

MIND, TECHNOLOGY, AND SOCIETY

Seminar Series

UC MERCED, SPRING 2017

Monday, March 06, 2017 — 3:00 PM - 4:30 PM — KL 217

ROGER KREUZ, PH.D.

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“PRAGMATIC VARIATION AND ITS IMPLICATIONS”

Linguistic variation between and within languages is typically characterized at the phonological or lexical level. However, pragmatic variation is also important, and critical for successful second language acquisition. Imperfect understanding of pragmatic differences is a common cause of difficulties in cross-cultural communication. However, even within the same linguistic community, there can be significant pragmatic variation. This point will be illustrated with research on regional differences in the use of sarcasm and irony within the United States.

Dr. Roger Kreuz is a professor of psychology at The University of Memphis. He earned his doctorate at Princeton University. His primary areas of research are text and discourse processing, pragmatics, and figurative language, and his work has been funded by the NSF and ONR. With Richard Roberts, he is the author of *Becoming Fluent: How Cognitive Science can Help Adults Learn a Foreign Language* and the forthcoming *Getting Through: The Pleasures and Perils of Cross-cultural Communication* (MIT Press). He currently serves as an associate dean in the College of Arts and Sciences.



Please contact David Noelle (dnoelle@ucmerced.edu) for more information.