

Contents

Introduction	1
<i>Istvan Kecskes and Laurence R. Horn</i>	
 Part I: Philosophical and Linguistic Aspects	
What is language: Some preliminary remarks <i>John R. Searle</i>	7
Toward a Fregean pragmatics: <i>Voraussetzung, Nebengedanke, Andeutung</i> <i>Laurence R. Horn</i>	39
 Part II: Cognitive Aspects	
The role of explicature in communication and in intercultural communication <i>Jacques Moeschler</i>	73
Illocutionary constructions: Cognitive motivation and linguistic realization <i>Francisco José Ruiz de Mendoza and Annalisa Baicchi</i>	95
“A good Arab is <i>not</i> a dead Arab - a racist incitement”: On the accessibility of negated concepts <i>Rachel Giora</i>	129

Part III: Intercultural Aspects

Developing pragmatics interculturally <i>Jacob L. Mey</i>	165
Formulaic language in English Lingua Franca <i>Istvan Kecskes</i>	191
Language evolution, pragmatic inference, and the use of English as a lingua franca: <i>Peter Grundy</i>	219
On non-reductionalist intercultural pragmatics and methodological procedure <i>Gitte Kristiansen and Dirk Geeraerts</i>	257
From downgrading to (over) intensifying: a pragmatic study in English and French <i>Hélène Margerie</i>	287
Toward a universal notion of face for a universal notion of cooperation <i>Marina Terkourafi</i>	313
Index	345