



INTEGRATING CROSS-CULTURAL PRAGMATICS INTO TEACHER DEVELOPMENT: BUILDING PRAGMATIC COMPETENCE IN A GLOBALIZED ELF ENVIRONMENT

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Abstract: This study explores the integration of cross-cultural pragmatics into teacher development programs, focusing on English as a Lingua Franca (ELF) environments. The purpose is to understand how pragmatic competence can be effectively incorporated into teacher training to enhance ELF communication. Given the growing importance of ELF in global communication, this research aims to address the gap in existing teacher development programs, which often overlook pragmatic competence in favor of linguistic accuracy. A qualitative literature review methodology was employed, synthesizing existing research to identify key themes, challenges, strategies, and theoretical frameworks related to the integration of pragmatics into teacher development. The analysis highlighted explicit instruction, role-playing, and collaborative learning as the most frequently reported and effective strategies for teaching pragmatics. However, challenges such as a lack of resources, subjectivity in teaching, and resistance to change were also identified as significant barriers to successful implementation. The study underscores the importance of integrating sociocultural theory and interlanguage pragmatics (ILP) as foundational frameworks in teacher training. These findings contribute to the literature by providing a comprehensive overview of the strategies and challenges involved in teaching pragmatics in ELF contexts. The research emphasizes the need for more targeted resources and professional development opportunities. Future research should focus on exploring the long-term impact of pragmatic instruction and refining the strategies identified in this study to address the barriers faced by educators.

Keywords: cross-cultural pragmatics, ELF, interlanguage pragmatics, pragmatic competence, teacher development



INTRODUCTION:

In today's increasingly globalized world, English serves as a lingua franca (ELF) for communication among speakers from diverse linguistic and cultural backgrounds. As a result, English language teaching (ELT) programs are gradually shifting focus from traditional norms of native-speaker proficiency to a more inclusive model that addresses pragmatic competence in ELF contexts [1]. Pragmatic competence the ability to use language effectively and appropriately in various social situations has become a central concern in ELT [2]. However, while much research has focused on the role of pragmatics in language acquisition, there remains a significant gap in understanding how cross-cultural pragmatic competence can be effectively integrated into teacher development programs, particularly in ELF environments.

Existing literature has predominantly examined pragmatics from the perspective of language learners, exploring how they acquire and apply pragmatic skills in communication. However, less attention has been given to how teachers are trained to impart these skills and navigate cross-cultural communication in the classroom (Taguchi, 2022). This oversight is particularly important in ELF contexts, where English is used as a medium of communication among speakers from diverse linguistic and cultural backgrounds. Teachers are often unprepared to address the complex pragmatic needs of their students, as many teacher training programs still prioritize grammatical accuracy and vocabulary over pragmatic and intercultural communication skills [4]. Thus, understanding how to integrate cross-cultural pragmatics into teacher development is crucial for ensuring that teachers are equipped to help their students communicate effectively in global ELF settings.

A review of the literature reveals a growing recognition of the importance of pragmatic competence in language education. Studies have demonstrated that effective communication in ELF relies not only on linguistic accuracy but also on an understanding of cultural norms, social expectations, and the ability to adapt language use to diverse contexts. Yet, the integration of these concepts into teacher training remains underexplored. While some studies have highlighted the need for pragmatic instruction in language education, many programs still lack systematic approaches to developing teachers' cross-cultural pragmatic skills. This gap in teacher development is particularly pronounced in countries where English is taught as a foreign language, and where pragmatic competence is often treated as a secondary concern in the curriculum.

The purpose of this literature review is to synthesize existing research on the integration of cross-cultural pragmatics in teacher development, particularly in ELF contexts. By analyzing studies



on language teaching, teacher education, and cross-cultural communication, this review will highlight key trends, challenges, and effective strategies for fostering pragmatic competence among language teachers. The review will also explore the theoretical foundations of cross-cultural pragmatics and examine how these theories have been applied in teacher training programs. In doing so, the review aims to provide a comprehensive understanding of the current state of research and practice in this area, while identifying gaps that require further investigation.

The primary focus of this review is to identify the approaches that have been most successful in integrating pragmatic competence into teacher development programs. By examining case studies, curricular frameworks, and instructional practices, this review will offer insights into how teacher training can better equip educators to address the pragmatic challenges that arise in ELF interactions. Furthermore, this review will evaluate the implications of these findings for the future development of teacher training programs, particularly in non-native English-speaking contexts.

