

Multifaceted Dimensions of Self-reference

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Abstract

Speaker and Hearer are the protagonists of the dialogic nature of language use. In this paper the way speakers present themselves in their texts is examined, taking into account not only their contextual role as purposive users but also the linguistic means available in every speech event in which they are involved. The analysis is focused on the Speaker. The diversity of possibilities of self-reference and its meaning in discourse is reviewed in the light of different approaches that try to give an answer to the problems posed by the variation found in different types of text.

Key words: Enunciation Theory, Text Analysis, Deixis, Written Discourse.

Table of Contents

1. Introduction	5. Conclusions
2. General frame of analysis	Appendix A
3. Characterizing <i>Speakers</i> the sociocultural point of view	Appendix B
4. Speaker inscription in the text: Different options	References

1. Introduction

One of the interesting topics to explore in pragmatics is the self-representation of the Speaker in texts. In fact, most approaches to pragmatics and sociolinguistics underline the significance of Speaker and Hearer in language use.¹ The notions of Speaker and Hearer however, are not ideal theoretical constructs; they are neither neutral nor innocent. They are individuals with a de-

1. *Speaker/Hearer, Writer/Reader* with capital letters are used throughout this paper to refer to participants in oral and written interaction, regardless of gender or number. Plural forms and *s/he* are used as variants to avoid sexist pronominal usage.

defined identity bearing attributes of their origin, sex, age, level of instruction and so on, as well as their status in society and their particular role in the speech event. As ethnographers of communication point out, participants in verbal interactions play a substantial role in the construction of meaning, by defining the purpose and specificity of the act of communication. Among the possibilities available in language speakers select for every speech event the units needed to construct their own identity. In addition, a Speaker chooses how to relate to the Hearer throughout the space and time occupied by the unit of communication (Gumperz 1982). If something is crucial for the constitution of the speech act, it is the intention or purpose of the Speaker. If we consider language use in oral and written communication it is obvious that in face to face situations the context of speech triggers the use of deictics as marks of self-reference (see Turell 1988 for a sociolinguistic study of deictics in verbal interactions). On the contrary, most uses of written communication, as described in Stubbs (1980), tend to be more impersonal and planned due to the variety of audiences to whom they are addressed. It would seem that deictic marking has a minor role in written communication.

For this reason, the present paper takes up the claim related to the limited use of self-reference in written texts. By examining a variety of written texts an effort is made to show the units or mechanisms speakers use to indicate their position. This position or *footing* (Goffman 1981) can be varied or stable throughout the text, depending on how speakers portray themselves.

2. General frame of analysis

Among the different proposals that can be found in the relationship of language with its users, the traditions based on Bühler (1934), Benveniste (1966, 1974), Jakobson (1963) and speech act theory can provide the background for understanding the possibilities of self-reference available in discourse.

Bühler is an inevitable source in order to start talking about the *mostrative* field of reference.² For him the Speaker is the deictic center. To make references to the *mostrative* field of the Speaker, linguistic codes have special items, mainly pronouns (personal, adverbial, demonstratives and possessives) which form grammatical paradigms. Every time that one of these items appears in a text it functions as a cue to be interpreted in context.

In the seventies, Émile Benveniste further elaborates on the notion of deictic space just when the theory of speech acts was being extended and discussed. He formulates a model called *l'appareil formel de l'énonciation* (the formal frame of enunciation) where he discusses the way speakers enact or implement elements of the language system each time they start an enunciation process in order to produce an *énoncé* (the result of the act of enunciation). The act

2. *Mostrative field* refers, according to Bühler, to the space of reference which is accomplished by deictics (linguistic units that refer to referents in the context), as opposed to the *representative field* that refers to the space of reference accomplished by lexical units.

of enunciation has a frame which is implemented by personal and space/time indices. Benveniste makes a radical distinction between *person indices* (first and second person markers which encode the Speaker and Hearer) and *non-person indices* (third person markers). This dichotomy leads him to consider person indices as properties of oral discourse, associated with face to face communication, and non-person indices as features of story/narration, associated with ways of representing facts about the world. In spite of the radical separation of these two worlds, which has been discussed, among others, by Kerbrat-Orecchioni (1986), the distinction has been valuable to differentiate the functions of third person personal pronouns for codifying the universe of reference not related to Speaker/Hearer.

