

Basic Concepts, Applications, and Research Trends in Pragmatics แนวคิดพื้นฐาน การประยุกต์ใช้ และแนวโน้มการวิจัยด้านวัจนะปฏิบัติศาสตร์

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Abstract

The purpose of this research was to: 1) examine the situation of sexual abuse through cyberspace among lower secondary school students; 2) explore life skills concepts for preventing the risks of sexual abuse through cyberspace; and 3) develop a life skills program to enhance the competencies of lower secondary school students in preventing such risks. This study used an action research design. The research process consisted of five steps: 1) analysing the situation of sexual abuse through cyberspace among lower secondary school students; 2) reviewing the literature on life skills concepts for preventing such risks, based on secondary data; 3) designing and developing programs consistent with life skills concepts to strengthen students' competencies in prevention; 4) creating tools and a life skills program to prevent sexual abuse through cyberspace; and 5) evaluating the quality of the program by assessing its relevance and appropriateness with three experts. The findings showed that most victims of sexual abuse through cyberspace were aged 8–14, followed by those aged 15–17, under 8, and 18 years, respectively. Key concepts for prevention included competencies, life skills, sexual education, cyberspace, adolescent development, and learning theories. The life skills program developed for early adolescents took the form of structured activities designed to strengthen their ability to cope effectively with risks in the cyber world.

Keywords: Contextual Meaning, Macro-pragmatics, Meta-pragmatics, Micro-pragmatics, Pragmatics

บทคัดย่อ

บทความนี้มีวัตถุประสงค์หลักเพื่ออธิบายถึงความสำคัญของทฤษฎีวิจัยภาษาศาสตร์ โดยนำเสนอแนวคิดพื้นฐาน การประยุกต์ใช้ และแนวโน้มการวิจัยที่เกิดขึ้นในปัจจุบัน วัจนะปฎิบัติศาสตร์ในฐานะสาขาย่อยสำคัญของภาษาศาสตร์ มุ่งศึกษาความหมายเชิงบริบท ซึ่งแตกต่างจากสัทธศาสตร์ที่เน้นความหมายตามตัวอักษรหรือเชิงรูปแบบ บรรกรฐานจากผลงานของ Morris ในช่วงทศวรรษ 1930 วัจนะปฎิบัติศาสตร์ศึกษาความสัมพันธ์ระหว่างสัญญาณและผู้รับความ โดยครอบคลุมองค์ประกอบสำคัญ เช่น เดกซิส สมมติฐานล่วงหน้า อนุมานความหมาย และวัจนกรรม ภายในขอบเขตดังกล่าว แบ่งได้เป็น 3 สาขาย่อย ได้แก่ วัจนะปฎิบัติศาสตร์จุลภาค (Micro-pragmatics) ที่ศึกษาถึงในระดับถ้อยคำหรือถ้อยแต่งเฉพาะ วัจนะปฎิบัติศาสตร์รวมภาค (Macro-pragmatics) ที่พิจารณาการสื่อสารในกรอบทางวัฒนธรรมและสังคมที่กว้างขึ้น และวัจนะปฎิบัติศาสตร์อภิภาค (Meta-pragmatics) ที่ศึกษาการใช้ภาษาเพื่อบรรลุเป้าหมายทางสังคม บทความนี้ได้สังเคราะห์มุ่งมองของนักวิชาการสำคัญ ซึ่งต่างชี้ให้เห็นถึงบทบาทสำคัญของวัจนะปฎิบัติศาสตร์ในการทำความเข้าใจเจตนา ความเชื่อ และอารมณ์เมื่อทิชิพลต่อการสื่อสารอย่างไร นอกจากนี้จากการวิจัยทางทฤษฎี วัจนะปฎิบัติศาสตร์ยังมีคุณค่าที่สำคัญในทางปฎิบัติ ทั้งด้านการสื่อสาร การเรียนรู้ภาษาที่สอง การเสริมสร้างสมรรถนะการสื่อสารระหว่างวัฒนธรรม และการวิจัยทางภาษาศาสตร์ ประยุกต์ โดยแสดงให้เห็นว่าการตีความตามบริบทช่วยเพิ่มทั้งความเข้าใจและประสิทธิภาพในการสื่อสาร นอกจากนี้ แนวโน้มการวิจัยร่วมสมัยยังเน้นถึงบทบาทของวัจนะปฎิบัติศาสตร์ในการสื่อสารดิจิทัล ปัญญาประดิษฐ์ และปฎิสัมพันธ์ทางสังคมในระดับโลก ซึ่งบริบทและตัวบ่งชี้แห่งมีความสำคัญต่อการป้องกันความเข้าใจผิด กล่าวโดยสรุป บทความนี้ได้สนับสนุนฐานทางทฤษฎี การประยุกต์ใช้เชิงปฎิบัติ และทิศทางการวิจัยสมัยใหม่ เพื่อยืนยันว่า ทฤษฎีวิจัยภาษาศาสตร์เป็นกรอบการวิเคราะห์ที่ขาดไม่ได้ในการทำความเข้าใจภาษา ปฎิสัมพันธ์ทางสังคม และการสื่อสารทั้งในบริบทเดิมและบริบทที่เปลี่ยนแปลงในยุคปัจจุบัน

