

## Conceptual metaphor

A conceptual metaphor is a metaphor in which one idea is understood in terms of another. There are two domains, the source domain and the target domain. The source domain is more concrete, instead the target domain is more abstract, so we use the most concrete concept to represent more correctly the most abstract concept. So we can say that metaphors are mappings across conceptual domains and each mapping is a fixed set of ontological correspondences between entities in a source domain and entities in a target domain. There are three types of metaphors:

1. In the ontological metaphors an abstraction, such as an emotion or idea, is represented as something concrete, such as an object or substance. One example is Happiness is light or theories are buildings.
2. In the structural metaphor one concept is understood and expressed in terms of another, such as argument as war.
3. In the orientational metaphor concepts are spatially related to each other. We can see this type of metaphor in expressions like I'm feeling up/down or I fell into a depression.

## Grice's cooperative principle

In this principle, listeners and speakers work together to be understood in a particular way. The cooperative principle is divided into four conversational maxims. Applying these four maxims is a way to explain the link between expressions and what is understood by them. The maxims are:

1. Relevance: Make sure that what you say is relevant for the conversation.
2. Quality: Do not say what you believe to be false.
3. Quantity: Make your contribution as informative as required.
4. Manner: Be clear, do not make your contribution obscure.

These maxims may not be respected in four different ways:

1. Flout the maxim: you do it on purpose and you think your interlocutor will understand.
2. Violate the maxim: you do it on purpose thinking your interlocutor won't understand.
3. Infringe the maxim: you don't do it on purpose, but for a mistake. Maybe because you don't know the language.
4. Opt-out of the maxim: you refuse to respect the maxim and you make it clear, so your interlocutor knows you are not cooperating.

## Speech acts

Austin defines speech acts as the action performed TO say something. There are 3 levels:

1. Locutionary act: It is the act of saying something.
2. Illocutionary act: It is what the speaker does with HIS words, the function of the words and their specific purpose that the speaker has in mind.
3. Perlocutionary act: What reaction or effect IS BEING caused in the hearer by uttering the words.

Searle's solution to classify speech acts was to group them in macro-classes:

- Declarations: Words and expressions that change the world, such as I bet, I declare, I resign. One example is I pronounce you man and wife.
- Representatives: Acts in which the words state what the speaker believes such as describing, insisting, predicting.
- Commisives: Represent future actions. One example could be "I'll make him an offer he can't refuse."
- Directives: The words are aimed at making the hearer do something, such as commanding, requesting, inviting, suggesting.
- Expressives: What the speaker feels, such as apologising, congratulating, regretting.

### A modest proposal

It is a Juvenalian satire. This type of satire, in literature, consists of contemporary institutions with indignation and pessimism, and for this, and for his realism is in strong contrast with the Horatian satire, which is more indulgent, amused and tolerant. Swift, in this pamphlet, satirically expresses his anger caused by Ireland's colonial rule under England. The author lived in a Ireland which was a colony politically, military and economically dependent from England, and Ireland was very poor. The central point of this essay is dehumanisation and the satirical force lies in the contrast between the rationality of the proposal, which is provided by numbers and data, and the horror of what is actually proposing. A modest proposal starts with a sad description of the situation of beggars and children and the horribles circumstances they live in. The essay shows how difficult could be raise a child in that situation and the cost of raising them would always be higher than their parents profit. So, the solution for Swift is simple. The cannibalism is the solution. We can find also an echo in this solution, because there was a sarcastic metaphor "The English are devouring the Irish". The bottom is that the Irish were being starved and slowly destroyed by the English, so Swift takes this metaphor to the ultimate limit, as ironical a solution for the problem.

### Irony

Irony is a figure of speech in which the intended meaning differs from the literal meaning of the words. The word "irony" does not mean now what it meant in past centuries, it changed more times in the different epoques. There are 4 major types:

- Socratic irony is the pretence of ignorance of a given subject and it is mostly used for pedagogical purpose.
- Dramatic irony: situation where the audience knows something that the character of a novel, play etc. ignores.
- Situational irony: what is expected does not coincide with what happens.
- Verbal irony is general represented with the antiphrasis(the opposite) and, obviously, it is intentional.

Within the verbal irony we can also find the echoic theory. In echoic use of language, speakers repeat utterances made by other speakers in order to realize a specific communicative effect.

### Satire

Satire is a genre of literature, in which vices, follies, abuses are held up to ridicule, ideally with the intent of shaming individuals, corporations, government, or society itself into improvement. A feature of satire is strong irony.

### Performative verbs

By performative act we mean an assertion that does not describe the state of things, but allows the speaker to perform an action and therefore performative verbs are verbs that act. Examples of these verbs are baptizing, forgiving or forbidding. The performative act is neither true or false, or rather the criterion of truth does not apply to it. However, according to Austin, if the person who performs a performative act does not do so in the proper context, the performative act is defined as unhappy. The constative act, on the other hand, is limited to establishing, to describing a fact.

### Figurative language

Figurative language is when words or sentences are used with a meaning that is different from the basic meaning. With figurative language the speaker wants to communicate more than just an utterance. We use figures of speech, such as hyperboly, metaphors, metonymy and oxymorons. This type of language is investigated by pragmatics because it concerns what is implicated. Literal meaning, instead, is traditionally assumed to belong to domain of semantics.

### Deixis and anaphora

Deixis refers to words and phrases that cannot be fully understood without additional contextual information. It is the connection between the expression and something in the reality. It is generally the I-Here-now of the speaker, so we can have the deictic centre, the reference point and the deictic projection. The examples of deixis are:

- Personal deixis: I, you, we
- Place deixis: here, there, come, go, this, that
- Time deixis: now, then, tomorrow, soon
- Discourse deixis: This chapter, this means that

Deixis differs from anaphora, because anaphora is an expression which refers to a previously expressed textual unit or meaning, the so-called antecedent. Anaphora is generally understood to refer to a relation between two linguistic elements.

### Entailment, presupposition, implicature

Entailmentes are sentences that are automatically true if the previous one is true. Entailmentes are inferences that can be drawn from our knowledge about the semantic relations in a language. Presupposition, instead, is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse. Implicature, instead, is a term coined by Grice, which refers to what is suggested in an utterance. Unlike entailments and presupposition, implicatures are type of inferences, which cannot be made from isolated utterances. They are dependent on context and shared knowledge.

## The relevance theory

It is formulated by Sperber and Wilson and can be defined as an inferential theory of pragmatics that focuses on cognitive possibilities. In this theory, conversational implicature is understood by hearers simply by selecting the relevant features of context and recognising whatever speaker says is relevant to the conversation. The relevance theory is based on a definition of relevance and two principle of relation:

1. A cognitive principle: human cognition tends to the maximisation of relevance.
2. A communicative principle: utterances create expressions of optimal relevance.

To explain how it is possible that something semantically unrelated still make sense and how it happens, we can use the relevance theory.

There are different kind of maxims:

- Maxim of quantity.
- Maxim of quality.
- Maxim of manner.
- Maxim of relevance: it is the most important one to understand how the communication works.