Jakobson (1963) also insists on the value of personal deictics, not just as indices void of referential meaning, but as symbol/indices that share a representational and a signaling value. These linguistic elements are used by participants in interactions to build and present their identity and their relationship to each other.

Finally, the theory of speech acts as formulated by Austin and Searle accounts for what speakers add to the construction of meaning. Traditional philosophical studies on meaning were concerned with propositional content and truth conditions, but the contributions starting with Wittgenstein and followed up by Austin and Searle centered on other dimensions of the speech act. These dimensions play an important role in the construction of other kinds of meaning, mainly interpersonal meaning, which includes the Speaker's intention and the intended effect on the Hearer; in other words, the *illocutionary force* and the *perlocutionary effect*, main axes of the speech act which determine the sense of the *énoncé*.

All these theoretical proposals pose the question of how to characterize the Speaker, the relationship created with the Hearer, and the consequences a Speaker's choices have on the interaction and the resulting text. This paper addresses the way speakers construct a text through choices that express their relationship to the text, their image of the Hearer as well as the relationship they want to maintain with their interlocutor. In that sense we adopt the perspective of Gumperz and others (Duranti and Goodwin 1992) that context—and the position of interlocutors as a part of it—is created in the process of communication. In contrast with oral discourse, where contextualization is based on verbal and non-verbal cues, written discourse has cues that are based on the occurrence or non-occurrence of linguistic units in a linearized space. Due to the different situation of enunciation of oral and written communication (Calsamiglia 1991), these linguistic units form the *micro textual*³ components of global *macro text* features embedded in a variety of graphic formats.

3. In text linguistics there are two levels of analysis: that of sentence -the components and relationships, traditional object of grammar- constitutes the micro textual level. That of the global structure of text such as topic and organization (*macro structure* and *super structure* (van Dijk: 1978) constitutes the macro textual level.

3. Characterizing Speakers the sociocultural point of view

Having posed the problem of how to characterize the Speaker, I would like to point out the need for an interdisciplinary approach which Discourse Analysis provides for the description of speakers and their context. The model of ethnography of communication indicates that the sociocultural profile of *participants* in a *speech event* is crucial to describe it as a part of the communicative culture of a community. Social psychology talks about the *authority* and *credibility* of speakers which serves to legitimize their communicative behavior on every occasion. Focusing on the interaction between Speaker and Hearer, the *presentation of self* and *face management* in the *social scene* (Goffman 1959, 1967, 1971) provides the background to understand the *politeness principles* (Leech 1983, Brown and Levinson 1987). Interaction is regulated by the *cooperative principle* which governs conversational maxims (Grice 1975), and the *politeness principle* which governs the maxims or different ways of preserving the *positive* and the *negative face* of the interactants, that is to say, preserving one's positive image and securing one's space of action. The parameters of *power and solidarity* (Brown and Gilman 1960) have an interesting application also to the relationship established between Speaker and Hearer, especially because they are related to the use of first and second person pronouns in *social deixis* (Levinson 1983). These proposals contribute to our understanding of how social, cultural and interpersonal factors condition and influence the linguistic choices that are made by the Speaker in every instance of communication. In this sense, Halliday, from a functionalist approach to grammar, considers that the *interpersonal function* of language can be described through the situational notion of *tenor*, which along with the notion of *field* and *mode*, constitute the pattern for *register* as a characteristic of linguistic variation in texts.⁴

4. Speaker inscription in the text: Different options

In this section we will explore the way the Speaker as an enunciator can be expressed in a variety of texts written in Spanish. Following up what was said in section two, written texts are units of communication that differ from face to face interaction in that communication is not direct but delayed in space and time; and also, a text can be considered a monologue, or a turn managed by only one participant who constructs the text as a coherent unity without the contribution of another interlocutor. If we consider the linguistic items

4. M.A.K. Halliday is responsible for the elaboration of these notions. *Register* refers to the linguistic particularities exhibited in and throughout a text, which make it different from other texts and identifiable as a kind of text for a particular purpose. As there are other types of variation (*genre*, *style*) register is a notion that is based on *situational* characteristics formulated by Halliday as *field*, *tenor* and *mode*: *field* refers to the topic in relation to a sphere of social activity; *tenor* refers to the relationship of the interactants and to their purposes; *mode* refers to the modality of language transmission (oral/written, type of formats, and so on).

that a Speaker uses to accomplish personal reference we can distinguish *nominal reference* (noun phrases) and *deictic reference*. Both types of reference will function in the text as instructions to be interpreted by the Reader. Our claim is that the Writer has different options, which are not restricted to the deictic 1P.⁵ These different options are related a) to the intention of the Writer and the effects s/he wants to create in the Reader, and b) to the face- sometimes different faces -that s/he wants to show throughout the text. This is why we claim that *the presentation of the self* has a multifaceted appearance.

