

Language Use and Globalisation – A Contrastive Pragmatic Framework (132969) – Closing Report

1. Summary of results

The aim of this project has been to conduct a contrastive pragmatic study of language and globalisation, primarily through House and Kadar's Ritual Frame Indicating Expressions (RFIEs) Theory. We followed a bottom-up approach, i.e. instead of assuming that globalisation has an inherently negative impact on language use across linguacultures, we examined how globalisation influences pragmatic conventions in various languages. In accordance with our focus on RFIEs, we devoted particular attention to the effect of globalisation on pragmatically important expressions through which awareness of rights and obligations tend to be indicated. This area is of particular interest because previous research revealed that RFIEs tend to be particularly 'vulnerable' to the effect of globalization. Along with expressions, we also examined the pragmatics of globalisation by focusing on the pragmatic levels of speech acts and discourse. Our research has shown that the effect of globalisation on language use is more complex than meets the eye. For example, certain typologically distant linguacultures are far more resistant to the effect of global English than what politically motivated research such as Critical Discourse Analysis tends to assume. For instance, translators of Chinese and Japanese texts often find translational solutions for those pragmatic phenomena in global English which turn out to be irritating for locals. That is, in certain linguacultures the effect of global English cannot be simply described in terms of acceptance/refusal, but rather one needs to consider complex local solutions through which the impact of globalisation gets locally mitigated. This bottom-up research outcome provides a very different view on globalisation that previous linguistic research has found. This finding also accords with the PI's previous research where he found that in various linguacultures, such as the Chinese, 'globalisation' tends to be perceived as an essentially positive phenomenon, and so its CDA interpretation as a negative phenomenon is essentially ethnocentric.

Studying globalisation clearly required special focus on translation. This focus also led us to the realm of language and politics. Due to the PI's and the research team's expertise in Chinese and Japanese, we studied English-Chinese/Japanese translation in particular. As part of this academic endeavour, we also ventured into the realm of language and politics. To provide an example, in a recent study accepted for publication in *Text&Talk*, we conducted research on the translation of English policy-related expressions to Chinese. This research has shown that it is simply impossible to translate certain global English RFIEs to languages such as Chinese because the rights and obligations associated with these expressions is fundamentally different in the source and target languages. The CI Juliane House's expertise in translation studies has been a particular asset in studying translational issues like this.

We have also studied the effect of globalisation and English as a global lingua franca on language teaching, by conducting L2 pragmatics research on RFIEs and speech acts in the global classroom. This has become such an important area of investigation for the research group that we intend to continue its study in the years to come. Our bottom-up research on L2 pragmatics allowed us to examine foreign language learning and teaching beyond oft-held ideologically loaded assumptions.

Finally, we have used this project to further develop our RFIE theory. The data we have been able to collect and analyse in this project allowed us to venture beyond the scope of our team's original research on RFIEs.

The project results exceed what we originally planned: we published two monographs with Cambridge University Press, as well as 17 articles in peer-reviewed academic journals, among which 13 appeared in D1/Q1 SSCI-indexed journals. We also published a book chapter, so the total number of our monographs, papers and book chapter is 20. We are particularly proud of the fact that our results relating to language use in the global classroom were published in the top journals *Language Teaching* (currently the 2nd highest-ranking journal in the field, with an Impact Factor of 5.327), *Applied Linguistics* (Impact Factor 4.155) and *System* (Impact Factor 4.518). We also disseminated our research to a domestic Hungarian audience by publishing a synopsis of our RFIE theory and globalisation in the prestigious *Magyar Nyelv* journal, and also published a book chapter in English where we discussed our research on the global classroom in an accessible way. We believe that due to the high impact of our academic papers, and also by disseminating our research through studies accessible to the learned public, our research results will have a far stronger academic influence than what counts as an average in humanities. The project also helped us to retain and increase the staff of our research group, due to which we also successfully applied for a NKFIH TKP grant.

In the following, we outline our publications, conference presentations and other results. Here we do not simply provide lists but also annotate each output, in order to show how the results relate to the project.