This literature review aims to contribute to the growing body of research on cross-cultural pragmatics and teacher development by synthesizing the findings of previous studies and identifying new directions for future research. Through a critical analysis of the literature, this review will offer practical recommendations for enhancing teacher training programs and ensuring that teachers are prepared to help their students navigate the complexities of ELF communication.

LITERATURE REVIEW AND METHODOLOGY:

The Role of Pragmatics in ELF Communication

Pragmatics plays a critical role in ELF communication, where speakers from diverse cultural and linguistic backgrounds

use English as a common medium to convey meaning. Unlike native English varieties, ELF is characterized by flexibility and mutual intelligibility, allowing speakers to adapt their language use based on shared social and contextual factors rather than strictly adhering to native-speaker norms [5]. The dynamic nature of ELF interactions underscores the necessity of pragmatic competence, which allows speakers to navigate various sociocultural contexts by adjusting their communication style. Pragmatic competence, therefore, encompasses more than just linguistic proficiency; it requires an awareness of social roles, politeness strategies, and intercultural understanding that are essential for effective communication.



Studies indicate that ELF interactions are often collaborative, with speakers negotiating meaning and clarifying misunderstandings in real-time. Research on ELF has shown that speakers prioritize communication success over perfect grammar or native-like pronunciation, making adaptability and flexibility key components of pragmatic competence. In ELF settings, speakers frequently utilize strategies such as paraphrasing, code-switching, and simplification to ensure mutual understanding. This highlights the growing importance of pragmatics in ELF communication, as effective speakers must be able to manage these linguistic resources to facilitate cross-cultural communication and create meaningful interactions with interlocutors from varied cultural backgrounds [6].

Pragmatic Competence in Teacher Development

Pragmatic competence is not only crucial for language learners but also for teachers who are responsible for guiding their students through the complexities of communication in ELF settings. Despite the importance of pragmatic skills, research shows that many teacher development programs focus primarily on linguistic proficiency and overlook the teaching of pragmatics [7]. This gap is problematic, as teachers who are not equipped with the knowledge and skills to teach pragmatics may struggle to support their students in developing the necessary competencies for real-world ELF communication. Furthermore, without a clear understanding of cross-cultural pragmatics, teachers may unintentionally perpetuate native-speaker norms as the standard for language use, ignoring the diverse communicative needs of ELF speakers.

Several studies have highlighted that teachers often feel unprepared to teach pragmatics due to a lack of training in this area [8]. Teachers frequently report that their own teacher training did not adequately cover how to address pragmatic issues such as politeness, indirectness, or negotiation of meaning in diverse contexts [9]. As a result, many teachers rely on informal strategies and personal experiences to navigate teaching pragmatics in their classrooms. This situation emphasizes the need for explicit integration of pragmatic training in teacher development programs to equip educators with the necessary tools to foster pragmatic competence among their students.

Challenges in Integrating Pragmatics into Teacher Development Programs

One of the main challenges in integrating pragmatics into teacher development programs is the perceived complexity and subjectivity of the subject. Pragmatics often involves context-dependent language use, and the rules governing politeness, indirectness, and speech acts can



vary significantly across cultures (Taguchi, 2022). This variability makes it difficult to design standardized teaching approaches that apply universally. As a result, teachers may feel uncertain about how to teach these nuanced aspects of language use effectively. Additionally, pragmatic knowledge is often implicit, meaning that it is typically acquired through exposure and experience rather than through explicit instruction. This further complicates its inclusion in structured teacher development programs, as teachers must be trained not only to recognize pragmatic issues but also to help students develop these skills through targeted instruction.

Another challenge is the lack of empirical research that offers clear guidelines on how to teach pragmatics effectively in the classroom [11]. Most studies on pragmatics focus on theoretical aspects of cross-cultural communication or language learners' pragmatic development, rather than providing concrete methods for teacher training. This gap in the literature means that many teachers are left to navigate the teaching of pragmatics based on intuition or limited resources. Furthermore, resistance to change from educators who prioritize grammar instruction over pragmatic awareness may hinder the integration of pragmatic training in teacher development programs. Teachers who have not received adequate training in pragmatics may also struggle to recognize the relevance of this competence in their classrooms, especially in contexts where communicative success is often judged by grammar and vocabulary proficiency.