One of the options that speakers have is not to show their presence in the text. In order to represent a state of the affairs in the world of reference, 3P is used. In Spanish, the deictic reference is present on the agreement features of the verb.

- (1) A gran profundidad por debajo de las nubes de Júpiter el peso de las capas superiores de la atmósfera produce presiones muy superiores a las existentes en la Tierra (...).

Deep under the clouds of Jupiter the weight of the upper layer of the atmosphere produces a much greater pressure than that existing on earth (...).

(Excerpt from a science book aimed for a wide public. C. Sagan. 1982. *Cosmos*. Barcelona: Planeta.)

- (2) **Languidecía** el bar de la Ópera, a la espera de los calores que harían brotar parasoles y mesas sobre los suelos del paseo.

The bar of the Opera was quiet, waiting for the warm weather which would make parasols and tables burgeon on the sidewalks of the boulevard.

(Excerpt from a novel. M. Vázquez Montalbán. 1985. *El pianista*. Barcelona: Seix Barral.)

- (3) El Sistema de Dictado Personal es un mecanismo de reconocimiento de voz, que, instalado en un ordenador personal, convierte en texto escrito cualquier discurso hablado.

The Personal Dictation System is a mechanism of voice recognition, that converts any spoken discourse into written text once it has been installed in a personal computer.

(Excerpt from a sales promotion letter from a computer firm)

- (4) EN LA VIDA SE APRENDE A BASE DE GOLPES. Cuando lo importante es construir vehículos más seguros no importa lo duro que sea el esfuerzo.

IN LIFE ONE LEARNS THE HARD WAY. When the important thing is to build more secure cars it does not matter how hard one tries.

(Excerpt from an advertisement on security in cars)

5. I use 1P, 2P, 3P to indicate first, second and third person singular deictics. When these deictics are plural, an additional P is added (e.g., 1PP).

These four examples are instances of different types of texts where we can observe the selection of 3P by speakers in order to disguise their presence. The focus of these texts is the information they convey. The effects these choices have on the reader are ones of universal importance and impartiality (even if it is not an objective interpretation of reality). The Speaker chooses not to appear in the text and this is achieved by focusing the reader's attention on the referential content. An objective effect is also created by the absence of subjective markers (i.e., personal first person deictics) which confers a greater degree of universal credibility to the message.

Another option speakers have is to introduce themselves explicitly in the text. The introduction of the enunciator has a standard form of expression, generated in speech through 1P. In Spanish, the enunciator expresses himself with morphological agreement features of 1P on the verb as opposed to English or French which require lexically overt pronouns.

- (5) No he querido decir nada
 (I) *Didn't mean to say anything*

The choice of 1P pronoun in Spanish is a marked use that creates effects of emphasis or intensification in order to express distinction or contraposition, uniqueness, emotion, involvement or personalization.

- (6) Yo no se lo he dicho
 I *didn't tell him a thing*

These effects are possible with all kind of verbs and especially with verbs of opinion and knowledge which promote the marked realization of the pronouns, according to Fernández Ramírez (1987: 74). Spanish, as many other languages, maintain Latin case-marking for subject YO (I) and object ME, MÍ (me) personal pronouns. Since objects do not agree with the verbs they are realized in the text wherever they are needed. In the linguistic context (*co-text*), the use of 1P triggers the use of possessives, demonstratives or adverbials which serve to relate anaphorically the objects of the reference world to the Speaker. In sum, the occurrence of 1P is a direct presentation of the Speaker/Writer and implies a high degree of subjectivization. At the same time, the appearance of 1P generates the image of an addressee with whom the speaker creates a relationship of proximity and familiarity.

