

# MULTIPLE GOALS IN DISCOURSE: AN OVERVIEW OF ISSUES

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**Abstract** Understanding communicative action requires bridging two worlds: the world of social actors with the purposes, concerns, and 'goals' that motivate their actions, and the world of discourse in which everyday actors' goals are expressed and inferred. This paper overviews two distinct approaches to building that bridge, discourse studies and communicative goal studies, highlighting the strengths and limitations of each approach. In addition, we overview each of the papers in the volume showing how each contributes to and extends one approach while raising challenges to the other.

In the spring of 1988 Temple University held its annual Discourse Analysis Conference, on the issue of 'Multiple Goals in Face-to-Face Interaction'. In response to a call for papers outlining a set of motivating questions, scholars from an array of disciplinary backgrounds submitted and subsequently presented topically relevant work. The conference theme had apparently tapped ongoing concerns of a diversity of researchers. The questions and assumptions central to the conference — how discourse and goals were, and should be linked; that communicators often, if not always, had more than one purpose — implicitly undergird many specific issues in the study of face-to-face communication. All participants recognised the centrality of these concerns but what became apparent during conference dialogue were the *differences* in the way these concerns were being addressed. Conference attenders problematised or took-for-granted different issues, asked fundamentally different questions, and disagreed about the desired end-goals of research. As a consequence of these differences, there were many heated exchanges, some of which were notable only for their heat, but many of which produced light as well: illuminating issues, generating new definitions, suggesting better starting assumptions.

0261-927X/90/01 0001-13 \$02.50/0  
JOURNAL OF LANGUAGE AND SOCIAL PSYCHOLOGY

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Vol. 9, Nos 1-2, 1990

# Multiple Goals In Discourse

**Christian Drosten**



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## **Table of Contents Multiple Goals In Discourse**

1. Understanding the eBook Multiple Goals In Discourse
  - The Rise of Digital Reading Multiple Goals In Discourse
  - Advantages of eBooks Over Traditional Books
2. Identifying Multiple Goals In Discourse
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Multiple Goals In Discourse
  - User-Friendly Interface
4. Exploring eBook Recommendations from Multiple Goals In Discourse
  - Personalized Recommendations
  - Multiple Goals In Discourse User Reviews and Ratings
  - Multiple Goals In Discourse and Bestseller Lists
5. Accessing Multiple Goals In Discourse Free and Paid eBooks

- Multiple Goals In Discourse Public Domain eBooks
  - Multiple Goals In Discourse eBook Subscription Services
  - Multiple Goals In Discourse Budget-Friendly Options
6. Navigating Multiple Goals In Discourse eBook Formats
    - ePub, PDF, MOBI, and More
    - Multiple Goals In Discourse Compatibility with Devices
    - Multiple Goals In Discourse Enhanced eBook Features
  7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Multiple Goals In Discourse
    - Highlighting and Note-Taking Multiple Goals In Discourse
    - Interactive Elements Multiple Goals In Discourse
  8. Staying Engaged with Multiple Goals In Discourse
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Multiple Goals In Discourse
  9. Balancing eBooks and Physical Books Multiple Goals In Discourse
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Multiple Goals In Discourse
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Multiple Goals In Discourse
    - Setting Reading Goals Multiple Goals In Discourse
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Multiple Goals In Discourse
    - Fact-Checking eBook Content of Multiple Goals In Discourse
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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