

## CONTENTS

<i>Acknowledgments</i>	<i>page</i> xiii
<i>Preface</i>	xv
1 <i>Why Don't People Say What They Mean? Wealth and Stealth</i>	1
Brief Overview	4
Introduction of Themes	4
Pragmatic Meaning and Pragmatic Effects	5
Psychology and Pragmatics	6
Figurative Language as a Complex Social Phenomenon	7
Complexity Approaches	7
Caveats	7
Pop Goes the Examples	8
Problems with Problems	9
Figurative Name Calling	9
A Final Theme: Rorschach Figures	10
2 <i>What Is a Pragmatic Effect? Multidisciplinarity and Scope</i>	14
Pragmatic Effects: A Case Study	16
Defining a Pragmatic Effect	22
Speech Act Theory	22
Gricean Theory	24
Relevance Theory	27
Philosophical Accounts	30
Inferences	31
Causal Antecedent and Causal Consequent Inferences	33
Superordinate Goal, Thematic and Additudinal Inferences	36
Emotion Inferences	38

Instantiation of Noun Category and Instrumental Inferences	39
Subordinate Goal/Action Inferences	39
How Are Pragmatic Effects Unlike Implicatures, Positive	
Cognitive Effects, Interpretive Hypotheses, or Inferences?	40
Structural Effects	41
Embodied Effects	43
Psychological Effects	47
Sociocultural Effects	48
Social Knowledge about Speakers/Hearers	49
Shared Knowledge among Interlocutors	49
Familiarity in Interlocutors	50
Enablement of Social Information: Social Structure, Language, and Culture	50
Egocentrism in Speakers	51
Social Information Interacting with Language Processing	51
3 <i>What Are the Pragmatic Effects? Issues in Categorizing</i>	
Pragmatic Effects	53
Anomalous Figures	53
Categories and Contents	63
Pragmatic Effects and Decontextualization	65
Delineating Pragmatic Effects	66
General Pragmatic Effects	66
Ingratiation	67
Mastery	67
Persuasion	68
Social Engineering	70
Catalyzation	70
Efficiency	70
Pragmatic Effects Specific to Single Figures or Figure Families	71
Expressing Negativity	71
Enhancing Meaning	73
Highlighting Discrepancies	73
Objectification	74
Identification	75
Humor	75
Emotion Expression/Elicitation	76
Extollation	77
Politeness	77

<i>Contents</i>	ix
Impoliteness	78
Tension Reduction	81
Machiavellianism	81
Anomalous Pragmatic Effects	82
Causes of Pragmatic Effects	85
Linguistic Causes	87
Structural Causes	88
Juxtaposition Causes	89
Metapragmatic Causes	90
Social Causes	90
Psychological Causes	91
Associative Causes	96
Idiosyncratic Causes	97
Stylistic/Register Causes	97
Embodied Causes	97
Time Course of Pragmatic Effects	98
Midpoint Conclusions	98
4 <i>How Is Figurative Language Used? Three</i>	
Kinds of Answers	100
Common Ground in Figurative Language Use	101
A Brief Summary of the Debate	103
Figurative Language and Common Ground	105
Metaphor	105
Verbal Irony	108
Hyperbole	111
Contextual Expressions	112
Idioms	113
Indirect Requests	114
Common Ground in Discourse Patterns	115
A New “New Look at Common Ground”	118
Memory	119
Availability	121
Automaticity	121
Individual Differences	123
Style	124
Common Ground and Use	124
Common Ground in Figurative versus Nonfigurative Language	125
Appropriateness	127

Aptness	128
Indirectness	131
The Future of Common Ground	131
Packaging Figurative Language	133
Pragmatic Effects for Speakers	141
5 <i>What Is Figurative Language Use? Prevalences, Problems, and Promise</i>	144
Corpus and Observational Work	147
Figurative Language Prevalence(s)	149
Fixed Forms	150
Metaphor and Praggeljaz	150
Verbal Irony and Hyperbole	151
Pragmatic Effect Prevalence(s)	152
Multimodal Indicators	153
Linguistic Indicators	154
Control Comparisons	155
Formula Derivation	156
Compilation and New Studies	157
Mediators	158
Is Figurative Language Used Up?	160
A Figurative Collage	160
Fads and Fades	164
Fixedness and Decompositionality	165
Profanity	168
Creativity	168
New Figures	172
Figurative Use beyond Language	178
Limits of Pragmatic Effects	180
Time	180
Narrow Time Limits	180
Broader Time Limits	182
Timing	182
Big Time	182
Shallow and Deep Synchronicity	183
Audience Size	184
Multimodal Timing	185
Structure: Hyperbole and Persuasion	185
The Peak Problem	188

<i>Contents</i>	xi
6 Conclusion: Meaning Happens, by Hook or by Crook	191
What Is Entailed by a Search for Meaning?	193
Psychology and Pragmatics	194
Psycholinguistic Meaning	195
Linguistic Pragmatic Meaning	197
Cognitive Psychological Meaning	200
Figurative Language as a Complex Social Phenomenon	204
Social Groups	206
Sociocognitive Mechanisms	208
Neural and Behavioral Evidence	209
Rorschach Figures	217
A Pragmatic Effect Organization	220
Pragmatic Effects and Intentionality	222
Complexity Approaches	224
Modeling	224
Metatheorizing	225
Conclusion	226
 <i>Notes</i>	 231
<i>References</i>	239
<i>Index</i>	263