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## **On Discursive Self-Actualization of Communication Participants in Light of Sociolinguistic Pragmatics and Interpersonal Rhetoric**

**Abstract:** This paper aims at answering the question how human individuals actualize themselves discursively through the participation in communicative interactions. For that reason, it applies the distinctions borrowed from linguistic pragmatics and socio-pragmatics of human communication, while confronting and clarifying the three action-related concepts, such as practiciness, pragmatism, and pragmatics. The author argues that pragmatics can only investigate the cultural conditionings of communication acts and the empirically observable interpersonal relationships between communication participants, resulting from their social roles. But it cannot probe into the real nature of communicative intentions as well as mental endowments of human individuals. Hence, as she maintains, what is applicable in the investigative domain of speech communication are solely the principles, rules and maxims of interpersonal rhetoric which are accessible predominantly in dyadic and small-groups and to a lesser degree in public and mass communication. The paper ends with a postulate to extend the framework of linguistic pragmatics with such methodological tools that might be helpful in researching the questions of the universal qualities of human nature and the diversity of worldviews resultant from multilingualism and multiculturalism.

**Keywords:** human communication, interpersonal rhetoric, social pragmatics, self-actualization, dialogical relationships