



UNIVERSITÀ DEGLI STUDI DI SALERNO

DILLS DOTTORATO IN STUDI LETTERARI,
LINGUISTICI E STORICI

DipUm
Dipartimento di Studi Umanistici

Dottorato in Studi Letterari, Linguistici e Storici

Seminario di Linguistica Inglese

The socio-cognitive approach to pragmatics and communication

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The socio-cognitive approach (SCA) to pragmatics initiated by Kecskes (2010, 2014) integrates the pragmatic view of cooperation and the cognitive view of egocentrism and emphasizes that both cooperation and egocentrism are manifested in all phases of communication, albeit to varying extents. While cooperation is an intention-directed practice that is governed by relevance, egocentrism is an attention-oriented trait dominated by salience which is a semiotic notion that refers to the relative importance or prominence of signs. In the SCA communication is characterized by the interplay of two sets of traits that are inseparable, mutually supportive, and interactive:

Individual traits:	Social traits:
prior experience	actual situational experience
salience	relevance
egocentrism	cooperation
attention	intention

In the SCA interlocutors are considered as social beings searching for meaning with individual minds embedded in a socio-cultural collectivity. Individual traits (prior experience → salience → egocentrism → attention) interact with societal traits (actual situational experience → relevance → cooperation → intention). Each trait is the consequence of the other. Prior experience results in salience which leads to egocentrism that drives attention. Intention is a cooperation-directed practice that is governed by relevance which (partly) depends on actual situational experience.

**May 10th, 2023
12:30-14:30**

Fisciano Campus, room 10, building D3