

APPENDIX 2

DIAGRAM OF INTERPERSONAL AND TEXTUAL RHETORICS: FULL VERSION

The following diagram has been prepared for this study. Terms and definitions are taken from Grice 1975:45-46 and Leech1983:22-147, unless otherwise stated.

INTERPERSONAL RHETORIC		Maxims	Definitions and/or explanations
Cooperative Principle (CP)	Quantity	Be economical. a) "Make your contribution as informative as is required." b) "Do not make your contribution more informative than is required."	Be sincere. Be true. a) "Do not say what you believe to be false." b) "Do not say that for which you lack adequate evidence."
	Quality		
	Relation		"Be relevant." "Make your conversational contribution one that will advance the goals either of yourself or of your addressee."
	Manner	Be clear, or explicit (perspicuous). a) "Avoid obscurity of expression." b) "Avoid ambiguity." c) "Be brief." d) "Be orderly."	
Politeness Principle (PP)	Tact	"a) Minimize cost to other. b) Maximize benefit to other."	
	Generosity	"a) Minimize benefit to self. b) Maximize cost to self."	

INTERPERSONAL RHETORIC	
Approbation	<p>Maxims</p> <p>Definitions and/or explanations</p> <p>“a) Minimize dispraise of other. b) Maximize praise of other.”</p> <p>Modesty</p> <p>“a) Minimize praise of self. b) Maximize dispraise of self.”</p> <p>Agreement</p> <p>“a) Minimize disagreement between self and other. b) Maximize agreement between self and other.”</p> <p>Sympathy</p> <p>“a) Minimize antipathy between self and other. b) Maximize sympathy between self and other.”</p> <p>Phatic</p> <p>“a) Avoid silence. b) Keep talking.”</p>
Irony Principle (IP)	<p>“[I]rony is an apparently friendly way of being offensive (mock-politeness)”.</p> <p>“If you must cause offense, at least do so in a way which doesn’t overtly conflict with the PP.” Allow the hearer to grasp your offensive point by implicature.</p> <p>“The ironic force of a remark is often signaled by exaggeration or understatement”.</p> <p>Exaggeration (hyperbole) and understatement (litotes or meiosis) are “actually used to deceive the addressee”.</p> <p>The function of the IP is to keep “aggression away from the brink of conflict”.</p> <p>The implicature of the IP: What s says is polite to h and is clearly not true. Therefore what s really means is impolite to h and true.</p> <p>“The ironic force of a remark is often signaled by exaggeration or understatement”.</p> <p>Exaggeration (hyperbole) and understatement (litotes or meiosis) are “actually used to deceive the addressee”.</p>

	Maxims	Definitions and/or explanations
		<p>The function of the IP is to keep “aggression away from the brink of conflict”.</p> <p>The implicature of the IP: What <i>s</i> says is polite to <i>h</i> and is clearly not true. Therefore what <i>s</i> really means is impolite to <i>h</i> and true.</p>
Banter Principle (BP)		<p>Banter “is an offensive way of being friendly (mock-impoliteness)”.</p> <p>Underpoliteness “can have the opposite effect of establishing or maintaining a bond of familiarity”.</p> <p>The “more intimate the relationship, the less important it is to be polite. Hence lack of politeness in itself can become a sign of intimacy”.</p> <p>The implicature of the BP (the opposite of that of IP): “What <i>s</i> says is impolite to <i>h</i> and is clearly untrue. Therefore what <i>s</i> really means is polite to <i>h</i> and true”.</p>
Interest Principle		<p>“Say what is unpredictable, and hence interesting ... [C]onversation which is interesting, in the sense of having unpredictability or news value, is preferred to conversation which is boring and predictable” (cf. Tellability).</p>
Pollyanna Principle		<p>It “means postulating that participants in a conversation will prefer pleasant topics of conversation to unpleasant ones”. (This elucidates the motivation for litotes.)</p> <p>It uses terms such as <i>a bit</i>, <i>a little</i>, <i>rather</i>, when minimising adverbials of degree .</p> <p>“The negative aspect of this principle is ... EUPHEMISM: one can disguise unpleasant subjects by referring to them by means of apparently inoffensive expressions” (e.g., pass away = die).</p>
Morality Principle (This could be a Maxim.)		<p>“The speaker (in speaking) behaves morally, that is, S:</p> <ol style="list-style-type: none"> a. does not reveal information he ought not reveal, b. does not ask for information he should not have, c. does not direct <i>H</i> to do/tell something <i>H</i> should not do/tell, d. does not commit himself to do something for <i>H</i> that <i>H</i> does not want done” (1979:64).
INTERPERSONAL RHETORIC		

TEXTUAL RHETORIC		Maxims	Definitions and/or explanations
Processibility Principle			“[T]he text should be presented in a manner that makes it easy for the hearer to decode in time. A text (in contrast to a message) is essentially linear and time-bound”. This principle also applies “to syntactic and semantic aspects of the text”.
		End-Focus	“[I]f the rules of the language allow it, the part of a clause which contains new information should be placed at the end.”
		End-Weight	It “induces a syntactic structure in which ‘light’ constituents precede ‘heavy’ ones”.
		End-Scope	“[L]ogical operators such as a negative operator or a quantifier precede, rather than follow, the elements (including other logical operators) which are within their scope”.
Clarity Principle		This “Principle might be regarded as subordinate to the Processibility Principle”.	
		Transparency	“Retain a direct and transparent relationship between semantic and phonological structure (i.e. between message and text)”.
Economy Principle		Ambiguity	“Avoid ambiguity”.
			“If one can shorten the text while keeping the message unimpaired, this reduces the amount of time and effort involved both in encoding and in decoding. As this description implies, the Economy principle is continually at war with the Clarity principle”.

TEXTUAL RHETORIC		Definitions and/or explanations
Maxims	Reduction	<p>“Reduce where possible”:</p> <ul style="list-style-type: none"> a. by pronominalisation, b. by substitution by other pro-forms, e.g., do, so, c. by ellipsis (or deletion).
Expressivity Principle	<p>This is “concerned with effectiveness in a broad sense which includes expressive and aesthetic aspects of communication, rather than simply with efficiency”. This principle operates because of “expressive repetition, where the emphasis of repetition has some rhetorical value such as surprising, impressing, or rousing the interest of the addressee”.</p> <p>Iconicity</p>	<p>It “invites the user, all other things being equal, to make the text imitate aspects of the message”.</p>