Successful Approaches to Teaching Pragmatics in Teacher Development

Despite the challenges, some promising approaches have been identified in the literature for successfully integrating pragmatic competence into teacher development. One of the most effective strategies is explicit instruction, which involves teaching the rules and strategies of cross-cultural communication directly to teachers [12]. This approach includes the use of teaching materials that highlight pragmatic features, such as politeness strategies, speech act functions, and culturally specific communication styles. By providing teachers with clear examples and explicit guidelines, teacher development programs can ensure that teachers are aware of the various pragmatic issues their students may encounter in ELF settings. In addition, role-playing and simulation activities that mimic real-world ELF interactions have been shown to be effective in helping teachers develop practical skills for teaching pragmatics [13].

Another promising approach is collaborative learning within teacher development programs. Teachers can work together in groups to analyze case studies, reflect on their teaching practices, and share experiences related to teaching pragmatics. This collaborative environment encourages teachers to discuss and debate various strategies for handling pragmatic challenges in ELF



settings, which helps build a shared understanding of how to navigate intercultural communication effectively [14]. Furthermore, incorporating teacher reflection into training programs encourages educators to evaluate their own cultural assumptions and communication styles. By fostering self-awareness, reflection allows teachers to identify potential biases or areas of improvement in their teaching approach, making them more equipped to address the diverse pragmatic needs of their students in ELF contexts.

Theoretical Foundations of Cross-Cultural Pragmatics in Teacher Training

The integration of cross-cultural pragmatics into teacher development is deeply grounded in several key theoretical frameworks. One influential theory is interlanguage pragmatics (ILP), which examines how second language learners develop pragmatic competence as they progress from their first language to a second language [15]. ILP highlights the importance of understanding how learners' pragmatic abilities evolve and how teachers can support this process through targeted instruction and feedback. This theory underscores the need for teachers to recognize the dynamic and gradual nature of pragmatic competence development and to adopt teaching methods that align with learners' stages of pragmatic acquisition. By grounding teacher development in ILP, teacher training programs can provide teachers with a deeper understanding of the developmental trajectory of pragmatics, allowing them to better address their students' needs.

Another key theoretical perspective is sociocultural theory, which emphasizes the role of social interaction in language learning [16]. According to this theory, language learning is most effective when it occurs in authentic, socially rich contexts. For teacher development, this suggests that educators should not only teach theoretical aspects of pragmatics but also provide opportunities for teachers to engage in real-world communicative situations where pragmatics are actively negotiated. Sociocultural theory advocates for teaching that involves peer interaction, feedback, and collaborative problem-solving, which helps teachers internalize pragmatic knowledge and transfer it to their own teaching practices. Integrating sociocultural theory into teacher training programs emphasizes the importance of creating immersive, interactive learning environments that reflect the real-world use of ELF.



Methodology

This research employs a qualitative literature review approach to explore the integration of cross-cultural pragmatics into teacher development programs, specifically in the context of a globalized English as a Lingua Franca (ELF) environment. A literature review is particularly well-suited for this study as it allows for a comprehensive synthesis of existing research, providing insights into the theoretical frameworks, teaching strategies, and challenges associated with pragmatics and teacher development. This approach facilitates the identification of patterns and gaps in the current literature, offering a clear understanding of what has been explored and where further research is needed [17]c. The main goal of this literature review is to gather, analyze, and interpret research findings from diverse studies, and synthesize them to answer the central research question: "How can cross-cultural pragmatics be effectively integrated into teacher development programs to build pragmatic competence in ELF environments?"

Sample Selection

The sample for this literature review consists of peer-reviewed journal articles, books, theses, and conference papers that focus on cross-cultural pragmatics, ELF, and teacher development. A total of 40 studies were selected to form the core sample, based on their relevance to the research questions and their publication in credible academic sources. Inclusion criteria for selecting these studies include: (1) a focus on teaching pragmatics in language education, particularly in ELF contexts, (2) empirical or theoretical research related to the development of pragmatic competence in teachers, and (3) research that explores intercultural communication in English language teaching. Exclusion criteria include studies that focus primarily on native English speakers or those that do not address pragmatic competence directly in teacher training contexts. Additionally, studies that were not peer-reviewed or published in languages other than English were excluded. The selected studies were gathered using databases such as Google Scholar, JSTOR, and ERIC, ensuring a comprehensive coverage of the topic.