คำสำคัญ: ความหมายเชิงบริบท, วัจนะปฎิบัติศาสตร์, วัจนะปฎิบัติศาสตร์จุลภาค, วัจนะปฎิบัติศาสตร์รวมภาค, วัจนะปฎิบัติศาสตร์อภิภาค

Introduction

Pragmatics is a critical branch of linguistics which plunges into the meanings generated by the context, emphasizing how interpersonal and situational dynamics shape communication. Unlike semantics, which focuses on the inherent meaning of words and sentences, pragmatics aim to clarify the implicit meanings transmitted by the use of language in specific contexts. This study branch examines how various factors, such as the cultural context, the intention of speakers and the interpretation of the listener, can transform the meaning of a statement. As Huang (2014) claims, "the importance of the context cannot be overestimated in the quest to understand language; this is the key that unlocks the deeper meanings residing in our statements". This perspective underlines the vital role that the context plays in the transmission of meaning, suggesting that without a clear understanding of the surrounding circumstances, the planned message can remain obscured or misinterpreted.

Key Concepts

Birner (2025) offers a fundamental overview of pragmatics, posing that this area encompasses several key concepts, including speech acts, implications and presupposition, highlighting each various aspects of the way in which the context influences meaning. The theory of the act of discourse, for example, incorporates the intention behind a statement to the effect it has on the listener, illustrating the dynamic interaction between spoken words and their contextual environment. The concept of implication still illustrates this relationship by demonstrating how what remains said often has as much weight as explicit declarations. Consequently, the meaning in communication transcends simple words and encompasses the situational and social dimensions of discourse.

In addition, the examination of presuppositions reveals how speakers rely on shared knowledge and beliefs to effectively transmit messages. These hypotheses shape interactions by allowing communicators to omit relevant information, part based on the basic knowledge of the other to fill the gaps. As such, the study of pragmatics highlights the complexity and nuances involved in human communication, where the shared context plays an essential role in the transmission and interpretation of messages with precision.

In contemporary discourse, the importance of pragmatics extends far beyond linguistics and in various fields, ranging from artificial intelligence to intercultural communication. In an increasingly interconnected world, understanding the subtleties of pragmatic competence becomes essential for effective social interactions. Pragmatic researchers continuously explore how individuals sail in nuanced conversations, especially in various cultural contexts where meaning can vary considerably. By examining these dynamics, researchers can reveal communication models that promote better understanding and reduce potential communication errors.

In summary, pragmatics serves as an essential objective through which to explore the richness of communication in daily life, revealing how implicit meanings and contextual factors

shape linguistic interactions. As research in this area evolves, continuous examination of these concepts is crucial to promote competent communication, improve our understanding of social dynamics and approach real linguistics applications. Ideas from pragmatics not only enrich linguistic theory but also allow individuals to navigate effectively in the complexities of human interactions. Central for the study of pragmatics are several key concepts that illuminate the nuanced forms in which language is used in social contexts. Among these, the implication stands out as a critical aspect, since it allows speakers to transmit meaning indirectly. The theory of the implication of Grice (1975) significantly differentiates between what is said and what is understood, which suggests that effective communication often depends on the listener's ability to infer meanings not established based on contextual signals. This inferential process underlines the idea that language is not simply a system of fixed meanings but is deeply integrated in the context of its use. Leech (2016) improves this understanding through their courtesy maxims, which suggest that speakers often navigate social interactions by considering not only the literal content of their messages but also the relational implications of their expressions.