At this point it is relevant to ask whether the Speaker, in all circumstances, chooses to use the standard 1P grammatical form or there are other options available to introduce oneself in the text. In situations where Speaker and Hearer share knowledge of the world and have a close relationship the risk of a face threatening act is absent or diminished and so the overt use of 1P is appropriate and effective. But sometimes even in this situation the use of 1P can be felt as too aggressive or too compromising. Speakers may want to show themselves as members of a particular social group and generalize their exper-

ience by indicating that they share it with others. With the 3P pronouns UNO/A (one) or the 2P TÚ, TE, TI (you) the Speaker evades individual responsibility and adheres to a group. Examples (7)-(9) exemplify the variety of ways a Speaker decides to appear in a text.

The writer is a woman who shows discomfort in a particular situation

- (7) Me siento incómoda en estas circunstancias
I do not feel comfortable in this situation
- (8) Te sientes incómoda en estas circunstancias
You do not feel comfortable in this situation
- (9) Una se siente incómoda en estas circunstancias
One does not feel comfortable in this situation

In (7) the Speaker personalizes her own experience. In (8) she shows, with the use of 2P, a generalization involving both herself and the Hearer. In fact she distances herself as a Speaker in order to identify with the addressee and she presents herself as an instance of what is accepted by the Hearer and by others. In (9) the Speaker adopts 3P to express accepted common experience, avoiding personalization she is still present (through gender agreement features *una*) even though she has included herself in the world of reference. All these examples can be found in informal contexts. When used in other contexts they acquire an expressive function of familiarity and proximity. Thus, we find that the use of the three persons for agreement in singular are suitable for presenting the self in the text and the actual choice of one form over another will depend on the intentions and the effects to be created.

In public communication, speakers usually represent their social role and identify their status. Discourse strategies are used to characterize the speakers identity, their status and the role played in a particular situation. The distance between an informal self (spontaneous, relaxed) and a social self is marked by the use of 1P plural (1PP). This 1PP can have different values, related to the hierarchical position of the Speaker in a continuum that goes from authority-oriented to solidarity-oriented position. These values are distributed as follows:

- (a) *Maximum Authority*. Historically the use of 1PP for a singular high dignitary of the Church or the Monarchy has been a way to mark power and authority. Nowadays, this use has in some cases extended to other civil powers, whose representatives use the same strategy to convey the meaning of high hierarchy position. So the Pope or the Queen use NOS, NOSOTROS (we) as an alternate for YO (I), traditionally called *the royal we*.

- (10) El pasado miércoles quedé sorprendido cuando escuché al presidente de X utilizar el plural mayestático cuando explicó su opinión sobre el nuevo director general de la XXX. Como si de un monarca absoluto se tratara,

X rechazó las críticas y se limitó a decir *Le conocemos bien y tenemos gran confianza en él.*

Last Wednesday I was surprised when I heard the president of X using the «royal we» when he gave his opinion about the new political appointee to the XXX. As if he were an absolute monarch, he refuted all criticisms and replied «We know him well and we trust him».

(Excerpt from the Spanish daily press)

- (b) *Shared authority.* Other uses of NOSOTROS (we) appear in texts where speakers include themselves as members of a group which gives them authority to speak about specific topics related to the activities of the group (scientific community, politics, companies, associations, family, and others). The use of 1P marker could mean risking one's credibility or taking on too much personal responsibility. Group representation with the use of 1PP adds prestige and support value, and attenuates individual responsibility. Thus, the Speaker takes refuge in a research group, in the reliability of a company, in a political party, or in the family nest. Traditionally, this has been explained as the *modesty we*. Our interpretation is not so much one of modesty as of reinforcement of authority and mitigation of individual responsibility towards what is said.

- (11) **Es falso que yo sea el señor x y vamos a querellarnos** contra quien lo afirme

It is not true that I am Mr. X and we are going to sue anyone who claims this

(Excerpt from an interview with the President of the Spanish government facing accusations of corruption)

- (12) **No podemos** los demócratas dar credibilidad a lo que digan dos condenados

We, democrats, can not give credit to what two convicted people say

(Excerpt from an interview with the President of the Spanish government facing accusations of corruption)

In example (11) we can observe variation in self-reference. In the first position in bold we find 1P, self-reference of the President as an individual. In the second position in bold the same speaker makes his own reference as a member of a political group with the 1PP form. In example (12), the same speaker specifies to which group he is now adhering (e.g., to the group of democrats). Throughout the interview the President uses different ways of referring to himself. By using different kind of deictics he shows different faces of himself, as a member of different groups that give him value and serve to reinforce his position as well as his prestige.

