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Review of *Fundamentos y modelos del estudio  
pragmático y sociopragmático del español* by S. de los  
Heros

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**De los Heros, Susana and Mercedes Niño-Murcia, eds. *Fundamentos y modelos del estudio pragmático y sociopragmático del español*. Washington, D.C.: Georgetown University Press, 2012. Pp. 386. ISBN: 978-1-58901-936-2.**

The editors of this book have gathered an excellent collection of papers written in Spanish on first and second language Spanish pragmatics. The book is an exceptional resource for undergraduate and graduate students and researchers in Spanish linguistics. Pre-reading reflection questions and practice exercises are useful features for those teachers who want to use this textbook in an advanced undergraduate or graduate Spanish linguistics course.

The book contains 15 chapters divided into four sections. The first section is an introduction to the field of pragmatics. In the second section, the authors give an overview of linguistic methods and their application to specific aspects of pragmatics research. The third section presents a series of socio-pragmatic themes from distinct theoretical and methodological perspectives. In the fourth section, the authors explore the relationship between language and communication.

Part 1, "*Nociones básicas del estudio pragmático*," contains two chapters. Blackwell distinguishes the field of semantics from pragmatics, arguing that, in order to understand how meaning is represented, one must take into account both semantic and pragmatic meaning. In the second chapter, Martínez Camino discusses the theoretical principles involved in inferential communication. His chapter focuses on the work of Grice, as well as that of Sperber and Wilson.

Part 2, "*Métodos de análisis*," consists of five chapters. Félix-Brasdefer describes how speakers use language to express communicative acts or speech acts. The author presents sample speech acts and discusses them by using the frameworks established by Austin and Searle. Félix-Brasdefer concludes with recommendations for the learning of speech acts and other aspects of pragmatic performance. Bravo discusses linguistic politeness as an important aspect of the pragmatics research agenda. In delineating the relationship between indirect speech acts and politeness, the author refers to the theories of Lakoff (1972), Leech (1983, 1988), and Brown and Levinson (1978, 1987). Bravo does an outstanding job of using authentic speech samples to elicit reflection and discussion. Koike and James discuss the use of conversation analysis to investigate social interaction. Cashman discusses the use of discourse analysis to examine oral and written language, while Zavala outlines the tenets of critical discourse analysis.

Part 3, "*Lengua y poder*," contains six chapters. De los Heros explores the relationship between language and gender in the first chapter of this section. The author traces work on gender from the variationists and pre-feminists to more recent work grounded in sociopragmatics, postmodern theories, and feminist studies. She concludes with an interesting discussion of issues, including language and gender, language and sexual expression, and sexism in language. González-Cruz considers the relationship between linguistic variation and social class. In doing so, the author addresses work on social stratification, stereotypes, hyper- and ultra-correction, social networks, and other areas. In doing so, the author discusses the work of Labov on social stratification. Blas Arroyo reflects on language and politics. Using excerpts from authentic political speeches and interviews, the author investigates the linguistic strategies politicians use to persuade and manipulate the public. Escobar, del Puy Ciriza, and Holguín-Mendoza discuss the relationship between language and identity. The authors explore a number of interesting aspects of sociolinguistics: linguistic variation, the social construction of meaning, social networks and communities of practice, sociolinguistic expression of identity, construction of sociolinguistic identity, language contact, and code-switching. Bustamonte-López offers a fascinating discussion on language and immigration. Focusing on Spain and the United States, the author examines attitudes toward immigrants as expressed in public blogs and webpages. She concludes with a discussion of the linguistic features associated with immigration and language contact. García Tesoro discusses the relationship between language and education in the Spanish-speaking world. She compares traditional instruction with its focus on the structural aspects of language with more recent communicative approaches. The author then delineates the tension between a standard Spanish and varieties of Spanish, as well as indigenous languages.

Part 4, "*Lengua y comunicación*," contains two chapters. Hernández Flores demonstrates how the media, in addition to transmitting information, are a central figure in the creation, confirmation, and redefinition of ideologies. It is in this sense that the media, together with

political, economic, religious, social, and artistic groups, form an elite group of society. The author argues for the use of CDA as a theoretical framework to investigate the use of the media to propagate and reinforce prejudice and discrimination toward specific groups. In the second chapter, Niño-Murcia elucidates the at times indefinable construct of globalization. In doing so, she differentiates globalization as a process from current discourses on globalization. The author goes on to discuss recent phenomena associated with globalization: deterritorialization, reterritorialization, and call centers. Niño-Murcia concludes with an excellent discussion of the relationship between language and globalization, and Spanish as an international language.

This book is an outstanding resource for undergraduate and graduate students, as well as researchers in Spanish linguistics. It offers a clear and comprehensive introduction to the most important areas of research in Spanish pragmatics.

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