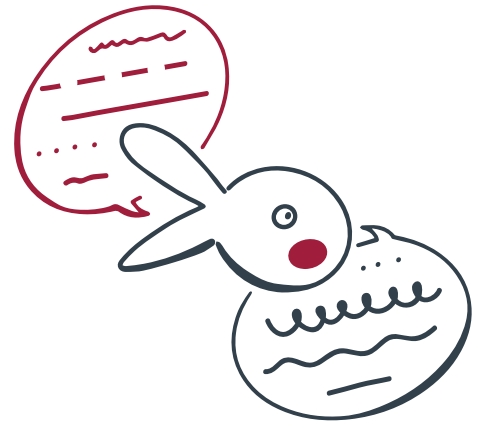


Multiple Addressing in Public Discourse

July 15 - 16, 2022
Research Training Group "Ambiguity: Production and Perception"
University of Tübingen



Book of abstracts

Friday, July 15

09:00 Elin McCready

Interpreting literary texts

This talk considers the interpretation of literary texts. Semantic work on literature has concentrated on how text-internal mechanisms work to construct fictional worlds, an application of tools used for truth-conducive communication more generally. But little attention has been given to the effects and aims of literary texts: the way in which they affect readers and how this interfaces with literary interpretation. I propose a framework which understands such texts in terms of the responses they produce and the kinds of symbolic structures that can be derived from them, then turning to questions of trust and sincerity in literary production and interpretation.

11:00 Wiltrud Wagner & Angelika Zirker

"My lords and gentlemen and honourableboards": Multiple Addressing in Literary Texts – a Systematic Overview

In the RTG on Ambiguity, we have come across many instances of multiple addressing in literary texts. For this talk, we focus on a few representative examples, in order to give a non-exhaustive yet systematic overview of how multiple addressing is relevant to and in literary texts

13:00 Matthias Bauer & Sigrid Beck

Multiple Common Grounds -Linguistic Mechanisms for Literary Meaning

In our talk, we will address the topic of the workshop by focussing on multiple common grounds in literary communication, which depend on linguistic mechanisms at the semantics/pragmatics-interface that derive pragmatic meaning from the semantics of the text. Our hypothesis is that the meaning a literary text has for its reader is characteristically established by the embedding of common grounds. In other words: what a text says to us is frequently expressed by what fictional speakers (narrators, characters) say to fictional hearers. In this manner, both the fictional hearers and we are the addressees of the words spoken but the common grounds are not the same. Typically, there is what in literary studies is called discrepant awareness. Referring to some of the examples presented in the talk by Wagner and Zirker and focusing on Shakespearean drama, we will consider cases in which the difference between the common grounds of internal and external participants is particularly interesting with regard to the meaning for the reader

14:30 Maren Ebert-Rohleder

Beyond Questions: Multiple Addressing in Political Speech

In strategic settings such as political election campaign speeches, multiple addressing can appear in different forms. In this talk, I will focus on rhetorical questions and examine different ways how multiple audiences can be strategically addressed in order to achieve communicative goals. I argue that the speaker may either use code words or questions in order to shift the attention to specific topics or explicitly address one group while implicitly addressing another.

16:00 Daniel W. Harris

Designing Communicative Acts for More Than One Addressee

Humans have a powerful and flexible capacity to design both what we communicate and how we communicate it with their addressees' thoughts in mind. This capacity is a precondition for both strategic and cooperative communication, for our ability to disconnect our subject matter from our immediate environment, and for many of the features of human language that make it such a powerful medium of exchange. In this talk I will introduce this capacity for communication design, and show how it depends on our underlying capacities for practical reasoning and mindreading. I will focus particular attention on how our capacity for communication design enables us to communicate both cooperatively and strategically in multiple-addressee and imagined-addressee contexts, including giving speeches, writing papers, and posting on social media—situations that have unique pitfalls for communicators because they sometimes push our communicative capacities to their limits.