- (c) *Solidarity.* In connection with the previous section the use of 1PP can be interpreted as a way of expressing solidarity with a group, in which the

Hearer is not included. But it can be interpreted as a means of creating solidarity with the Hearer in order to promote an effect of persuasion.

- (13) Ahora que hemos revisado los principales tipos de...(...) vamos a considerar...(...).

Now that we have reviewed the main types of...(...) we are going to discuss...(...).

(Excerpt from a text book)

This example shows that the writer appears represented by 1PP to establish solidarity ties with the reader, indicating that both share an action or a discourse process.

The other option speakers have is to present themselves through nominal reference. Nominal reference serves as a distancing device which objectivizes the Speaker. This is accomplished by 3P agreement features. In texts written for a wide public the use of proper names (for person or organization) are ways to present the identity of the Speaker accompanied by a reference to the status, profession, or something socially relevant. Specific noun phrases are also used for self-reference as illustrated in (14)-(17).

- (14) Un servidor siempre está dispuesto a participar

Muggins here is always ready to participate

- (15) RENFE organiza un concurso de redacción sobre viajes en tren

RENFE organizes a contest for stories written about train trips

- (16) SEAT propone a sus clientes que cambien a gasolina sin plomo

SEAT suggests to their clients to switch to unleaded gas

- (17) En el tribunal que juzgó la tesis figuraban, entre otros, el catedrático G.O., R.S., también catedrático, y el autor de estas líneas, o el cronista, o éste que lo es, o una servidora, o como caray se diga yo en dialecto periodístico.

Among the members of the committee who evaluated the thesis were G.O., a full professor, R.S., also a full professor, and the author of these lines, or this journalist, or yours truly, or myself, or however hell you say I in journalistic jargon.

(Excerpt from a newspaper commentary)

In all the examples the source of the text is mentioned as part of the world of reference, with proper names or descriptive noun phrases that agree with 3P verb forms. In (14) a traditional polite formulaic use of a noun mitigates the prominent position of the deictic 1P when used among people that do not know each other. In (15) and (16) the Speaker (an organization) is presented with the proper name formed by an acronym. In (17) the writer comments ironically on the possibilities of self-reference in written media. Up to now we have been describing the different options that speakers have to show their

position and their attitudes towards the text and the addressee. In fact, speakers have a variety of options for presenting their self which is not restricted to 1P but extended to 2P, 3P, and 1PP. Grammar offers the paradigm of forms in verbs and pronouns. The use of any of them for the Speaker has a special meaning to be interpreted by the Hearer/ Reader.

In the next section we will examine how this works in texts or global semantic units where the micro textual elements, such as deictics or noun phrases, play an important functional role at the macro textual level. It is only in texts that we can observe how the same Speaker shows different faces or positions in the same unit of communication, switching from one to another according to the intentions of every sequence. Limitations of space oblige us to make a selection of texts and try to demonstrate through them that the presence or absence of the markers we have been talking about produce specific effects on the Reader as a result of the conscious or unconscious intentions of the Writer. Our only purpose is to show a way to explore linguistic items as instructions in text and to stimulate research on the correlations that can be established between their use and variation due to genre, register or style, with accurate studies on specific corpora.

(18)

El regreso

Manuel Vicent

Cuando en tiempos de Franco uno regresaba a España después de un largo viaje por Europa, el perfil sórdido se imponía enseguida: en la aduana, un guardia civil con tricorno, barba de dos días y colilla humeante en un lado de la boca palpaba con la mano sucia la ropa de la maleta. El aeropuerto estaba destartalado. En un taxi cochambroso uno se metía en la ciudad y por la ventanilla volvía a ver las imágenes de siempre: curas con sotana, militares con uniforme, ciegos polvorientos vendiendo cupones en las esquinas. Las voces familiares de la radio repetían las mismas consignas, las mismas