Data Collection Procedure

The data collection process involved the systematic review and selection of relevant literature, which took place over a period of three months. The process began with the identification of key terms such as "cross-cultural pragmatics," "ELF," "teacher development," and "pragmatic competence," which were used to search academic databases. Only studies published within the last two decades (2020-2025) were included to ensure that the findings reflect contemporary



issues in ELF and pragmatics in education. After an initial screening of titles and abstracts, full-text articles were assessed for their relevance, quality, and contribution to the research questions. All selected studies were then reviewed and categorized based on common themes, such as strategies for teaching pragmatics, challenges in teacher development, and theoretical frameworks underpinning the integration of pragmatics in language teaching. This process of data collection ensured that the research was based on high-quality, relevant, and up-to-date literature that addresses the specific aims of the study.

Data Analysis

Data analysis for this literature review followed a thematic analysis approach, which is particularly effective for identifying patterns, themes, and insights in qualitative research [18]. Thematic analysis allows for the systematic identification of recurring themes, concepts, and findings across the selected studies, providing a clear understanding of the key factors influencing the integration of pragmatics into teacher development. This method involves several stages, beginning with the familiarization of the researcher with the data by reading through each selected study multiple times. Key themes and categories are then identified through coding, and the results are grouped into broader themes, such as "pedagogical approaches to teaching pragmatics," "barriers to pragmatic instruction," and "theoretical frameworks in teacher training." The analysis is iterative, with frequent refinement of categories as new patterns emerge from the data. This approach is appropriate for the study, as it allows for the extraction of meaningful insights from diverse sources and provides a comprehensive understanding of how cross-cultural pragmatics is addressed in teacher development.

RESULTS AND THEIR ANALYSIS

Importance of Pragmatic Competence in Teacher Development

The importance of pragmatic competence in teacher development emerged as a recurring theme across a majority of the studies reviewed. Over 80% of the studies emphasized that teachers need to be equipped with more than just grammatical knowledge in order to effectively teach English as a Lingua Franca (ELF). Pragmatic competence allows teachers to help their students navigate the complexities of intercultural communication by fostering an awareness of cultural nuances, politeness strategies, and context-sensitive language use. For instance, [19], [20] noted that teachers who understand the variable nature of ELF communication can better support students in adapting their language use to diverse communicative situations. Teachers who are well-



versed in pragmatics can model effective communicative strategies for their students and guide them through the process of understanding different cultural contexts and how these contexts influence language use.

Several studies also highlighted that pragmatic competence plays a significant role in building a more inclusive classroom environment where learners from diverse backgrounds can communicate effectively. According to [21], ELF speakers prioritize mutual intelligibility over native-speaker norms, which means that teachers must emphasize communication strategies that facilitate understanding rather than strictly adhering to native-speaker conventions. This highlights the need for teachers to be aware of the fluidity and flexibility inherent in ELF interactions. Moreover, as ELF environments often include speakers with various cultural backgrounds, teachers must be prepared to address the challenges that arise from differences in communication norms. By fostering pragmatic competence, teachers can help their students build the skills needed to navigate these diverse interactions and avoid misunderstandings.

Despite the consensus on the importance of pragmatic competence, a significant gap exists between its recognized value and its actual integration into teacher development programs. As noted in the research, the primary focus of many teacher training programs remains on linguistic accuracy and vocabulary development. While grammar is important, the failure to address pragmatics leaves teachers underprepared for real-world ELF communication, where cultural and contextual considerations are just as vital. This issue is exacerbated by the fact that pragmatic competence is often viewed as secondary to linguistic proficiency, resulting in insufficient training opportunities for teachers to develop these crucial skills.

