

# INTERCULTURAL PRAGMATICS

MOUTON DE GRUYTER a division of Walter de Gruyter GmbH. & Co. KG

## Rate card No. 2 /2009

**Size:** 225 mm x 148 mm

**Full page:** 176 mm x 109 mm **600 Euro**

**Half page:** 85 mm x 109 mm **350 Euro**

**Price:** on request  
Publisher`s discount 10%  
Agency commission 15%

**Inserts:** quotations on request

**Printing:** offset (no colour printing)

**Reproduction requirements:**

PDF-Files directly:

**AZ Druck und Datentechnik GmbH**

ISDN: + 49 (831) 206-473 Leonardo

e-mail: [degruyter@az-druck.de](mailto:degruyter@az-druck.de)

disk/CD-ROM: AZ Druck und Datentechnik GmbH  
Heisinger Straße 16, D-87437 Kempten (Allgäu)  
Tel.: 0831 / 206 - 185  
Fax.: 0831 / 206 - 369

**Frequency:** 4 issues per volume

**Deadline:** two months prior to the month of publication

**Method of Payment:**

Net payment should be made within 30 days from date of invoice.

Prices are given in Euro (€); other currencies will be accepted subject to current exchange rates.

Bankers: Postbank Berlin, Acct. no. 103 07-108, Bank code 100 100 10

Berliner Bank AG, Berlin, Acct. no. 32 07523 500, Bank Code 100 200 00

Payment may also be made by cheque or the following credit cards:

American Express\*, MasterCard (Acces), Visa, Eurocard (\*not applicable for North America)

If paying by cheque please add €5,- to cover bank charges.

**Conditions:**

1. The publisher reserves the right to refuse or cancel any advertisement at any time.
2. The publisher will not be liable for loss or damage occasioned by failure of an advertisement to appear or by incorrect appearance.
3. All costs incurred in sending copy for publication and for typesetting or alterations arising from failure to comply with technical requirements will be charged to the advertiser.

# INTERCULTURAL PRAGMATICS

**Editor-in-Chief:** ISTVAN KECSKES

The goal of the journal is to promote the understanding of intercultural competence by focusing on theoretical and applied pragmatics research that involves more than one language. Pragmatics is considered a perspective on language and communication rather than the study of a particular aspect of language. "Intercultural" further extends this viewpoint to language use and communication in which more than one culture is represented. The intercultural pragmatics perspective is not only relevant to each line of research within pragmatics but also extends to several other disciplines such as anthropology, theoretical and applied linguistics, psychology, communication, sociolinguistics, second language acquisition, and bi- and multilingualism. The journal makes a special effort to cross disciplinary boundaries and be a forum for researchers who address major issues in intercultural pragmatics and look for new techniques, tools and methods to investigate human languages and communication and better understand the role of pragmatic competence in language acquisition and cross-cultural interaction. The editors, editorial board members and the publisher are all committed to produce a journal that is non-mainstream, intriguing, and open to new ideas.

The journal is especially interested in featuring articles and research papers that

- explore the implications of pragmatics research for theoretical developments and practical applications in the fields of second language acquisition and intercultural communication,
- analyze the ways in which language is both shaped by culture and is the medium through which culture is created,
- discuss language use and gender differences in the context of cross-cultural interaction,
- describe the meaning and implications of interculturality and analyze the reasons for cross-cultural misunderstandings,
- study the nature of interaction between native speakers and nonnative speakers and bi- and multilinguals,
- investigate the effect of dual language and multilingual systems on the development and use of pragmatic skills,
- examine the teachability and learnability of pragmatic skills in instructional environments.

**Distribution:** worldwide

**Of Interest to:** Researchers and Libraries focusing on Pragmatics, Applied Linguistics, Sociolinguistics, Cognitive Linguistics, and Second Language Acquisition

## **Main office**

Walter de Gruyter GmbH & Co. KG.

Attn. Ms. Dietlind Makswitat

P.O. Box 30 24 21

10728 Berlin Federal Republic of Germany

Phone: 49 (030) 260 05-131; Fax: 49 (030) 260 05-322

e-mail: <mailto:anzeigen@degruyter.com>