At first sight, these sentences might seem to be trivial and commonplace. However, they are not, because they differ significantly from the methodological perspective that dominated linguistic theorizing during several decades. Namely, in the second half of the twentieth century in mainstream linguistics it was the refinement of diverse theoretical approaches that were in the foreground of interest, whereas questions pertaining to the nature of data were neglected rather than focused on. But over the past about two decades, the perspective has changed. The overemphasis on technical details of linguistic theories has been questioned and the importance of data has been realized. Accordingly, an intense discussion has taken place on the nature of linguistic data and linguistic evidence.[1] The debate has yielded a series of new insights that undermine the methodological prejudices inherent in linguistic research in the past century. These new insights include, among others, that instead of the dogmatic commitment to merely one type of data, a great variety of different data types may be legitimate. It is even the case that different data types have to be combined in order to increase the reliability of the results and to capture the complexity of linguistic behaviour. Thereby, no data type is perfect, but all data types have their particular shortcomings. Linguistic data do not secure a neutral basis for linguistic theorizing because they are problem- and theory-dependent.

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[1] For the analysis of this debate from the point of view of the philosophy of science see Kertész & Rákosi (2012, 2014).

It has also been realized that the function of data cannot be reduced to the testing of hypotheses. Rather, the relationship between the data and the theory at issue is cyclic rather than linear insofar as data are used in several cycles of the raising, checking, modifying, refining, and extending of hypotheses and hypothesis systems. It has also been realized that data can function not only as tools of problem solving but may also lead to the emergence of new problems because the application of different data types often generates contradictions.

It is this state of the art that deprives the above quotation of its seemingly trivial character. The most significant feature of the handbook is that it perfectly fits into this context. The book highlights the nature of data as the basis of pragmatic research, thus avoiding both the hypostasis of theories and the monolithic way of thinking. It overcomes the attitude of many linguists who tend to defend their own theoretical framework and reject those of others along with claiming the legitimacy of only one data type. The book acknowledges the diversity of data and data collection methods. The source of all data types that may be considered is the whole richness and the whole heterogeneity of language use, instead of restricting it to the common core of such variability. Accordingly, the perspective of the handbook is committed to the pluralism of problems, of research methods and of frameworks.

The volume is divided into five parts each of which consists of several chapters.

The three chapters of the first part introduce the reader to the above-mentioned background assumptions, the basic data types, the central methods and the methodology of transcription. Andreas H. Jucker ('Data in pragmatic research', pp. 3-36) clarifies the units of analysis. Utterances are identified as the basic units, but both smaller ones (deictic elements, stance markers, discourse markers, hedges and pragmatic noise) as well as larger units ('discourse' and 'text' in whatever sense) are mentioned. After discussing the media of transition (spoken vs. written language, online data, sign language data, data of nonverbal behaviour), four dimensions of observational data are discussed. In his chapter 'Methods and ethics of data collection' (pp. 37-93), Klaus P. Schneider overviews the data collection methodology applied in pragmatics. The author systematically discusses the rich variety of methods and concludes in accordance with the leading ideas of the volume: "[…] 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 strength and weaknesses […]" (p. 80). The ethical principles the author highlights focus on the investigators' responsibility for the participants in several respects: the participants' consent, their well-being, their privacy and autonomy as well as legal aspects are the factors that must not be ignored. In the third chapter of Part I, Roger J. Kreuz and Monica A. Riordan discuss transcription techniques ('The art of transcription: Systems and methodological issues', pp. 95-120). They emphasize that "there is no universal transcription system that will be suitable for all researchers and all research questions" (p. 95). The survey draws a sophisticated picture of the inventory of transcription techniques by exemplifying which of them may serve which purpose.

Part II entitled 'Introspectional pragmatics' starts with Wolfram Bublitz' introductory chapter (pp. 123-131). It defines the method of introspection (which is conceived of to be basically deductive) and delimits it from the methods of experimentation, observation (which is inductive), and corpus exploration. In addition, the chapter sketches the main theses of and the relationship between the remaining three chapters of this part. In accordance with the introspectional method thus introduced, Marina Sbisà overviews philosophical pragmatics (pp. 'Philosophical pragmatics', pp. 133-153). She provides concise overviews of Austin's and Grice's contribution to pragmatics, and goes into the main tenets of speech act theory as developed by Searle and by Bach and Harnish. She devotes a subchapter to Stalnaker's impact on the development of pragmatics and to Recanati's contextualism. Yan Huang reveals the reasons why introspection seems to have become a well working research method in Gricean and neo-Gricean pragmatics ('Research methodology in classical and neo-Gricean pragmatics, pp. 155-183). The author discusses both the merits and the shortcomings of this methodology also showing its interaction with experimentation and attested data. In the next chapter, Billy Clark divides the development of relevance theory into three phases from the point of view of the predominant data type ('Cognitive pragmatics: Relevance-theoretic methodology', pp. 185-215). In the first phase intuitions constituted the main data source. The nineties of the past century saw the rise of experimentational pragmatics thus triggering the second phase. Although in the third phase relevance theoretic research also considers further data types, introspective and experimental data remain in the centre of research. After having

discussed the main issues of introspectional pragmatics, Parts III-V turn to empirical methods used in pragmatic inquiry.

