

Pragmatics Pragmatics as an approach to discourse is chiefly concerned with three concepts (meaning, context, communication) that are themselves extremely vast. Issues in the Study of Language and Literature: Theory & Practice Gricean pragmatics, particularly his ideas about speaker meaning and the cooperative principle, as useful approach to discourse analysis. Earlier studies on pragmatics defined it as a branch of semiotics, the study of signs, but contemporary discussions of pragmatics all take the relationship of sign to their user to be central to pragmatics. The scope of pragmatics is so wide that it faces definitional dilemmas similar to those faced by discourse analysis. Jacob Mey (2001) defines pragmatics as the study of the use of language in human communication as determined by the conditions of society. Schiffrrin (1994) focuses on 176 ?It is an approach that focuses on meaning in .context