Saturday, July 16

09:00 Lukas Bormann

Ambiguity in New Testament Epistolary Correspondences. Multiple addressing and addressee-specific polyvalences in the Letter to the Colossians

Critical research in pseudonymous writings of the Bible started in the 19th century with the Tuebingian scholar Ferdinand Christian Baur (1792–1860). Baur implemented the historical-critical method in New Testament Studies and disputed the authorship of several letters designated to Paul. Beginning from this period New Testament research discusses the authorship of several letters designated to Paul. The letter to the Colossians is one of these disputed letters. The discussion is alive to this day since this letter includes also a statement to emphasize its authenticity. In Col 4:18 the author writes: “The greeting by my hand, of Paul” (Ὁ ἀσπασμὸς τῆ ἐμῆ χειρὶ Παύλου). The meaning of this passage becomes most challenging when a (pseudonymous) author used it to pretend the authenticity of the letter and to cause what is called a “reality effect” (Lincinum, 171). When the author uses fictitious literary technics in such a drastic way the credibility of the whole letter communication, the author, the addressees and the situation is in question. Some scholars conclude that a pseudonymous author did not write “real” letters to addressees or reflect a historical situation but produces a merely rhetorical composition which should be interpreted as literature or religious tractate but not as a sort of communication related to the empirical world, that means communication between real speaker/writer/author and addressees in a specific situation.

The thesis of a threefold fiction of the letter is discussed in recent New Testament scholarship: Neither the author nor the addressees nor the situation is authentic. However, why these sophisticated techniques of authenticity? In Col 4:16 the author asks the addressees to deliver the letter to other people in another city, namely Laodicea, and to exchange letters with them: “And after you have read this letter, have it read to the church of Laodicea. In turn, read the letter from Laodicea as well.” (καὶ ὅταν ἀναγνωσθῆ παρ’ ὑμῖν ἡ ἐπιστολή, ποιήσατε ἵνα καὶ ἐν τῇ Λαοδικέων ἐκκλησίᾳ ἀναγνωσθῆ, καὶ τὴν ἐκ Λαοδικείας ἵνα καὶ ὑμεῖς ἀναγνώτε). It seems that we have a deliberate or open multiple addressing of the letter (Kühn, 113–116: “offene Mehrfachadressierung”).

The ambiguity of the letter-correspondence in Colossians is even more complicated by the polyvalent use of the interchanging of the 1. pers. pl. and the 2. pers. pl. In many cases, these are mixed up in the manuscripts which points to the conclusion that even later scribes and readers are not sure to whom specific utterances of the letter are directed: to the group around the author (“we”) or the addressees (“you”)? These phenomena point to the ambiguity of the communication of the letter writer: “Paul” or “pseudonymous Paul”, “we” or/and “you”, “Colossae” or/and “Laodicea”? Taking into account that the author expects that the communication he implements strategically should succeed, what is the communicative gain of multiple addressing in pseudonymous letters in the setting of religious communities in Asia Minor of the first to second century? Conflict settlement, image correction, or polite restraint are proposed by Kühn (115f.) and will be discussed in the paper.

Empson, William: *Seven types of ambiguity*, London: Hogarth Press, 1991.

Kühn, Peter, *Mehrfachadressierung. Untersuchungen zur adressatenspezifischen Polyvalenz sprachlichen Handelns*, Germanistische Linguistik 154, Tübingen 1995.

Lincicum, D., *Mirror-Reading a Pseudepigraphical Letter*, *Novum Testamentum* 59 (2017), 171–193.

Winkler, Susanne: *Exploring Ambiguity and the Ambiguity Model from a Transdisciplinary Perspective*, in: idem (ed.), *Ambiguity. Language and communication*, Berlin, München, Boston Mass.: De Gruyter 2015, 1–25.

10:00 Joel Klenk

‘Non-addressed recipients’ versus ‘non-recipient addressees’? Two Pauline examples of multiple addressing in contrast.

