



"Esos cocos parecen unos limones": estrategias discursivas de regateo usadas en el Mercado de Santa Rita (Cartagena) [

Universidad Pedagógica y Tecnológica de Colombia,
2013

text (article)

Analítica

As language speakers, we participate in diverse communicative situations in order to achieve certain purposes. For instance, to win someone's heart, to obtain parents' permission to go out, orto bargain a product in a store or marketplace in order to purchase it at a lower cost. The latter situation, bargaining, is one of the most usual in Cartagena. This situation was evident throughout an ethnographic observation made at Santa Rita Marketplace. As part of a qualitative research study, dealing with sociolinguistics and discourse analysis, this technique allowed us to discover that customers and sellers of Santa Rita market discussed theprice of products in a verbal duel, their tools being discursive strategies

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Título: "Esos cocos parecen unos limones": estrategias discursivas de regateo usadas en el Mercado de Santa Rita (Cartagena) electronic resource]

Editorial: Universidad Pedagógica y Tecnológica de Colombia 2013

Tipo Audiovisual: regateo duelo verbal estrategia discursiva contrato discursivo bargaining verbal duel discursive strategy discursive engagement

Documento fuente: Cuadernos de Lingüística Hispánica, ISSN 0121-053X, N°. 21, 2013, pags. 41-54

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Cuadernos de Lingüística Hispánica, ISSN 0121-053X, N°. 21, 2013, pags. 41-54

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