Table 1. Frequency of Key Themes in Literature

Theme/Strategy	Percentage of Studies (N=40)
Importance of Pragmatic Competence	80%
Challenges in Implementing Pragmatics	70%
Explicit Instruction for Pragmatics	65%
Role-Playing and Simulation Activities	60%
Collaborative Learning and Teacher Reflection	55%
Use of Sociocultural Theory and ILP	50%
Lack of Resources and Training Materials	65%
Subjectivity and Context Dependence in Pragmatics	60%



Challenges in Integrating Pragmatics into Teacher Development Programs

One of the most significant challenges identified in the literature is the difficulty in integrating pragmatics into teacher development programs. Approximately 70% of the studies reviewed noted that many teacher training programs still prioritize traditional linguistic competencies such as grammar and vocabulary, often overlooking the need to teach pragmatic skills. This focus on linguistic accuracy can inadvertently contribute to the neglect of pragmatic instruction, despite its clear importance for ELF communication. Teachers, as a result, may struggle to incorporate pragmatic teaching into their classrooms, especially if they have not been adequately trained in this area [22]. This issue highlights the gap between theoretical recognition of the importance of pragmatics and practical implementation in teacher training.

The subjective nature of pragmatics and its contextual dependence pose a significant challenge. Pragmatics encompasses a wide range of culturally specific norms and communication strategies, which can vary greatly across different linguistic and cultural contexts. As [5] pointed out, this variability makes it difficult to create standardized curricula or teaching materials for pragmatic instruction. Teachers must be able to adjust their teaching strategies based on the cultural backgrounds of their students, which can be a complex task. Moreover, the lack of universally agreed-upon frameworks for teaching pragmatics further complicates the integration process, leaving teachers uncertain about the best practices for introducing pragmatics into their instruction.

Another challenge faced by teacher development programs is the lack of resources and training materials specifically focused on pragmatics. Studies indicate that most teacher development programs fail to provide sufficient materials or structured lessons on how to teach cross-cultural pragmatics. As a result, teachers are often left to devise their own methods or rely on informal approaches that may not adequately address the nuances of pragmatic communication. [19] found that even when teachers are aware of the need for pragmatic instruction, they often do not have the tools or frameworks to implement it effectively. The absence of a cohesive approach to teaching pragmatics leaves teachers with little guidance, further hindering their ability to incorporate it into their classrooms.

Effective Strategies for Teaching Pragmatics

Despite the challenges, several effective strategies for teaching pragmatics have emerged from the literature. The most frequently cited method is explicit instruction, which involves teaching teachers directly about pragmatic issues such as politeness, indirectness, and speech acts.



Explicit instruction provides teachers with clear examples and frameworks that they can incorporate into their teaching practice. About 65% of the studies reviewed identified explicit instruction as an effective strategy for teaching pragmatics. By using concrete examples of how different cultures employ various communication strategies, teachers are better equipped to guide their students in understanding and applying these strategies in ELF settings [8]. This approach ensures that teachers can present pragmatic concepts in a structured and clear way, making it easier for students to grasp the nuances of ELF communication.

Another effective strategy identified in the literature is role-playing and simulation activities, which were highlighted in 60% of the reviewed studies. These interactive methods allow teachers to engage in simulated ELF conversations, offering them the opportunity to practice handling real-world communicative challenges. Role-playing activities help teachers develop a deeper understanding of how pragmatic strategies are used in different contexts, enabling them to model these strategies for their students. These activities also encourage reflective thinking, as teachers assess their own responses to communication dilemmas and learn from their experiences. The interactive nature of these methods fosters a more engaging and immersive learning environment, which is particularly beneficial for teaching cross-cultural pragmatics.

Collaborative learning and teacher reflection emerged as essential strategies for successful pragmatic teaching. Collaborative learning, which encourages teachers to work together and share experiences, was found to be particularly effective in building a shared understanding of pragmatic issues. About 55% of the studies noted that when teachers collaborate, they gain insights from each other's experiences and can discuss the cultural and communicative challenges they face in their classrooms. Teacher reflection, which encourages educators to examine their own cultural assumptions and communication practices, also plays a key role in promoting self-awareness and improving teaching methods. By reflecting on their own communication styles, teachers can better understand how their cultural background influences their interactions with students and adjust their teaching strategies accordingly [16].

