

Auer, P. (2014) *Jazyková interakce [Linguistic Interaction]*. Translated and adapted by Nekvapil, J., Kaderka, P., Nekula, M., Dovalil, V., Vasiljev, I. and Sloboda, M., Prague: Nakladatelství Lidové noviny, 305 pp.

The volume aptly titled *Jazyková interakce [Linguistic Interaction]*, which was translated from German into Czech and more or less freely adapted for the Czech readership by a team of linguists under the guidance of Jiří Nekvapil, represents a valuable contribution to the study of linguistic interaction.

Twenty-two chapters of the book represent the basics of the theory of linguistic interaction. Each chapter is concerned with a different theoretical approach developed by a prominent classic scholar from the areas such as sociology, philosophy of language and anthropology (Bühler, Austin, Searle, Grice, Goffman, Gumperz, Hymes, Bakhtin, to name just a few) and constructed around one key concept in the given field. Accordingly, the chapters explain, discuss and supply evidence for the understanding of the selected twenty-two central concepts relevant for the study of language communication. In addition, many references to the standpoints and findings achieved by scholars of Czech and other Slavic languages and cultural backgrounds have been supplemented, thus co-constructing the final shape of the book, which is consequently not only a mere translation of Auer's original work written in German for the German readership, but also adaptation of Auer's original ideas and discussions. Since many of the scholars were concerned with other issues than those discussed in the volume, in many cases the chapters represent just a particular aspect of their scholarly work (e.g. Weber, Luckmann, Bakhtin, Foucault or Bourdieu). Every chapter starts with brief bibliographic and biographic information, which comprises numerous references to the publications dealing with a particular scholar's work or works related to the central concept under discussion, including numerous additions aimed at the Czech scholarly readership. In the concluding parts of the volume the authors explain their translation strategies and management of the Czech terminology and include a brief multilingual glossary of the most important terms.

Chapter One explores the concept of communication and the model of mathematical theory of communication by Claude Elwood Shannon, since – as the authors of the book state – this model is considered one of the central concepts of linguistic education and many researchers working in the same field often relate or define their findings with regard to this engineering model of communication. This is, for example, the case of Karl Bühler, whose work is discussed in Chapter Two. He introduced the model of language signs and distinguished between three basic functions of language, namely Kundgabe

(later named *Ausdruck* [expression]), *Auslösung* (later named *Apell* [apel]) and *Darstellung* [representation]. The following chapter presents Roman Jakobson's functional model of language, according to which language communication encompasses several dimensions, that is, the sender, receiver, context, message, contact and code, and, accordingly, language signs can perform emotive, conative, referential, poetic, phatic and metalanguage functions.

The concept of metacommunication as introduced and derived from the model of language functions by Paul Watzlawick is under discussion in Chapter Four, while the contribution of Émile Benveniste to the study of linguistic interaction is explained in Chapter Five. This entails the theory of utterance (*énonciation*), which – as emphasized in the book – represents a remarkable step towards the theory of language behaviour and the theory of linguistic context.

Chapters Six to Nine focus on philosophy of language, above all ordinary language philosophy. Ludwig Wittgenstein's theory of language use ("The meaning of a word is its use in speech.") and his theoretical explorations in language behaviour are at the core of Chapter Six. The work of scholars contributing above all to the theory of speech acts is discussed in Chapters Seven and Eight. The former, entitled *Performativ* [Performative], presents the basics of the theory of speech acts as introduced, investigated and even criticised by John Langshaw Austin. The latter, titled *Mluvní akt* [Speech act], explicates speech acts and their classification into five types (i.e. representatives, directives, commissives, expressives and declaratives) by John Roger Searle. Finally, Herbert Paul Grice's conversational maxims, the notion of implicature and conversational implicatures regarded as the most important type of implicature are discussed in detail in Chapter Nine.

The following four chapters of the volume are associated with sociology of language. The first of these, labelled *Jednání* [Action], discusses Max Weber, the founder of the so-called 'understanding sociology' and his role in the analysis of linguistic interaction. Chapter Eleven explains how Alfred Schütz further explored Weber's understanding of language action and found its sense in a typical everyday life action, which is based on the principle of the reciprocity of the perspectives between the sender and the receiver. Chapter Twelve, *Indexikálnost/reflexivnost* [Indexicality/reflexivity], explores Harold Garfinkel's role in the study of ethnomethodology reflected in the conceptualization of indexicality/reflexivity, which are closely related to Schütz's viewpoints. Finally, Chapter Thirteen focuses on the central concepts of conversation analysis, namely adjacency pairs, repairs and turn-taking as introduced and developed by Harvey Sacks.

In Chapter Fourteen, the attention is drawn to two lines in the study of interaction by Ervin Goffman, both being indispensable for the verbal analysis. These are the study of ritual aspects of interaction (including the notion of face) and the structural analysis of interaction. Chapter Fifteen is devoted to the notion of contextualization as formulated by John Joseph Gumperz, who argues – similarly to Grice, Benveniste and Garfinkel – that speakers not only act in dependence on different contexts, but also create contexts. The subsequent chapter, entitled *Komunikační žánry* [Communicative genres], explicates the role of Thomas Luckmann in the study of linguistic interaction. He proposed the existence of genres from a sociological perspective by showing their social function when conveying and mediating certain socially relevant knowledge. Dell Hymes, who – along with Joseph Gumperz – is regarded as the founder of ‘ethnography of communication’, is under discussion in Chapter Seventeen, which is labelled *Performance* [Performance]. As the authors of the volume emphasize, the notion of performance is understood differently from Noam Chomsky’s concept in generative grammar. In Hymes’ understanding, performance is a dimension of language behaviour associated with the situated realization of certain language actions.

Chapter Eighteen presents Clifford Geertz’s theory of culture oriented towards language behaviour, which is thus different from the cognitivistic theories of culture. The following chapter, labelled *Ideologie* [Ideology], discusses Valentin Nikolajevič Vološinov’s ‘ideological model of signs’, in which every referential relation is of ideological nature. Then comes Chapter Twenty, aptly titled *Intertextualita* [Intertextuality], which explicates Michail Michajovič Bakhtin’s conceptualization of dialogue and dialogicity, later labelled intertextuality by Julia Kristeva. The features of communication are viewed as the result of the relationships between a given speech and other speeches, past and future, generic and individual. Every sign if it is part of speech acquires meaning only by referring to previous speeches and, at the same time, can become a referential point for other, later speeches.

Chapter Twenty-One presents Michel Foucault and his conceptualization of discourse. He focuses on the ways in which discourse is created, that is, rules and limitations which enable speeches within a certain type of discourse. The final chapter, labelled *Jazykový trh* [Language market], explicates Pierre Bourdieu’s contribution to the analysis of language communication by introducing his mechanisms for the evaluation of utterances on the language market.

Finally, it must be stated that the volume as a whole does not provide readers with instructions on how to explore linguistic interaction. It rather mediates valuable knowledge about classic approaches and important concepts which can

enhance the readers' search for appropriate analytical frameworks and relevant theories in their own scholarly investigations. The book can become a valuable source and inspiration for both researchers and students in many different fields of study, such as philosophy, sociology, psychology, linguistics, literary science and cultural anthropology.

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