canciones. Tal vez la historia no es más que una serie de latiguillos. Uno sabía que había llegado a un país terrible cuando oía después de las noticias el toque de retreta de un cornetín seguido de los gritos rituales: caídos por Dios y por España, presentes, viva Franco, arriba España. Sin duda, el viajero que era un progresista de la época se había paseado por el Barrio Latino de París lleno de librerías y besos de amantes en las aceras; había experimentado la libertad y la dicha de vivir en medio de una cultura que florecía de forma natural sin odios ni restos de ceniza. Han pasado muchos años y ahora España se ha lavado la cara; los aeropuertos están relucientes; en la aduana, la Guardia Civil presenta un

talante moderno; apenas hay colillas en el suelo; los anuncios son estéticos; desde el taxi se ven ciudadanos muy actuales. Pero sólo ha cambiado la superficie. Tal vez el viajero viene de un país donde se ha entrevistado con empresarios muy serios que tratan de salir de la crisis o ha firmado un acuerdo de cooperación para algo noble o positivo. Vuelve a España y, como en los tiempos de Franco, el viajero se encuentra en gran parte de la prensa y de la radio un clima negativo, agresivo, lleno de insultos, con las mismas voces histéricas, con los mismos latiguillos del día en que se fue. Esas voces forman un paisaje de fondo en el cual el viajero se reconoce como un miserable que regresa al país miserable de siempre.

(Newspaper column. See translation in appendix A)

As in most newspaper column writing, the author is presented under the title. This way the Reader can identify him. Apart from the restrictions of format and length newspaper columns are places of producing creative writing

with great freedom for language usage, usually written by well-known public figures. We can see that the Writer chooses an explicit face he wishes to adopt. He constructs an enunciator who is manifested through the use of a 3P UNO (one), (i.e., a marker for himself as a member of a large group that includes the Reader). In grammar this has been called *impersonal use*. But in discourse there is the intention of the Writer to produce effects on the Reader. The agreement of verbal forms in 3P help to maintain the effect of *generalized shared experience*. In the first part of the article self-reference is made through this deictic marker but in the second part a noun phrase characterizes the Writer who wants to highlight his shared experience as a traveler (viajero) with the readers. The Writer switches his position from UNO (one) to EL VIAJERO (the traveler) in such a way that in the global meaning of the text this linguistic alternate conveys an intensification or precision of the topic of the text, serving thus to create the macro structure.

(19)

Madrid, 15 de Noviembre de 1991

Apreciado amigo:

En estos días estamos procesando las solicitudes dirigidas a nuestro nuevo servicio de información relacionado con la «Tarjeta Apple»: solicitudes que estamos recibiendo en respuesta a la información que les remitimos hace escasas fechas. En este intervalo, no obstante, va a producirse un importante acontecimiento que nos lleva a establecer un nuevo contacto en este breve espacio de tiempo.

En esta ocasión deseamos informarte de la presencia de Apple Computer y sus soluciones en el Salón del Equipo de Oficina de la Informática SIMO 91, que se celebrará en Madrid, del 15 al 22 de este mismo mes de noviembre. Si no tuviste ocasión de visitar a tu Distribuidor Apple durante la celebración de las Jornadas Abiertas Mundo Apple 91, tienes ahora una nueva oportunidad de conocer y tomar contacto con los nuevos ordenadores Macintosh de Apple. Los cuales nos complacerá mostrarte y demostrarte personalmente en nuestro stand de SIMO 91.

Con este envío incluimos un ejemplar de nuestra publicación *Apple News*, que recoge algunas de las noticias más relevantes producidas en nuestro entorno; así como información referente a la feria *MacWorld 92* que se celebrará en Barcelona del 12 al 15 de febrero de 1992. Este certamen reunirá las más avanzadas soluciones hardware y software en el entorno Apple. Y contará con la presencia de más de 1'000 empresas suministradoras de las más variadas soluciones, ocupando un espacio superior a los 3000 metros cuadrados de exposición.

MacWorld Barcelona 92 representará una oportunidad única para conocer los avances más importantes en microinformática personal. Y de la mano de Apple Computer, de sus Distribuidores y las empresas proveedoras de soluciones complementarias, podrás conocer e identificar, en una sola visita, las soluciones que mejor se adaptan a tu problemática particular. A través de la Red de Distribuidores Apple y de las revistas más prestigiosas del sector informático, podrás obtener más información del evento e incluso formalizar tu pre-inscripción al mismo. Si te interesan las soluciones Apple y deseas contactar con las novedades más excitantes en nuestro entorno, o si, sencillamente, quieres estar al día de la tecnología que lidera la informática personal, no puedes faltar a esta cita. Barcelona y su renovada imagen será en 1992 la sede del mayor evento Apple realizado en nuestro país. ¡Te esperamos!