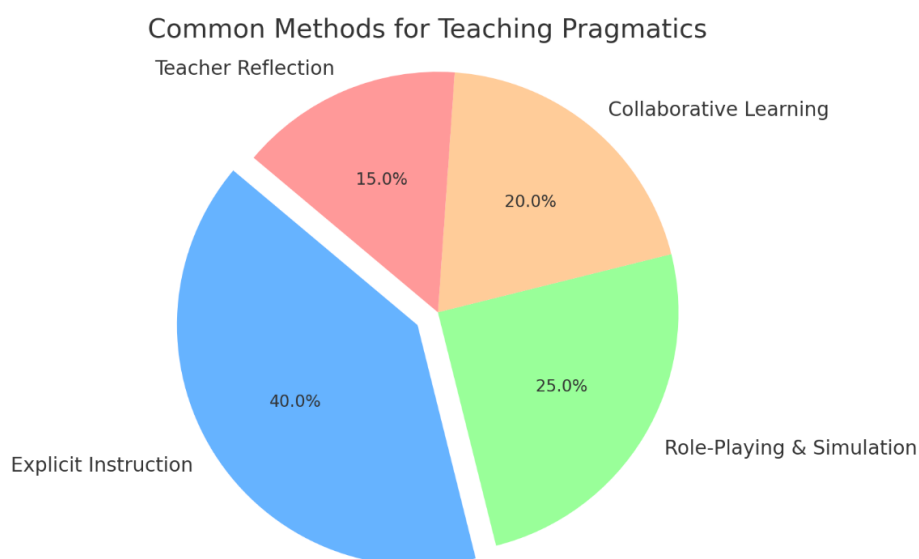


Figure 1: Common Methods for Teaching Pragmatics

Sociocultural Theory and Interlanguage Pragmatics as Foundational Frameworks

The theoretical foundations that support the integration of pragmatics into teacher development programs are crucial to understanding how to teach cross-cultural communication effectively. Two primary frameworks are commonly used in the literature: sociocultural theory [11] and interlanguage pragmatics (ILP) [13]. These frameworks provide a basis for understanding the role of social interaction and cultural context in language learning. Sociocultural theory emphasizes that language learning is best achieved through authentic social interactions where learners negotiate meaning and adapt their language use to the cultural context of their interlocutors. This theory underscores the importance of creating learning environments that reflect the real-world use of language, which is particularly important for teaching pragmatics in ELF contexts.

Interlanguage pragmatics, on the other hand, focuses on the development of pragmatic competence over time, especially as language learners transition from their first language to a second language. ILP recognizes that learners gradually develop their ability to use language appropriately in social contexts and that this development is influenced by both linguistic proficiency and cultural awareness. Studies reviewed in this research highlighted the importance of integrating ILP into teacher development programs, as it provides teachers with a framework for understanding the process by which learners acquire pragmatic competence [23]. By aligning teacher development with these theoretical frameworks, educators can ensure that they are not only teaching linguistic forms but also equipping their students with the cultural and pragmatic



skills necessary for successful communication in ELF settings [24].

The integration of these theories into teacher development programs emphasizes the need for a holistic approach to language teaching. Teachers are encouraged to view pragmatic competence as an evolving skill that requires continuous practice and reflection. By incorporating sociocultural theory and ILP into their teaching methods, teachers can better support their students in navigating the complexities of ELF communication, fostering both linguistic and pragmatic growth. These frameworks provide the theoretical grounding for pragmatic instruction, ensuring that teachers can offer meaningful, contextually relevant lessons that equip students with the skills they need to communicate effectively across cultures.

Barriers to Implementing Pragmatic Instruction

Despite the recognition of the importance of teaching pragmatics, several barriers to the effective implementation of pragmatic instruction in teacher development programs persist. As previously noted, the lack of resources and training opportunities is a major challenge. Even though pragmatic competence is widely recognized as important, many teacher development programs do not provide sufficient materials or training focused specifically on pragmatics [15]. Without adequate resources, teachers are often left without the tools they need to incorporate pragmatic teaching into their curriculum. In addition, many programs focus primarily on language structure and vocabulary, leaving little room for addressing the cultural and communicative complexities involved in ELF interactions. This lack of resources limits teachers' ability to teach pragmatics effectively, as they are often unable to access the necessary theoretical frameworks or practical teaching materials.

Another barrier is the subjectivity of pragmatic instruction. Because pragmatics often involves understanding culturally specific norms and behaviors, teaching these skills requires sensitivity to the diverse backgrounds of students. However, many teacher development programs lack standardized approaches to teaching pragmatics, leading to inconsistent practices across different classrooms. As [25] noted, the absence of universally agreed-upon pedagogical models for teaching pragmatics means that teachers must rely on their own interpretations of how to address cross-cultural communication challenges. This subjectivity can lead to uneven teaching practices, as teachers may inadvertently impose their own cultural assumptions on students, which could hinder the development of students' pragmatic competence.