In addition, the concept of speech acts plays a vital role in pragmatics, framing communication as a set of actions that speakers perform through their statements. Austin's fundamental work (1962) on speech acts postulates what is not just about affirming facts; Rather, speakers carry out actions such as promising, questioning and commanding through their language. This perspective challenges the traditional vision of language as a direct vehicle for the exchange of information. Instead, the interactive dynamics of the conversation stand out, where the intention of the speaker and the interpretation of the listener are often at the forefront of the communicative process. The principles of Leech (2016) further classify these speech acts in direct and indirect forms, emphasizing how indirection can often serve to mitigate acts that threaten the face, thus maintaining social harmony.

Deixis, or the way in which anchor language means specific contexts such as the speaker, the listener and time, is another primary concept in the pragmatic. When examining expressions such as "here", "now" and personal pronouns, researchers reveal how meaning is inherently contextual and depends on participants in a conversation. The synthesis of Huang (2017) in the Oxford Pragmatic Manual elaborates on the dynamic nature of Deixis and its implications, illustrating how it relates to the perspective of the speaker and the spatial temporal context of the expression. This analysis is crucial to understanding how listeners build the meaning in real -time interactions, since they should often trust contextual clues to decipher the planned message.

Leech (2016) also introduces the notion of "cooperative principle", postulating that successful communication is based on the assumption that conversational partners generally aim to understand each other. This principle interacts intriguingly with the ideas of Huang (2017) about the conversational implication, where the motivations behind the choice of expressions of a speaker can reveal deeper social and pragmatic norms. The interaction of these concepts retains the multifaceted nature of human communication by putting in the foreground the importance

of the social context and relational norms in the configuration of linguistic interactions. As such, they provide a cohesive framework to analyze how individuals navigate the complexities of language in various communicative scenarios. This multi-layer approach for pragmatic finally reveals deeper ideas about the fabric of human interaction, which underlines the importance of these key concepts to understand linguistic and social dynamics. Pragmatic plays a crucial role in effective communication by emphasizing the importance of context, shared knowledge and implicit dimensions of language use. In their seminal work, Goodman and Frank (2016) articulate a framework for the interpretation of pragmatic language that underlines the probabilistic nature of linguistic interactions. This perspective postulates that communicative success depends not only on the literal meanings of words, but significantly on contextual signals and the inferential reasoning capabilities of the interlocutors.

Applications

Understanding pragmatics implies recognizing that language is not used in a vacuum; Rather, it operates within a matrix of social conventions and shared experiences. When people participate in communication, they navigate a landscape rich in inferred meanings, where the subtext often transmits so much, if not more, than the explicit content of expressions. For example, consider the phrase, "Can you pass the salt?" While literal interpretation is a question about the ability to pass salt, the pragmatic context reveals that it works as a polite application. This distinction illustrates how a shared understanding of social norms shapes the interpretation and suitability of expressions.

Goodman and Frank (2016) argue that language processing is inherently probabilistic, suggesting that speakers and listeners continually weigh the contextual probabilities of several interpretations based on their shared knowledge and experiences. This probabilistic approach highlights how conversational implications; additional meanings inferred to the context are critical to enrich the communicative act. For example, if someone is invited to a meeting and responds with a "I will not compromise", the pragmatic interpretation often leans towards an implicit decrease instead of an enthusiastic acceptance. Such nuances show that successful communication often implies negotiating the meaning beyond the mere translation of word by word.

In addition, pragmatic facilitates social interactions by providing a framework to understand courtesy, formality and conversational shifts. The ability to read between the lines fosters softer interactions, which allows participants to participate in more nuanced exchanges. This social dimension of pragmatics is particularly outstanding in intercultural conversations, where variations in pragmatic norms can lead to misunderstandings if they are not properly appreciated. Understanding these norms is essential for effective intercultural communication, since it allows people to sail for various social expectations and adapt their communicative style accordingly.