2. Publications (only including works in which 132969 is acknowledged as one of the funding sources)

Monographs

1. 2021 Juliane House and Daniel Z. Kadar: *Cross-Cultural Pragmatics*. CAMBRIDGE UNIVERSITY PRESS, CAMBRIDGE
ISBN: 9781108949545, 286+xv pp. (Paperback)
2. 2023 Willis Edmondson, Juliane House and Daniel Z. Kadar: *Expressions, Speech Acts and Discourse: An Interactional Pedagogic Grammar of English*. CAMBRIDGE UNIVERSITY PRESS, CAMBRIDGE.
Doi: 10.1017/9781108954662 ; ISBN: 978-1-108-94959-0; xv+266 pp.

We published the above two monographs with the support of the project. Both publications involved our key project member team Professor Juliane House. In the first 2021 monograph above, we studied globalisation in detail in one of the chapters, and in the book we also presented outcomes of the project relating to 'ritual frame indicating expressions' (RFIEs). We also presented a further developed version of RFIE theory, hence laying down the foundations of our future work in this area.

In the second 2023 CUP monograph, we presented an essentially renewed and updated version of a classic work published by the late Willis Edmondson and Juliane House (1981). In the new version of the book, we discussed RFIEs in the context of globalisation, by devoting special attention to global classroom. Through this focus, we could not only further interconnect RFIE theory

and globalisation but we were also able to extend the scope of our current project to the high-impact area of foreign language learning in general, and L2 pragmatics in particular.

Both of the above monographs were published by the A+ publisher Cambridge University Press. We believe that disseminating our research through these publications significantly increased the visibility of the project.

Articles in peer-reviewed journals (the PI is either first or corresponding author, unless otherwise indicated)

3. 2022 (in press) Juliane House and Daniel Z. Kadar, ‘Speech Acts and Interaction in L2 Pragmatics: A Position Paper’, *LANGUAGE TEACHING*. **SSCI, D1**

This position paper, accepted for publication in the top D1 journal *Language Teaching* (currently ranking as no. 2 in linguistics) summarises our research on L2 pragmatics in the global classroom, with special focus on speech acts and RFIEs.

4. Forth. Juliane House, Daniel Kadar, Fengguang Liu and Dan Han, ‘The problem of translating Chinese policy-related expressions’, submitted to *TEXT & TALK*. **SSCI, Q1**

This paper, accepted for publication in the prestigious *Text & Talk* journal, discusses globalisation in the context of translation.

5. 2022. Juliane House, Daniel Z. Kadar Fengguang Liu and Shiyu Liu, ‘Greeting in English as a foreign language – A problem for speakers of Chinese’, *APPLIED LINGUISTICS*. **SSCI, D1**
<https://doi.org/10.1093/applin/amac031>

This paper was published in the top D1 journal *Applied Linguistics* (Impact Factor 4.155). Here we provided a model through which RFIEs and Types of Talk can be systematically brought together in the global classroom.

6. 2022 Jiejun Chen, Daniel Z. Kadar and Juliane House, ‘Face’-related Expressions in the Minnan Dialect of Chinese’, accepted for publication in *LANGUAGE SCIENCES*, 94, 101510. **SSCI, Q1**
<https://doi.org/10.1016/j.langsci.2022.101510>

This study – published in a Q1 journal – represents a ‘side-line’ in our research, which is however highly important for the development of our research on globalisation in the future: here we studied whether ‘face’ expressions are subject to variation across Chinese dialects. This is a highly interesting question from the point of view of language and globalisation because globalisation has had a negative effect on the pragmatic features of dialects. This paper led to a current on-going dialectal pragmatic investigation, directed by Jiejun Chen.

7. 2022 Juliane House, Daniel Z. Kadar and Akos Apatoczký: ‘Tegezés és magázás a globális kommunikációs gyakorlatban: esettanulmány különböző nyelvkultúrák IKEA-katalógusai alapján’ (T and V pronouns in global communication: A case study based on IKEA catalogues), 2. Rész (Part 2) *MAGYAR NYELV* 118. 2022: 429–438.
DOI: <https://doi.org/10.18349/MagyarNyelv.2022.4.429>

8. 2022 Juliane House, Daniel Z. Kadar and Akos Apatoczký: 'Tegezés és magázás a globális kommunikációs gyakorlatban: esettanulmány különböző nyelvkultúrák IKEA-katalógusai alapján' (T and V pronouns in global communication: A case study based on IKEA catalogues), 1. Rész (Part 1) *MAGYAR NYELV* 118. 2022: 328–342.
DOI: <https://doi.org/10.18349/MagyarNyelv.2022.3.328>

The above papers (parts 1 and 2) of the same study represent our research on globalisation and RFIEs to the Hungarian domestic audience. The papers were published in the prestigious *Magyar Nyelv* journal.