Recibe nuestro más cordial saludo.

Jesús Cirera
Director de Marketing
Apple Computer España

(Text from company letter to a customer. See translation in appendix B)

If we pose the question of how the Writer manifests his position in this text we can make the following observations: (a) the writer is identified at the bottom of the letter with specifications of identity (proper name), status and the organization which he represents, plus his signature -which means his personal involvement and responsibility. (b) throughout the whole text his inscription is made by the use of 1PP manifested in verb forms, possessives and personal pronouns. The Reader can interpret that he is not writing on an individual account but on the part of the company and as a member of the staff. This 1PP is not inclusive of the Reader, it represents the self he is constructing where he includes himself in the group of a company that gives him prestige and credibility. As we mentioned above the Writer is choosing the option of *shared authority* in order to convey maximal credibility in his text.

Scientific communication should be thought of as the most impersonal and objective of texts. For this reason it is interesting to examine how Speaker reference appears.

- (20) Primer ejemplo destinado a mostrar la pertinencia lingüística de la noción de enunciador: la ironía. La descripción que voy a hacer de ella se inspira en un artículo, muy importante para mí, de Sperber-Wilson (1978) (...) Es posible que mi presentación de la tesis de Sperber y Wilson sea un tanto infiel pues he sustituido (...) Idea que procuro plasmar (...).

The first example to illustrate the linguistic relevance of the notion enunciator is irony. The description I am going to give of this notion is inspired by an article written by Sperber and Wilson (1978) that is important to me. (...) It may be that my presentation of Sperber and Wilson's thesis is somewhat unfaithful as I have substituted (...) An idea that I attempt to give form (...).

(Excerpt from O. Ducrot. 1986. *El decir y lo dicho*, p. 214. Barcelona: Paidós)

- (21) El tiempo hábil para el origen de la vida se está estrechando desde dos flancos. Tal intervalo pudo haber sido de sólo 100 millones de años. La primera vez que llamé la atención sobre este «pinzamiento» (en 1973, al poco de que las muestras lunares traídas por el Apolo aclarasen la cronología de los impactos en la Luna), defendí que la rapidez con que afloró vida en la Tierra tenía que implicar que se trataba de un proceso probable.

The inferred time available for the origin of life on the earth is thus being squeezed from two directions. According to current knowledge, that amount of time may be as brief as 100 million years. When I first drew attention to this «squeeze» -in 1973, after lunar samples returned by Apollo clarified the chronology of impacts on the moon- I argued that the rapidity with which life arose on earth may imply that it was a likely process.

(Excerpt from Carl Sagan. 1994. «La búsqueda de la vida extraterrestre», *Investigación y ciencia*, December, no. 219.)

- (22) Nadie ha explicado aún de qué forma nuestros antepasados superaron la dificultad de reemplazar el sistema «un sonido/un significado» por un sistema combinado secuencial de fonemas sin significado (...) La sintaxis tiene ramificadas reglas de referencia que nos capacitan para comunicar rápidamente –a veces juntando menos de 100 sonidos– quién hizo qué, a quién, dónde, cuándo, por qué, y cómo lo hizo.

No one has yet explained how our ancestors got over the hump of replacing «one sound/one meaning» with a sequential combinatorial system of meaningless phonemes (...) Syntax has treelike rules of reference that enable us to communicate quickly –sometimes with fewer than 100 sounds strung together– who did what to whom, where, when, why and how.

(Excerpt from W.H. Calvin. 1994. «Aparición de la inteligencia» *Investigación y ciencia*, December, no. 219.)

In (20) and (21), there is a dominant use of 3P in the text, but 1P deictic markers also appear. Both extracts are written texts addressed to a general public interested in science. As we have already mentioned, a Speaker tends to identify himself in public through 1PP. Why is it not the case in these examples? Both writers are well known researchers and they have a recognized authority to speak. Their use of 1P is fully justified by their prestige as scientists. They are able to argue and to talk about their experiences as researchers without any need to look for prestige or authority in a group.