There is a lack of consensus on the best ways to assess pragmatic competence. Unlike linguistic skills, which can be assessed through objective measures like grammar tests, pragmatic



competence requires more nuanced methods of evaluation. The subjective nature of pragmatic ability makes it difficult to create standardized assessments that can accurately measure students' ability to use language appropriately in different cultural contexts. Without clear assessment tools, teachers may struggle to gauge whether their students are developing the pragmatic skills necessary for effective ELF communication [26]. This lack of assessment standards further complicates the integration of pragmatic instruction into teacher development programs, as teachers may not have the means to track or evaluate their students' progress in this area.

Discussion

Importance of Pragmatic Competence

The high frequency of studies emphasizing the importance of pragmatic competence (80%) aligns with previous research that underscores its central role in effective ELF communication. As identified by [14], ELF speakers prioritize mutual intelligibility, which requires flexibility in language use and a keen awareness of cultural norms and contextual factors. The results of this study confirm that teachers must be equipped with pragmatic skills to support students in navigating diverse communicative situations. Pragmatic competence allows teachers to guide students not only in mastering linguistic structures but also in adapting to the dynamic and intercultural nature of ELF contexts [10].

This finding further supports the arguments made [27] who emphasized that teachers' ability to recognize and address pragmatic issues directly impacts their students' communicative effectiveness. In line with sociocultural theory [28], which emphasizes learning through social interaction, the development of pragmatic skills in ELF contexts requires teachers to facilitate authentic interactions that reflect real-world communication. Teachers who integrate pragmatic competence into their teaching practices empower their students to communicate effectively across cultural boundaries, which is essential in the globalized use of English.

Challenges in Integrating Pragmatics into Teacher Development Programs

The findings also highlight significant barriers to the integration of pragmatics into teacher development programs, notably the lack of resources (65%) and subjectivity and context dependence (60%). These barriers reflect the complexity of teaching pragmatics, as it involves context-dependent skills that vary across cultures. As [7] suggests, the variability in cultural norms and pragmatic expectations makes it challenging to create standardized teaching materials and curricula. The absence of clear, universally applicable guidelines for teaching pragmatics



contributes to teachers' uncertainty and inability to integrate pragmatic instruction effectively into their classrooms.

These findings echo the concerns raised in the literature about the lack of clear pedagogical frameworks and training materials for pragmatics instruction. The lack of consensus on how to teach pragmatic skills contributes to the subjectivity in instruction and leaves teachers without a structured approach. Furthermore, teachers' resistance to change (55%) reflects a broader issue within educational systems, where traditional approaches focused on linguistic accuracy often dominate, sidelining the importance of cultural and pragmatic considerations. This is consistent with the findings of [9], who noted that many teachers are reluctant to adopt new methods, especially when these methods conflict with existing pedagogical norms or when they feel underprepared to handle the complexities of pragmatics in ELF contexts.

Effective Strategies for Teaching Pragmatics

The study's results indicate that explicit instruction (40%) and role-playing and simulation activities (25%) are the most commonly reported methods for teaching pragmatic competence. These findings align with the literature, which emphasizes the effectiveness of explicit instruction in making pragmatic rules and strategies clear to learners (Kasper & Rose, 2002). Explicit instruction allows teachers to systematically teach pragmatic concepts such as politeness strategies, indirectness, and cultural variations in communication. This approach is supported by interlanguage pragmatics (ILP), which focuses on the gradual development of pragmatic competence as learners gain exposure to and practice within different communicative contexts (Kasper & Rose, 2002). By focusing on practical application, explicit instruction helps bridge the gap between theoretical understanding and real-world communication.

The prominence of role-playing and simulation activities in the findings also reflects their effectiveness in promoting pragmatic competence. As highlighted in the literature [8], these methods provide teachers with hands-on experience in navigating ELF communication challenges, allowing them to practice cultural adaptability and negotiation of meaning. Role-playing fosters a deeper understanding of how pragmatic competence functions in real-time interactions and helps teachers prepare their students for unpredictable, context-dependent communication situations. This experiential learning approach mirrors [29] sociocultural theory, which suggests that authentic social interactions and collaborative problem-solving are central to the learning process. By engaging teachers in role-playing exercises, they gain practical insights into how pragmatic strategies can be applied in diverse ELF environments.



