

---

UNIVERSITI SAINS MALAYSIA

First Semester Examination  
2015/2016 Academic Session

December 2015/January 2016

**HET 428 – DISCOURSE AND PRAGMATICS**

Duration : 2 hours

---

Please check that this examination paper contains FOUR printed pages before you begin the examination.

Answer THREE questions.

1. The cohesiveness of a text is a result of both grammatical cohesion and lexical cohesion (Cutting, 2002). Using appropriate examples, explain both types of cohesion that function to hold texts together.

[100 marks]

2. The extract below is taken from a website that publishes essays written by Paul Graham (<http://www.paulgraham.com/index.html>). Analyse it using the seven features of spoken and written discourse proposed by Paltridge (2012).

How to Disagree  
March 2008

The web is turning writing into a conversation. Twenty years ago, writers wrote and readers read. The web lets readers respond, and increasingly they do—in comment threads, on forums, and in their own blog posts.

Many who respond to something disagree with it. That's to be expected. Agreeing tends to motivate people less than disagreeing. And when you agree there's less to say. You could expand on something the author said, but he has probably already explored the most interesting implications. When you disagree you're entering territory he may not have explored.

The result is there's a lot more disagreeing going on, especially measured by the word. That doesn't mean people are getting angrier. The structural change in the way we communicate is enough to account for it. But though it's not anger that's driving the increase in disagreement, there's a danger that the increase in disagreement will make people angrier. Particularly online, where it's easy to say things you'd never say face to face.

If we're all going to be disagreeing more, we should be careful to do it well. What does it mean to disagree well? Most readers can tell the difference between mere name-calling and a carefully reasoned refutation, but I think it would help to put names on the intermediate stages. So here's an attempt at a disagreement hierarchy:

[100 marks]

3. Answer both [a] and [b].

[a] Explain the terms below:

[i] The Cooperative Principle (CP)

[ii] Maxims of Conversation

[40 marks]

[b] According to Grice (1975), an implicature is generated whenever a speaker is assumed to abide by the Cooperative Principle (CP). In each of the following extracts, explain the implicature(s) that can be generated:

[i] Virginia: Do you like my new hat?  
Mary: It's pink!

[ii] Maggie: Coffee?  
James: It would keep me awake all night.

[iii] Carmen: Did you get the milk and the eggs?  
Dave: I got the milk.

[iv] Steve: What happened to your flowers?  
Jane: A dog got into the garden.

[v] Mat: Want some fudge brownies?  
Chris: There must be 20,000 calories there.

[vi] Annie: I thought the pie would cheer you up.  
Mike: Annie, cherry pie is cherry pie.

[60 marks]

4. According to Cutting (2002), the use of direct or indirect speech acts is influenced by social and cultural factors. Discuss the influence of each of these factors on the way that speech acts are performed. Illustrate your answer with relevant examples.

[100 marks]

5. The extract below is part of a conversation between TWO friends who talk about their jobs and a mutual friend named *Gizmo*. Analyse the conversation in terms of its structure and features of conversation that are present.

NOTE:

(.) indicates a short pause

// indicates overlapping speech

1. SALLY: so how's your new job going
2. JOHN: well (.) you know (.) all right
3. SALLY: what you doing then
4. JOHN: this week I've just been on the phones
5. SALLY: what (.) selling
6. JOHN: no they're doing like a survey (.) what people think of the the service and all that
7. SALLY: that's a bit off (.) so you've got to deal with all the moaning and complaining all the flak //
8. JOHN: // no (.) no it's just like a questionnaire were your goods delivered on time yes or no
9. SALLY: d'you think you'll stick it
10. JOHN: next week I'm with the regional manager out on the on the road (.) that'll be all right
11. SALLY: I was on the phones at the Town Hall (.) dead boring
12. JOHN: tell me about it
13. SALLY: so what's your mate doing
14. JOHN: who
15. SALLY: you know whasisface (.) had the Mohican
16. JOHN: Gizmo
17. SALLY: yeh
18. JOHN: he's gone back to college
19. SALLY: weren't he dead good at computers (.) I thought he passed everything
20. JOHN: he got a good grade for computing but he's doing resits (.) he couldn't get in (.) where was it (.) I don't know (.) Manchester or somewhere

Source: <http://www.pearsoned.co.uk/>

[100 marks]