9. 2022 Juliane House and Daniel Z. Kadar, 'Analysing phatic interaction through speech acts – A discussion note', *ACTA LINGUISTICA ACADEMICA* 69(3): 381–391. **SSCI, Q2**
<https://doi.org/10.1556/2062.2022.00533>

This discussion note is dedicated to language use in the globalised classroom. Here we again applied RFIE theory for an applied linguistic inquiry.

10. 2022 Juliane House and Daniel Z. Kadar: 'Offensiveness and (de)escalation in mediatised rites of aggression', *LANGUAGE & COMMUNICATION* 87: 123–134 **SSCI, D1**
<https://doi.org/10.1016/j.langcom.2022.07.001>

In this D1 journal publication we examined an 'offshoot' of our research, namely, globalised media communication from an interaction ritual point of view. We refer to this study as an 'offshoot' because the topic studied here does not fully related to the theme of the project. However, due to the impact of the journal, we believe that this publication has triggered interest in our project.

11. 2022. Michael Haugh, Daniel Z. Kadar and Rosina Marquez Reiter, "Offence and morality: Pragmatic perspectives", *LANGUAGE & COMMUNICATION* 87: 117–122
Doi: <https://doi.org/10.1016/j.langcom.2022.07.005> **SSCI, D1**

In a similar way, this particular publication is only an 'offshoot' of our project, and we only mention it here because it helped us to increase the impact of the project.

12. 2022 Rosina Marquez Reiter and Daniel Z. Kadar: 'Sociality and moral conflicts: migrant stories of relational vulnerability', *PRAGMATICS AND SOCIETY* 13(1): 1–21.
doi.org/10.1075/ps19021.mar **SSCI, Q1**

This paper, published in a Q1 journal, examined one of the key aspects of language and globalisation, namely how migrants perceive 'politeness'. This paper represents a key discourse analytic contribution to our research on globalised language use.

13. 2021 Juliane House and Daniel Z. Kadar, 'Altered speech act functions: A contrastive pragmatic analysis of Thanking and Greeting', *LINGUA*.
[HTTPS://DOI.ORG/10.1016/J.LINGUA.2021.103162](https://doi.org/10.1016/j.lingua.2021.103162) **SSCI, Q1**

This publication, disseminated in a Q1 journal, interconnects RFIE theory and speech acts, which is perhaps the most important aspect of our RFIE theory.

14. 2021 Juliane House and Daniel Z. Kadar, 'Political language in contrast: An introduction', *JOURNAL OF PRAGMATICS*. doi.org/10.1016/j.pragma.2021.11.015 **SSCI, D1**

This D1 journal paper represents our applied research on language and politics, which grew out from our main project. Here we investigated whether globalisation had a homogenising impact on political language use through a contrastive pragmatic lens.

15. 2021 Juliane House, Daniel Z. Kadar, Fengguang Liu and Zhuo Bi: 'Altered speech act indication: A problem for foreign language learners?', *SYSTEM*. **SSCI, D1**
<https://doi.org/10.1016/j.system.2021.102554>

This D1 journal paper represents our main research, i.e. RFIE theory combined with speech act research, applied in the study of the global classroom.

16. 2021 Daniel Z. Kadar and Juliane House, 'Interaction ritual and (im)politeness', *JOURNAL OF PRAGMATICS 179: 54–60, SPECIAL ISSUE IN HONOUR OF MICHAEL HAUGH*. **SSCI, D1** <https://doi.org/10.1016/j.pragma.2021.04.021>

This D1 journal publication summarises the PI's research on interaction ritual and presents the concept of RFIE.

17. 2021 Fengguang Liu, Dan Han, Daniel Z. Kadar and Juliane House: '(M)minzu-zhuyi' and 'Nationalism' in the Chinese and U.S. American Linguacultures: A Contrastive Pragmatic Analysis', *JOURNAL OF PRAGMATICS 174: 168-178*. **SSCI, D1**
<https://doi.org/10.1016/j.pragma.2020.12.013>

This D1 journal paper studies the impact of globalisation on the translation of politically relevant expressions.

