



# IRAAL

Cumann na Teangeolaíochta Feidhmi  
Irish Association for Applied Linguistics

## Public Lecture

# Application of cognitive pragmatics: Relevance theory and multi-modality

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Relevance Theory is a pragmatic theory proposed by Dan Sperber & Deirdre Wilson in the late 80s. It has since been developed to be one of the most influential theories in linguistics. The development of cross-media and multi-modal communication in recent years has led to the increasing interests in the relationship between human cognition and persuasive power. How can advertisers hijack consumers' interpretation process to alter their attitudes? How do TV producers manipulate viewers? How can cognitive pragmatics deal with meta-intentions in multi-modal communicative contents? This talk will address some answers to those questions & and discuss implications for theoretical development of relevance theory. This talk will be of particular interest to those working in the pragmatics, discourse studies and related interdisciplinary areas such as media communication and applied linguistics.

*Ryoko Sasamoto is a lecturer in Japanese-Asian Studies in the School of Applied Language and Intercultural Studies, Dublin City University. Prior to this, she worked for Manchester Metropolitan University. She has conducted research in the framework of Sperber & Wilson's Relevance Theory, with special interest in Viewer manipulation and higher-intention in communicative contents; persuasiveness and effectiveness in advertising; persuasive intention and effective communication systems in emergencies; and mixed-method approach to cognitive pragmatics and eye tracking.*

**Date:** 6<sup>th</sup> March 2013

**Time:** 7.30 pm

**Location:** Room C165, Henry Grattan Building, DCU



**School of Applied Language and Intercultural  
Studies (SALIS)**