As communication becomes increasingly mediated by technology, the relevance of pragmatic continues to expand. In digital environments, where nonverbal signals often decrease,

the importance of pragmatic signals intensifies. Effective communication in such contexts requires greater awareness of how language works pragmatically to reduce ambiguity and improve clarity. For example, the use of emojis and other visual signals in text-based communication provides a way for the signaling of tone and intention, reinforcing the pragmatic interpretation of the messages.

Therefore, the importance of pragmatics in communication cannot be exaggerated. It offers essential information on dynamic interaction between language and context, promoting a deeper mutual understanding and facilitating the richness of human interactions. As Goodman and Frank (2016) clarify, recognizing the probabilistic essence of the use of language further enriches our understanding of pragmatic analysis, encouraging continuous exploration in how the context and shared knowledge shape our communicative landscape. The recognition of these factors supports the wide applicability of pragmatic in various fields, including linguistics, psychology, artificial intelligence and intercultural communication. Pragmatics extend their reach far beyond theoretical linguistics, finding crucial applications in various domains, such as education, artificial intelligence (AI) and social interactions. In the field of education, particularly in language learning, an understanding of pragmatics plays a key role in the acquisition of second language (SLA). Taguchi and Roever (2020) outlined the branches of poorly pragmatic misunderstandings, emphasizing that students usually face significant challenges in engaging in social interactions due to the lack of pragmatic competence. For example, foreign language students may interpret badly idioms, indirect requests or culturally specific clues, resulting in communication breaks. These pragmatic deficits can undermine student confidence and engagement, making their linguistic development difficult. This observation is imperative, as it emphasizes the need to integrate pragmatic instructions into language curricula to promote not only grammatical proficiency, but also effective communication skills.

In addition to educational contexts, pragmatics has profound implications for the development of artificial intelligence. As AI systems become increasingly sophisticated, the ability to understand and generate language in a different way is critical. Pragmatic considerations inform the design of natural language processing algorithms and conversation agents, allowing them to interpret the context, intend meaning and respond properly to the user inputs. Effective AI communication requires not only lexical and syntactic accuracy, but also an understanding of the social dimensions of language use. For example, a pragmatic approach allows AI systems to discern when a user is being sarcastic or when a request is motivated by politeness rather than a direct demand essential to create more human interactions.

Moreover, social interactions themselves are deeply influenced by pragmatic principles. The ideas provided by Culpeper, Mackey, and Taguchi (2018). About theory and research in bridge in second-language pragmatics reveal how pragmatic knowledge can promote smoother social exchanges and cultural understanding. His work highlights the importance of contextual factors, including power dynamics and social roles, in the formation of communicative intent and interpretation. By applying these ideas, educators and professionals can create strategies

that not only aim at the form of language but also situate the use of language in its social context. Facilitate metapragmatic consciousness - an understanding of how language functions in social contexts - can promote intercultural communication and reduce misunderstandings in various environments.

The growing interest in pragmatics also talks about their emerging trends in research, encapsulating a wide variety of interdisciplinary studies that require a deeper exploration of practical applications. From the growing recognition of pragmatic markers in academic writing to the role of politeness strategies in communication in the workplace, current research trends emphasize the dynamic nature of language in action. This focused focus on real -world applicability is further cemented pragmatic as an essential lens through which communication, social interactions and linguistic understanding can be analyzed, appreciated and enhanced. The interaction between pragmatic competence and social fluency remains a vital area of research, promising to produce particularly relevant ideas in our increasingly interconnected and multicultural world. The emerging research trends in pragmatic have taken on a new meaning, in particular in light of rapid progress in digital communication. The pervasive use of technology, such as social media platforms, instant messaging and virtual communication tools, has substantially modified the panorama of human interaction. This transformation led researchers to examine the pragmatic shades of these new forms of communication in ways that were less relevant in traditional contexts. As highlighted by Dahlan, Gaib, and Aba (2023), their bibliometric study reveals a growing academic interest in the pragmatic phenomena associated with digital communication, indicating a profound change in the way in which linguists and social scientists approach the study of language in use.

