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| Titolo                  | The pragmatics of personal pronouns // edited by Laure Gardelle, ENS de Lyon, UMR ICAR ; Sandrine Sorlin, Aix-Marseille University, LERMA, IUF                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Disciplina              | 415/.55                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Soggetti                | Grammar, Comparative and general - Pronoun<br>Parts of speech<br>Pragmatics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Nota di contenuto       | The Pragmatics of Personal Pronouns; Editorial page; Title page; LCC data; Personal pronouns; 1. A linguistic definition of personal pronouns; 1.1 What is a personal pronoun?; 1.2 Personal pronouns as fundamental elements in linguistic systems; 2. The function of personal pronouns: The centrality of pragmatics; 2.1 The grammatical tradition: From impoverished substitutes to elements with a positive pragmatic contribution; 2.2 A second fundamental function of personal pronouns: Social deixis; 3. Genre-specific pragmatic effects<br>'Loquor, ergo sum'References; 'You' and 'I' in charity fundraising appeals; 1. Introduction; 2. Initial thoughts on 'I' and 'you'; 2.1 Pronoun use in charity fundraising texts: Apparent assumptions and possible problems; 2.2 The 'I'-you' dyad; 2.3 The paradoxical push and pull of the 'you'; 3. Ontological slippage; 3.1 Double (double) deixis; 3.2 Shifting voices; 3.3 Switching roles; 4. Conclusion; Acknowledgments; References; Breaking the fourth wall; 1. Introduction; 2. The diverse references of the second person pronoun: Other- or ego-oriented?; 2.1 Theatrical you<br>2. 2 Impersonalized you |

