
Sarcasm Socially Contextualized: How Socio-indexical Information Modulates the Evaluation of Pragmatic Behavior

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Abstract

The current project explores how distinct social identities - embodied in the contrast between a Nerdy vs. non-Nerdy persona - differentially shape the social evaluation of speakers making sarcastic utterances. By using an experimental paradigm that tests the social perception of pragmatic moves against a rich backdrop of visually cued speaker information, this study will allow us to examine how sociolinguistic and pragmatic cues jointly modulate the social evaluation of conversational agents; it'll thus afford the opportunity of better understanding how comprehenders resort to pragmatic reasoning to draw social inferences about the interlocutor.

Keywords: social evaluation, sarcasm, sociopragmatics

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