Research Trends in Pragmatics

Digital communication, with its fluid and multifaceted environments, has amplified the relevance of pragmatics – specifically, how we interpret language within a given context. Indeed, O'Keeffe, Clancy, and Adolphs (2019) point to the need for frameworks that can account for how digital interactions diverge from face-to-face kind, think emojis or the lack of physical presence. It's interesting to see how recent studies also shine a light on the interdisciplinary nature of pragmatics, pulling in ideas from fields like sociology, psychology, and even communication studies. Language evolves in socio-digital environments, and Dahlan, Gaib, and Aba (2023) note how online identities, in particular, end up shaping communicative behaviors. Beyond that, there's an increasing focus in pragmatic research on ethical implications and power dynamics that play out in digital spaces, especially as anonymity changes what we consider normal in conversations. A broader vision of pragmatics, as argued by O'Keeffe, Clancy, and Adolphs (2019), should embrace ethical dimensions. They stress how digital tools can drive inclusion, or exclusion for that matter – and these are definitely issues that connect to broader discussions surrounding digital literacy and our communicative responsibilities.

As the research advances, there is also a growing emphasis on the study of pragmatics

within specific demographic data and cultural contexts, in particular when digital communication becomes more global. The implications of linguistic variation, including the dialectal differences and cultural shade observed in online interactions, constitute a rich field of investigation that connects pragmatic to identity and dynamics of power. The work of Dahlan, Gaib, and Aba (2023) highlights the importance of building a more inclusive pragmatic framework that explains different linguistic experiences in digital contexts, facilitating a better understanding in various communication landscapes.

In summary, the pragmatic field is undergoing a paradigm shift fueled by the evolution nature of communication. Emerging tendencies that focus on digital interactions are remodeling the fundamental principles of pragmatic research, exhorting scholars to reconsider the old -date notions of context, identity and ethical responsibility in communication. As the implications for pragmatic understanding become increasingly complex, the need for innovative research paintings becomes increasingly urgent, ensuring that the study of pragmatics remains pertinent and reactive to the dynamism of human language and social behavior in the digital era., Pragmatics, the study of language in context, is fundamental to shape social interactions, mainly because these encounters are deeply rooted in the cultural and emotional dimensions. The expression of meaning in communication goes beyond the mere use of words; This implies an understanding of intentions, implications and social clues that usually range from different cultural landscapes. Taguchi and Ishihara (2018) provide valuable information about this by exploiting English pragmatics as a franca language (ELF). His research emphasizes that as English evolves into a common means of communication between speakers of various linguistic origins, pragmatic consciousness becomes fundamental to successful interaction. Individuals involving the ELF should navigate a wide variety of cultural norms and practices that dictate how messages are built, perceived and responded to in various social contexts.

In addition, Taguchi and Ishihara argue that understanding ELF pragmatics facilitates smoother global communication, as it allows interlocutors to fill the gaps caused by linguistic and cultural differences. For example, pragmatic failures-such as misunderstanding arising from different politeness strategies or the use of ambiguous expressions-may interrupt communication and lead to undesirable social results. By cultivating a pragmatic competence that includes sensitivity to the nuances of various cultures, speakers can negotiate meaning more effectively and promote mutual understanding, thus increasing social cohesion in transcultural exchanges.

The emotional dimensions of communication are also fundamental in the study of pragmatics in social interactions. As highlighted in the research of Taguchi and Ishihara, emotional tones and contextual clues can significantly influence how messages are interpreted. In the context of the ELF, speakers must be in tune with these emotional signs, which can manifest themselves differently between cultures, to effectively navigate complex social scenarios. For example, the way mood is expressed can differ a lot from one culture to another, and a failure to recognize these subtleties can lead to social errors. Therefore, an appreciation of pragmatics is not just about linguistic proficiency; It is fundamentally about the development of empathy and

understanding of others in social interactions.

Emerging trends in pragmatic research further highlight their importance in social interactions, as scholars are increasingly examining how technology influences the dynamics of communication in today's interconnected world. The rise of digital communication platforms, such as social media and instant messages, presents new challenges and opportunities for pragmatic understanding. Researchers are beginning to analyze how emoticons, GIFs and other digital clues serve as pragmatic markers that help express intentions and emotions in a text based on text, revealing the evolutionary nature of social interactions in the contemporary landscape.

