**Meaning as action**

Context of situation, context of culture   
Structures of expectation  
Contextualization cues, situated inferences  
**Pragmatic Coherence**

Coherence is not given in speakers' utterances, it is created in the minds of speakers and hearers by the inferences they make based on the words they hear.  
non verbal signs  
- our body language plus the tone, pitch, and pacing of our voice  
paraverbal signs.

- how you say the words  
verbal signs  
- the words we choose  
In the beginning was the word....  
Meaning is not in words, but in the actions  
Meaning is never achieved once and for all, must be conquered  
Cultural meaning is created through actions and interactions of speakers in social contexts.  
Meaning is created not only through what speakers say to another, but through what they do with words in order to respond to their invironment.  
Thus, whereas semantic cohesion relates word to word, paragmatic coherence relates speaker to speaker within the larger culutural context of comunication.  
Examples:  
The co-operative principle:  
People generally thinks that her interlocutor says is...  
Relevant to the topic at hand;  
Her message will be clear and understable   
Under normal cirscumstances she will not state something she doesn't believe to be true.  
Participants' roles and the co-construction of culture  
Speakers from different cultural backgrounds may have different interpretations of what it means to be true, relevant brief or clear regard to conversations. May have different definitions of speech acitivity itself.  
Dialogue:  
A) Spanish speaker: Está ocupado?  
B) Portuguese speaker: Como?  
A) O lugar, está ocupado? (apontando para a cadeira.