18. 2021 with Juliane House and Victor V. Leontyev: 'Ritual frame indicating expressions: An academic conversation' *Vestnik Volgogradskogo gosudarstvennogo universiteta. Seriya 2. Yazykoznanie* [Science Journal of Volgograd State University. Linguistics], 20(2): 42–46.
<https://doi.org/10.15688/jvolsu2.2021.2.4>

This short paper presents various our RFIE-related arguments.

19. 2020 with Juliane House: 'T/V pronouns in global communication practices: The case of IKEA catalogues across linguacultures', *Open Access in JOURNAL OF PRAGMATICS 161: 1–15*. **SSCI, D1**

This D1 publication presents our research framework of RFIE theory and globalisation.

20. 2023 Willis Edmondson, Juliane House and Daniel Z. Kadar: 'Approaching English

teaching in the global classroom through the lens of ritual frame indicating expressions’, In: Troy McConarchy and Perry Hinton (eds.), *Negotiating Intercultural Relations: Insights from Linguistics, Psychology, and Intercultural Education* (pp. 178-198). London: Bloomsbury. ISBN: 9781350276932.

In this book chapter we introduce our research on the L2 pragmatics of the global classroom in an accessible way, in order to disseminate our framework to the learned public.

3. Conference presentations (only including those where we discussed research relating to the current project)

Plenary Talks

1. Daniel Kadar: “Cross-Cultural Pragmatics: The Basics”, Forum on Keywords of Intercultural Communication, symposium organised by the School of Foreign Language, Sun Yat-Sen University, May 2022. (<https://fls.sysu.edu.cn/article/3675>)
2. Daniel Kadar: “Cross-Cultural Politeness Research: New Vistas”, Perspectives in Human Sciences, symposium organised by The Intercultural Confluences Research Centre of the Department of Human Sciences, Faculty of Economics, Socio-Human Sciences and Engineering, Miercurea Ciuc, Sapientia Hungarian University of Transylvania, 8 April 2022. (<https://csik.sapientia.ro/en/news/perspectives-in-human-sciences-online-workshop>)
3. Daniel Kadar: “RFIE Theory and the Global Classroom”, The 17th China Pragmatics Conference, Dalian University of Foreign Languages, China, August 2021. (<https://gd.dlufl.edu.cn/info/1048/2558.htm>)
4. Daniel Kadar: “Translating Global English RFIEs”, The 7th International Conference on Cognitive Research on Translation and Interpreting (The 7th ICCRTI Conference), jointly organised by Durham University, Wuhan University and Macau University, Wuhan, June 2021.

Invited talks:

5. Daniel Kadar: “Language and globalization”, Seminar series of Zeppelin University, Germany, September 2022.
6. Daniel Kadar: “Why is language learning interesting (not just useful)?”, Magyar Tudomány Ünnepe (Celebration of Hungarian Sciences), event organised by the Hungarian Academy of Sciences, November 2021
7. Daniel Kadar: “Interpreting Apologize, Thanks and Greet Expressions in ELF Settings”, special invited talk at the “Interpreting and Translating in ELF” panel, the 17th International Pragmatics Conference, Winterthur, Switzerland, June 2021.
8. Daniel Kadar: “Cross-Cultural Pragmatics”, monthly public seminar series of the China Pragmatics Association, February 2021.

Panel presentations:

9. Daniel Kadar and Juliane House: “The pragmatics of expressions and ritual: A contrastive pragmatic case study”, talk presented at the “Cross-cultural Pragmatics: Multiple Perspectives and Methodologies” panel organised by Juliane House and Dániel Z. Kádár, the 17th International Pragmatics Conference, Winterthur, Switzerland, 27 June – 2 July 2021.

10. Juliane House, Daniel Kadar and Yi Kang: “Interpreting Apologize, Thanks and Greet Expressions in ELF Settings”, talk presented at the “Translation, Interpreting and English as a Lingua Franca” panel organised by Michaela Albl-Mikasa and Juliane House, the 17th International Pragmatics Conference, Winterthur, Switzerland, 27 June – 2 July 2021.