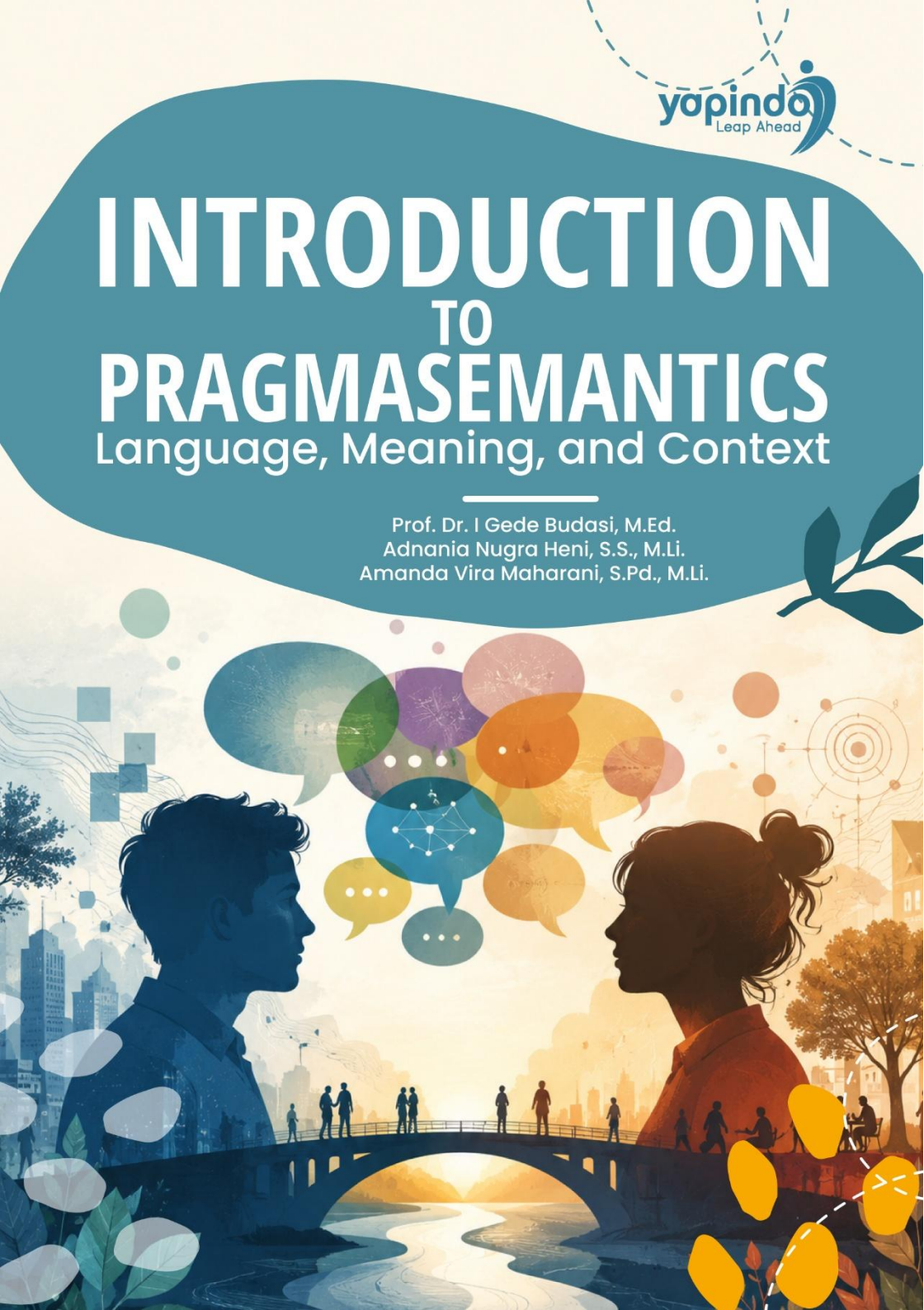


INTRODUCTION TO PRAGMASEMANTICS

Language, Meaning, and Context

Prof. Dr. I Gede Budasi, M.Ed.
Adnania Nugra Heni, S.S., M.Li.
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PT YAPINDO JAYA ABADI

Anggota IKAPI: No. 627/DKI/2023

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ISBN : 978-634-7789-66-2 (PDF)
Editor : Rikhanatus Saliha, S.Sos.
Layouter : Rikhanatus Saliha, S.Sos.
Cover Designer : Novikean Keysah Sanisri

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PREFACE

This textbook is designed for undergraduate students in linguistics, applied linguistics, and English language education who wish to develop a thorough understanding of how meaning is constructed, negotiated, and interpreted in real-world communication. The field of Pragmasemantics sits at the intersection of semantics the study of linguistic meaning and pragmatics the study of contextual meaning and offers one of the most intellectually rewarding perspectives in contemporary language science.

Language is never just a string of words with fixed meanings. Every utterance is shaped by speaker intent, social relationships, cultural norms, shared knowledge, and the immediate situational context. A phrase as simple as "Can you open the window?" is semantically a question about ability, yet pragmatically it almost always functions as a polite request. Understanding this gap between what is said and what is meant—and the intricate mechanisms

that bridge it is precisely what this book aims to illuminate.

The chapters are organized to guide students from foundational conceptual distinctions through established theoretical frameworks and into practical research methodology. Each chapter includes detailed explanations, worked examples drawn from everyday digital and face-to-face communication, comparative tables, and a rich set of exercises calibrated to current communicative contexts including social media discourse, online learning environments, and professional digital spaces.

Exercises throughout the book are designed to reflect twenty-first century communicative realities: students will analyze WhatsApp conversations, TikTok comment threads, online classroom interactions, customer-service chatbots, and professional email chains alongside more canonical spoken and written data. The aim is always to connect theoretical insight with lived linguistic experience.

Whether you are encountering pragmatics for the first time or deepening an existing foundation, it is hoped that this book will cultivate both analytical precision and a genuine appreciation for the extraordinary complexity of human communication.

Writers

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ISBN 978-634-7769-66-2 (PDF)



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