Three relevant variables can be named for a communication situation: The producer/sender, the message and the recipient. In the following, we want to understand addressing as the strategic process in which a producer turns to a recipient. In this context, it is of no importance whether the recipient is historically constructed. Likewise, the difference between an oral speech-hearer interaction and a textually mediated communicative situation is irrelevant. In a speech or a text, however, several levels of communication can come together and thus multiple addressees can be present. An ultimate distinction between addressees and recipients on the production side does not make sense. Nevertheless, a heuristic distinction is to be made between the two, so that the addressee is understood as the person addressed linguistically or textually, and the recipient is understood as the actual or primary recipient of the message. In this way, it is possible to draw an abstraction from a concrete linguistic phenomenon of addressing to the level of communication that is crucial in the context and that does not have to coincide with the one that becomes explicit in the addressing. One could also speak of explicit, primary and implicit, secondary addressees to make the dimension of multiple addressing clear. This differentiation enables us to distinguish between non-addressed recipients and non-recipient addressees. More precisely, we should speak of addressed recipients, who can be determined language-wise only indirectly and implicitly and who can be determined as addressees by the historically reconstructable communication situation, and of recipient addressees, who are not in view as main recipients or not as historical recipients. In the simplest case, however, the producer and the recipient are identical with the addresser and the addressee. Paul writes a letter with his concrete unfolding of the gospel to a church, which is addressed in the text. But this does not have to be the case at all. If this is not the case, we should speak of multiple addressing. Then an ambiguity of the

communication situation itself arises. The ambiguity does not come from single words or the content of the utterance, but it results from the speaker-hearer constellation as a whole[1]. The talk is going to concentrate on the production side and analyze how the historically implied recipients come into view and which concrete explicit and implicit linguistic addressings play a role. I am going to look at two central cases of multiple addressing in Paul and contrast them with each other: First, with the implicit addressing of Paul's opponents in 2Cor 10-13, especially within the so-called 'fool's speech', the wide understanding of multiple addressing will be considered. Then, with the dialogue element in Rom 9 via the potter metaphor, evidence for the narrower understanding of multiple addressing will come into view.

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Hartwig, Charlotte/Theissen, Gerd, *Die korinthische Gemeinde als Nebenadressat des Römerbriefes. Eigentextreferenzen des Paulus und Kommunikativer Kontext des längsten Paulusbriefes*, in: NovT 46,3 (2004), 229–252.

Winter-Froemel, Esme/Zirker, Angelika, *Ambiguität in der Sprecher-Hörer-Interaktion*, in: Wolfgang Klein/Markus Bauer (Hg.), *Ambiguität (ZLiLi 158)*, Stuttgart/Weimar, Tübingen: Metzler 2010, 76–97.

[1] Original: „Sprecher-Hörerkonstellation insgesamt“ (Winter-Froemel/Zirker, 2010, 89).

11:30 Selina Bernading

Rhetorical Addressee Calculations for a Joint Diplomatic Statement

In diplomatic negotiations, a core element is often for diplomats to agree on a joint statement to the public. This includes defining the results of the talks and is linked to a variety of rhetorical addressee calculations. In my presentation, I will examine the rhetorical calculations for press statements against the background of the question of cooperation and divergent individual interests of the interlocutors. These questions will be examined using authentic diplomatic texts at the interface of secret and public diplomacy.

13:00 Esme Winter-Froemel

Multiple Addressing in Offensive Communication: Im/Politeness and Cryptographic Wordplay

The paper focuses on phenomena in communicative settings that can be interpreted as being potentially offensive at least for part of the addressees. The first part of the paper will be dedicated to a particular subtype of im/politeness, which is characterised by the utterance being simultaneously interpretable as polite and impolite (cf. Kerbrat-Orecchioni 2011; Dynel 2018). I will argue that this simultaneity of diverging interpretations can be linked to constellations of multiple addressing or multiple speaker instances / polyphony (Ducrot 1984; Rabatel 2008). The second part of the paper will then analyse cryptographic wordplay, zooming in on cases where functions of in-group amusement are linked to functions of exclusion of addressees who are unable to grasp the wordplay (cf. Bauer 2015 on secret wordplay). Based on the case studies, I will argue that an approach which integrates different speaker and addressee instances can provide new insights into the complex interactions of semantics and pragmatics and the interactional and social dimension of communication.

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Rabatel Alain. 2008. *Homo narrans. Pour une analyse énonciative et interactionnelle du récit*. Bd. 1: Les points de vue et la logique de la narration. Bd. 2: Dialogisme et polyphonie dans le récit. Limoges: Lambert-Lucas.