

The background features abstract, overlapping geometric shapes in various shades of pink and purple, creating a modern, layered effect. The shapes are primarily triangles and polygons, some with thin white outlines, set against a light pink background.

# Lecture 2

## Communication Strategies

# Revision

## Part A. Speech Acts

Read each sentence and identify **locution**, **illocution**, and **perlocution**.

- ▶ *“It’s cold in here.”*
- ▶ *“Could you lend me your notes?”*
- ▶ *“I promise to help you with your homework.”*

*(Hint: Locution = literal utterance, Illocution = intended function, Perlocution = effect on listener.)*

# Revision

## Part B. Grice's Maxims

Decide which maxim is **observed** or **violated** in the following examples.

- ▶ A: *"What time is it?"*  
B: *"It's exactly 3:07:52 p.m. and 10 seconds."*
- ▶ A: *"Do you like my new haircut?"*  
B: *"Well, the weather has been nice lately."*
- ▶ Teacher: *"Who can explain this grammar rule?"*  
Student: *"Yes."*
- ▶ Friend: *"Are you coming to the party?"*  
You: *"Yes, I'll be there at 7."*
- ▶ (Maxims: Quantity = be as informative as needed; Quality = be truthful;  
Relation = be relevant; Manner = be clear.)

# 7 types of communicative strategy

- ▶ 1. Nomination
- ▶ 2. Restriction
- ▶ 3. Topic control
- ▶ 4. Turn taking
- ▶ 5. Topic shifting
- ▶ 6. Repair
- ▶ 7. Termination

# Nomination

nomination is the ability of taking attention of the hearers and trying to commence or to begin or nominate or propose speakers ideas in a conversation  
Used to open a topic

# Nomination

- ▶ **Example:**
- ▶ *Speaker 1:* "Let's talk about our upcoming project. Have you all seen the updated timeline?"
- ▶ *Explanation:* Here, the speaker introduces the topic of the project and invites others to contribute.

# Restriction

Constrains or restricts the response of the person of the other person involved in the communication situation the listener is forced to respond only within a set of categories

Closed questions

# Restriction

- ▶ **Example:**
- ▶ *Speaker 1:* "Let's focus only on the budget issues for now, and we'll discuss logistics later."
- ▶ *Explanation:* The speaker limits the conversation to a particular aspect (budget), restricting irrelevant topics (logistics) from surfacing.



# Topic control

a topic is initiated it should be collectively developed by avoiding unnecessary interruptions and topic shifts

# Topic control

- ▶ **Example:**
- ▶ *Speaker 1:* "That's a great point, but let's get back to discussing how we can improve customer service."
- ▶ *Explanation:* The speaker acknowledges the point made but redirects the conversation to the original topic (customer service).

# Turn taking

it refers to the process by which people in a conversation decide who is to speak next knowing when to talk depends on watching out for the verbal and non-verbal cues that signal the next speaker that the previous speaker has finished or the topic or finished or the topic under discussion has been exhausted and a new topic may be introduced at the same time

# Turn taking

- ▶ **Example:**
- ▶ *Speaker 1*: "What do you think about this idea, Sarah?"
- ▶ *Speaker 2*: "I think it's a good start. John, do you have any thoughts?"
- ▶ *Explanation*: Both speakers give others the opportunity to speak, making sure everyone gets a chance to express their views.

# Topic shifting

shift the topic because you don't want  
to ignite more the issue

# Topic shifting

- ▶ **Example:**
- ▶ *Speaker 1:* "We've covered the marketing strategy well. Now, let's move on to the customer feedback analysis."
- ▶ *Explanation:* The speaker transitions the conversation from one subject (marketing strategy) to another (customer feedback) without disrupting the flow.

# Repair

Includes asking for a clarification not acknowledging topic shifting not responding repeating recasting and adding one requests clarification by asking questions....

# Repair

- ▶ **Example:**
- ▶ *Speaker 1:* "Wait, did you say the meeting is on Wednesday or Thursday?"
- ▶ *Speaker 2:* "Oh, sorry, I meant Thursday."
- ▶ *Explanation:* The speaker seeks clarification, and the other corrects the misunderstanding.



# Termination

- ▶ Stop the conversation

# Termination

- ▶ **Example:**
- ▶ *Speaker 1:* "That covers everything we needed to discuss. Let's follow up next week."
- ▶ *Explanation:* The speaker signals the end of the conversation and provides a point for future continuation (the follow-up next week).

# Watch the video Quiz

- ▶ <https://www.youtube.com/watch?v=VDXOFyoBcow>