In the introductory chapter to Part III ('Experimentational pragmatics', pp. 219-228), Klaus P. Schneider distinguishes between 'experimental' and 'experimentational pragmatics'. While the former is restricted to the method applied by relevance theory ('XPrag'), the latter is a broader notion comprising experimental methods rooted in a variety of other traditions. Schneider, just like Bublitz in the previous part, also overviews the subsequent chapters. One of the methods fitting into the scope of the broad notion of experimentational pragmatics is that of discourse completion tasks, which is suited to the generation of data stemming primarily from contextually varied cross linguistic speech acts. In her chapter ('Discourse completion tasks', 229-255), Eva Ogierman overviews different features of this data elicitation method and compares it to other data elicitation methods as well as to naturally occurring data. Alma Veenstra and Napoleon Katsos ('Assessing the comprehension of pragmatic language: Sentence judgment tasks', 257-279) use examples from the literature on scalar implicatures in order to demonstrate how sentence judgment tasks work in which sentence judgements are based on binary scales such as for example correctness vs. incorrectness. The authors draw a sophisticated picture of the use of this method in that besides pointing out its merits they also call attention to its limits and discuss alternatives to this paradigm. Raymond W. Gibbs ('Psycholinguistic production tasks', 281-303) overviews the possibilities of experimental psycholinguistics in investigating pragmatic language production. Among others, the chapter shows that pragmatic language production is not an isolated process but comprises the cooperation of both speakers and listeners. In the last chapter of Part III, J. César Félix-Brasdefer discusses the method of role-play as it is used in cross-cultural and interlanguage pragmatics ('Role play, 305-331). The author concludes, among others, that role-play data are to be evaluated as reliable, because they shed light on the learner's pragmalinguistic and sociopragmatic knowledge in face-to-face or telephone interactions.

Andreas H. Jucker's introduction to Part IV outlines basic tenets of observational pragmatics (335-342). It distinguishes, as a first approximation, between qualitative (small sets of data, e.g. transcriptions of audio- or video-recorded data) and quantitative (large sets of digital data) analyses, restricting the present part to the former. After clarifying the notion of 'naturally occurring' data by delimiting it from

'researcher prompted data', the author summarizes the leading ideas of further chapters. Meredith Marra and Mariana Lazzaro-Salazar provide insights into the ethnographic paradigm ('Ethnographic methods in pragmatics', pp. 343-366). They describe the foundations of ethnography, the main features of the ethnographic methods in pragmatics as well as the data collection techniques and tools of analysis characteristic of these methods, and they also evaluate their strengths and weaknesses. In the next chapter Andrea Golato and Peter Golato assess ethnomethodological conversation analysis ('Ethnomethodology and conversation analysis', 367-394). The chapter not only overviews the methodology of this trend, but it also outlines the historical context of sociology which made its emergence possible. Furthermore, the chapter provides an outlook on the prospects for future research. Anita Fetzer's chapter focuses on discourse analysis ('Discourse analysis', pp. 396-423). After presenting detailed analyses of the micro, meso and macro units of discourse along with the dialectical relations between them as well as sketching the diversity of research frameworks, the chapter concludes 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). Critical discourse analysis is surveyed by Piotr Cap ('Critical Discourse Analysis, pp. 425-451). The chapter describes the schools and models belonging to this trend and reveals how they fit into tendencies shaping the current state of the art in pragmatics, cognitive linguistics and corpus studies. It also includes a case study exemplifying the workability of the legitimization-proximization model in critical discourse analysis.

While Part V focused on qualitative methods within observational pragmatics, Part V overviews quantitative methods. Andreas H. Jucker's introduction (pp. 355-366) highlights basic properties of large-scale investigations the aim of which is to find generalisations by the analysis of electronic corpora. The main conclusion is that "the tension between such large-scale generalisations 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 ('Corpus construction', pp. 467-494) discusses, among others, form- and function-based approaches to pragmatics as well as corpus-based vs. corpus-driven studies and a series of further issues. Thereby the author surveys those selective processes that are responsible for different types of corpus construction and touches on the

effects of the choices as well. 'Corpus annotation' (pp. 495-525) by Dawn Archer and Jonathan Culpeper argues that there is a great potential of pragmatic annotation that has not yet been realized. In the concluding section future prospects of corpus annotation in pragmatics are sketched. The next chapter widens the scope of methods in pragmatics by the historical aspect ('Historical corpus pragmatics', pp. 527-553). Irma Taavitsainen reveals differences between the methodology of historical approaches to corpus pragmatics and that of pragmatic investigations into present-day corpus data, calls attention to both the pitfalls and the achievements of historical corpus pragmatics, and touches on future trends as well. In the chapter entitled 'Corpus pragmatics: From form to function' (pp. 555-585), Karin Aijmer argues for the need to combine corpus findings with a dialogic view of the interaction. Nevertheless, this requires spoken corpora for a great number of languages as well as the analysis of the functions of a series of pragmatic items. 'Corpus-based function-to-form approaches' (pp. 587-618) by Anne O'Keeffe examines the possibility of investigating pragmatic phenomena by starting from the function instead of the form. In the last chapter of the volume entitled 'Corpus-based metapragmatics' (pp. 619-643), Michael Haugh analyses corpus-based approaches to "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).

The handbook is concluded by the short biographies of the authors, a name index and a subject index.

Having overviewed the structure of the volume, let us come back to our introductory remarks on its background assumptions and their relation to the state of the art in current methodological discussions in linguistics. In accordance with both its own background assumptions and the broader methodological context, each chapter is characterized by open-mindedness, tolerance toward different approaches, theories and methods as well as the acknowledgement of the merits of the methodological pluralism of the field. Frequent cross references between the chapters make these issues even more transparent. The introductory chapters to the parts of the book convincingly motivate the topics of the chapters and integrate them into a coherent whole. In sum, the book is inspiring in more than one respect: besides getting an insight into the richness and workability of methods in pragmatics, the reader may also learn how to conduct pragmatic inquiry in a sophisticated, undogmatic and flexible, yet fruitful and constructive way. The handbook is undoubtedly one of the highlights

among the recent achievements in pragmatics. Working linguists as well as students of linguistics should not hesitate to consult this seminal work and to use it during their studies and research.

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References

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