

Some ASI approaches

	Focus of analysis	Analysis tools and concepts	Type of data	Data collection methods	Quantity of data typically used for analysis	Importance of context	Etic or emic perspective	Functional or structural perspective
Speech acts	How utterances can be categorised as questions, requests, etc.	Principle of expressibility; 5 classes of speech acts; locutionary, illocutionary, perlocutionary acts	Often concocted sentences	Sentences are often written to illustrate a point	Single utterances	Not emphasised	Etic	Functional
Gricean pragmatics	How people understand each other and make themselves understood.	Speaker meaning, Grice's maxims	Often concocted sentences	Sentences are often written to illustrate a point	Usually applied to single utterances or short exchanges	Relevant aspect(s) invoked for explanatory purposes	Etic	Functional
Ethnography of communication	What a person needs to know in order to communicate in a particular culture	SPEAKING model; speech situations, events, acts	Naturally occurring talk and other forms of communication	Introspection, participant observation, observation, interviewing, ethnosemantics, ethnomethodology, conversation analysis, philology	Large amounts of data from many sources	All the details of the context (e.g., setting, key, artefacts, and participants) are important.	Both emic and etic	Functional
Interactional sociolinguistics	How interaction is socially and linguistically constructed	Contextualisation cues, contextual presupposition, situational inference	Naturally occurring talk.	Audio/video recording	Single speech events	Context is the key to understanding meaning	Both emic and etic	Functional
Conversation analysis	How turn-taking sequences are constructed in talk-in-interaction	Adjacency pairs, TRPs, insertion sequences, preference, repair	Naturally occurring talk.	Audio/video recording	Single speech events	Not emphasized. Only aspects of context that can be retrieved from the data are considered.	Etic in the sense that little attention is paid to context, emic in that analysis generally uses only the data available to the participants	Structural