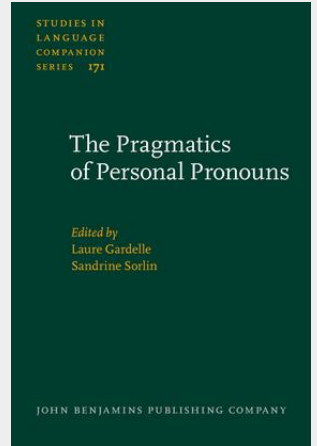


The Pragmatics of Personal Pronouns

This volume presents new research on the pragmatics of personal pronouns. Whereas personal pronouns used to have a reputation of poor substitutes for full NP's, recent research shows that personal pronouns are a fundamental, if not universal, category, whose pragmatics is central to their understanding. For instance, personal pronouns may indicate attentional continuity or social deixis, and take on genre-specific pragmatic effects. The authors of the present collection investigate such effects and analyse competing forms in context (e.g. she / her in subject position), as well as their pragmatic functions in an extensive range of genres such as advertising, TV series, charity appeals, mother/child interaction or computer-mediated communication. Moreover, one section is devoted to the pragmatics of antecedentless pronouns and so-called 'impersonal' personal forms. The volume will be of interest to both scholars and students interested in the pragmatics of functional words.



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