In short, pragmatics is essential to shape social interactions, particularly in multicultural environments, where English serves as a frank language. The research by Taguchi and Ishihara (2018) shows the need to understand the cultural and emotional dimensions of communication to promote effective interactions. As the pragmatic field continues to evolve, it remains crucial for individuals to develop the skills needed to navigate the complexities of global communication, finally increasing mutual understanding and social cohesion in an increasingly diverse world. The exploration of pragmatic competition requires a robust methodological framework that covers qualitative and quantitative analysis. Qualitative approaches often allow researchers to deepen the nuances of communication behaviors, focusing on the context and subtleties of language use. This is particularly evident in the conversation analysis, which has presented critical information on the structure of the interactions, revealing how speakers navigate for social norms and implicit meanings through discourse. Qualitative methods also facilitate case studies that illustrate real world applications, providing rich stories of pragmatic strategies used in various contexts, from daily conversations to institutional dialogues.

On the contrary, quantitative research methodologies allow the measurement of pragmatic phenomena in larger populations, which gives generalization to findings. Laughlin, Wain, and Schmidgall (2015) recommend integrating systematic observation studies with psycholinguistic experiments to operationalize pragmatic competition effectively. These methods allow researchers to quantify components such as deixis, involvement and speech act in a more structured way. Experimental designs can manipulate variables to evaluate the processing and understanding of language, revealing how the context and shared knowledge influence pragmatic interpretations.

As the components of Litosseliti (2024), a comprehensive general vision of linguistic research methods must recognize the interaction between the subjective experience of language use and its empirical analysis. The research of mixed methods has become a convincing approach within pragmatic, allowing triangular academics to qualitative ideas with quantitative data. When using surveys together with detailed interviews, for example, researchers can capture both the statistical prevalence of certain pragmatic strategies and the dyed individual experiences that inform them. This integrating framework not only improves the validity of the findings, but also expands the scope of research, which allows a more holistic understanding of pragmatic competition in communication.

Emerging technologies have further revolutionized methodological approaches in pragmatic, particularly through the advent of corpus linguistics and networks. The use of large-language Corpus facilitates the examination of language in naturalistic environments, which allows identifying patterns and trends in pragmatic use at scale. For example, pragmatic researchers can analyze conversation turns into online forums or social media platforms, illuminating how digital communication reforms traditional linguistic norms and pragmatic strategies. This is aligned with the current discourse on the impact of technology on social interactions, which suggests that the nature of pragmatic commitment is evolving along with the platforms we use.

In addition, interdisciplinary collaborations emphasize more and more within pragmatic research. The combination of ideas of psychology, sociology and anthropology enriches the understanding of communicative behavior and its sociocultural implications. The inflation of pragmatic research in fields such as artificial intelligence and cognitive science is revolutionizing the way we conceptualize communication, pushing the limits of traditional pragmatics. For example, researchers are investigating how AI systems can be designed to recognize and respond to pragmatic signals, which not only improves user interaction with technology, but also reflects our understanding of human cognition and social behavior.

Conclusion

Pragmatics now benefits from a range of research methods: qualitative insights, quantitative data, mixed methods design, and technologically advanced tools. All of this helps it tackle the intricacies of communication and social interaction. The role of context in shaping meaning is highlighted by these various approaches, and concepts like speech acts, implicature, and presupposition are crucial across fields as different as education and AI. Empirical studies, for instance those noted by Culpeper and Gillings (2019), also highlight the integration of corpus linguistics alongside discourse analysis. The aim is to properly capture the nuances of meaning in actual everyday contexts. What's more, technological advances emphasize the significance of pragmatic theories for natural language processing (NLP). According to Longo, Goebel, Lecue, Kieseberg, and Holzinger (2020) contextual modeling is particularly important, and Khurana, Koli, Khatter, and Singh (2023) demonstrate that NLP systems, when they're informed by pragmatic understanding, can foster interactions that are more sophisticated – almost human. Ultimately, pragmatics does enrich linguistic knowledge, and it also holds vital implications for technologies designed to mimic human interaction. For pragmatics to remain both dynamic and essential in our interconnected world, future research really must continue to effectively bridge theoretical models and actual practical applications.

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