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Sommario/riassunto	This is a theoretically oriented study of the pragmatics of Vietnamese person reference (kinship terms, personal pronouns, naming set and status terms). Drawing upon linguistic data from a radically different non-Western society and the seminal insights of Volosinov, Bakhtin, and Leach, it offers a critical analysis of the major theoretical premises	

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of dominant approache	es to denotation and connotation, to knowledge
of language and to kno	owledge of the world. The study suggests that
the pragmatic presupp	ositions of Vietnamese person-referring forms
figure in the native def	initions of linguistic