



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF ARTS AND SOCIAL SCIENCES**

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: ENG 432**

**COURSE TITLE: PRAGMATICS**

**TIME ALLOWED: 2HRS**

**INSTRUCTIONS: ANSWER THREE (3) QUESTIONS IN ALL.  
QUESTION FIVE (5) IS COMPULSORY.**

1. Write short notes with examples on any **two(2)** of the following:
  - a. Semantics versus Pragmatics
  - b. Utterance meaning versus Sentence meaning
  - c. Reference versus Inference
2. Identify the pragmatic function of the underlined word in the following:
  - a. FCMB-Because you deserve it (advert)
  - b. Etisalat-now you're talking (advert)Identify the presuppositions in the following:
  - c. The man started thinking of getting married after he got a good job
  - d. The pilot managed to land the faulty airplane safely on ground
3.
  - a. Evaluate the adequacy of the addressee's response to the request in the dialogue below based on Grice's conversational maxims.  
Student (speaker): Good morning, sir. I have come to see you.  
Lecturer (Addressee): I am coming (The lecturer is on his way out of his office)
  - b. State and explain the implicature and explicature of the response.
4. Imagine you are in a bank to withdraw some money and two people walk up to you one after the other. The first one says:  
Sweetheart, can I use your pen?  
And the second one says  
Please ma, let me use your pen.
  - a. Mention 2 factors that determine the politeness strategies used by the two speakers.

- b. Based on these factors, what assumptions would you make if you were addressed in these two ways?
5. a. Identify and explain the locutionary, illocutionary and perlocutionary acts associated with MTN's advertising slogan, '*I don't port*'.
- b. Based on Searle's (1976) classification, what type of act is it?