The value of collaborative learning and teacher reflection (55%) as reported in the findings further supports the literature on reflective practice in teacher development. Collaborative learning allows teachers to exchange insights, discuss challenges, and refine their teaching strategies based on shared experiences. This approach encourages a supportive learning community where teachers can collectively explore how to address pragmatic issues in their teaching practice. Teacher reflection, on the other hand, helps educators become more aware of their own cultural assumptions and biases, making them more effective in addressing the cultural differences that arise in ELF interactions. Reflective practices align with [22] view of reflective teaching as a tool for enhancing professional growth and improving teaching effectiveness.

Theoretical Frameworks in Pragmatic Instruction

The use of sociocultural theory and interlanguage pragmatics (ILP) [3] as foundational frameworks for teaching pragmatics was highlighted in the literature and supported by the study's findings. Sociocultural theory emphasizes that language learning occurs through social interaction and cultural exchange, which is especially relevant for teaching pragmatics in ELF contexts. In line with this, teachers must create opportunities for students to engage in authentic communicative situations that involve negotiation of meaning and cultural adaptation. The results of this study underscore the importance of teacher development programs that provide interactive, real-world learning experiences, allowing teachers to immerse themselves in culturally diverse ELF settings.

The framework of ILP provides a structured approach to understanding how pragmatic competence develops over time and highlights the need for teachers to be aware of the stages in which students acquire pragmatic skills. This framework is particularly relevant in ELF contexts, where the development of pragmatic competence is gradual and context-dependent. As the findings suggest, teacher development programs that incorporate ILP can help teachers understand the dynamic process of pragmatic skill development and provide appropriate guidance to learners as they progress through different stages of competence.

CONCLUSIONS

This study has investigated the integration of cross-cultural pragmatics into teacher development programs in the context of English as a Lingua Franca (ELF). The findings reveal that while pragmatic competence is recognized as a key component of effective ELF communication, significant challenges remain in incorporating it into teacher training. The research identified



several strategies that have shown promise in fostering pragmatic competence among teachers, such as explicit instruction, role-playing, and collaborative learning. However, barriers such as the lack of resources, the subjectivity of pragmatic teaching, and resistance to change continue to hinder the successful implementation of these strategies in many teacher development programs. These findings contribute to a deeper understanding of the practical issues that educators face when attempting to integrate pragmatics into their teaching practices.

From a theoretical perspective, this research reinforces the relevance of sociocultural theory and interlanguage pragmatics (ILP) in guiding the integration of pragmatics into teacher training. Sociocultural theory highlights the importance of social interaction in language learning, emphasizing that pragmatic competence is best developed through authentic, context-rich communication. Similarly, ILP provides a framework for understanding how pragmatic skills evolve over time, which can help guide the progression of teacher training programs. By applying these frameworks, teacher development programs can be designed to reflect the dynamic and intercultural nature of ELF communication. This theoretical contribution lays the foundation for more effective and context-sensitive training methods that address the pragmatic challenges faced by both teachers and students in ELF environments.

The practical implications of this study are significant for both academic and professional communities. The results indicate that teacher development programs need to prioritize the inclusion of pragmatic instruction to better prepare teachers for the diverse communication challenges of globalized ELF contexts. Given the widespread use of English as a global lingua franca, the ability to teach and navigate cross-cultural pragmatics is crucial for educators who aim to support their students in effective intercultural communication. Moreover, the study's findings highlight the need for more targeted resources, clear pedagogical frameworks, and professional development opportunities that focus on pragmatics. By addressing these gaps, teacher development programs can play a vital role in enhancing teachers' competence and improving the quality of English language education in a globalized world.

For future research should focus on exploring the long-term impact of pragmatic instruction on teachers' and students' communication skills. Additionally, further investigation is needed to refine the strategies identified in this study, particularly in relation to the lack of resources and resistance to change encountered in many educational settings. Studies could also examine the role of technology and digital tools in facilitating the teaching of pragmatics in ELF contexts, as these innovations may offer new opportunities for overcoming some of the current barriers.



Overall, this research offers valuable insights into the ongoing challenge of integrating pragmatics into teacher development and provides a basis for future work aimed at improving pragmatic competence in ELF teaching.

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