In (22) we find another use of self-reference through 1PP which acquires a multifunctional value. On the one hand the enunciator is a member of the human species with respect to other species. On the other, he is adopting a solidarity use of 1PP where the addressee is included, obtaining an effect of involvement.

5. Conclusions

One of the interesting contributions of Benveniste in his theory of enunciation is to establish relationships between context and linguistic units. In the light of this, other contributions that have been developed in pragmatics are taken into account to focus on the Speaker as the instance where a discourse subject that adopts different facets emerges. This paper attempts to combine social features of the speakers with the variety of linguistic units they can choose to show their position in the text and their relation to the Hearer. As our interest is on language use, we have tried to show through the examples selected how self-reference works not only in ad hoc sentences but in real texts. Thus, it can be said that the pragmatic perspective provides a key for understanding variation in texts, especially when what is under examination is the way the speakers may involve themselves in their utterances.

Appendix A

M. Vicent, «Returning». In Franco's day when one used to come back from a long trip in Europe, the sordid atmosphere would hit one immediately: The civil guard at the customs —two days' stubble and a smoky cigarette stub hanging from the corner of his mouth— would grope about in your clothes with dirty hands. The airport was a ramshackle place. One would take a filthy taxi and plunge back into the city to see the old familiar sights: priests in their cassocks, soldiers in uniform, blind men on dusty corners selling their lottery tickets. Well known voices on the radio would repeat the same catch words, the same songs. History is perhaps no more than a series of stock phrases. One knew that one had reached a terrible country when, after the news, a bugle would sound followed by the ritual shouts: the fallen for God and for Spain, «presentes»! Long Live Franco, «arriba España». The traveler was no doubt a trendy person of the time who had strolled round the Latin Quarter of Paris, with its book-shops and lovers kissing on the pavements; a person who had a taste of freedom and the good fortune to live in the midst of a culture which flourished naturally without hatred or the remains of ashes. Many years have gone by and Spain has had a face wash; the airports gleam; at customs the Civil Guard have a modern air; there are hardly any cigarette stubs on the ground, the advertisements are attractive; from the taxi the city dwellers seem very up-to-date. But it has only changed on the surface. Perhaps the traveler has come from a country where he has had interviews with very serious entrepreneurs who are trying to get out of the crisis or have signed an agreement for cooperation in something noble or positive. He returns to Spain and, as in Franco's time, finds a negative, aggressive atmosphere in a large part of the press and radio, full of insults and the same hysterical voices, the same stock phrases as the day he left. These voices make up a background in which the traveler recognizes himself as a wretch, coming back to the same wretched country as always.

Appendix B

Dear friend, We are presently processing the applications sent to our new information service regarding the «Apple Card»; the applications we are receiving are in reply to the information we sent you a very short time ago. However, during this brief interval, an important event is going to take place which has urged us to contact you again in this short period of time. On this occasion we would like to inform you that Apple Computer and its solutions will be present in the Office and Computer Equipment Fair, SIMO 91, to be held in Madrid, from the 15th to the 22th of this very month of November. If you did not have the opportunity of visiting your Apple Distributor during the Open Days World Apple 91, you now have another chance of finding out about and getting to know Apple's new Macintosh computer which we will be happy to show you and demonstrate personally at our stand in SIMO 91. With this

remittance we enclose a copy of our publication, Apple News, which contains some of the most relevant news about us as well as information on the MacWorld 92 fair which is to be held in Barcelona from February 12 to 15. This event will concentrate the most advanced solutions in hardware and software in the Apple range. It will also count on the presence of more than 100 firms supplying the most varied solutions and will occupy a space of more than 3,000 square meters at the exhibition center. Mac World Barcelona 92 will provide a unique opportunity to find out about the most important advances in personal microcomputers. And from the hand of Apple Computer, from its distributors and the firms supplying complementary solutions, you will be able to get to know and identify, in just one visit, the solutions which are most fitting to your individual needs. Through the Apple Distributors Network and the most prestigious magazines in the computer field, you will be able to obtain more information about this event and even make a formal pre-registration. If you are interested in Apple's solutions and you wish to be in touch with the most exciting novelties in our area, or if you just wish to be up to date with leading technology in personal computers, you cannot miss this date. Barcelona and its updated image will be hosting the greatest Apple event ever to take place in our country. We look forward to seeing you! Our most sincere greetings, J.C.

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