We present our understanding of syntax, semantics and pragmatics in communication. We reect these notions from the point of view of (computational) linguistics [22] and (theoretical) computer science. After that we use our understanding to model (natural) dialogues in a service oriented landscape located in a business universe. 1.7.2 Grammatical semantics Grammatical semantics studies aspects of meaning which have direct relevance to syntax. This has many manifestations, which can only be briefly illustrated here. One problem is the meaning of syntactic categories (problematic, because not everyone believes they can be assigned meanings). Consider, for instance, the differences in the meaning of yellow in the following: (6) She wore a yellow hat. (adjective) (7) They painted the room a glowing yellow. (noun) (8) The leaves yellow rapidly once the frosts arrive. (verb) Another aspect of grammatical semantics is the demonstrative can be found in many of the Scandinavian languages and dialects, and seems to be most frequent and widespread in the mainland Scandinavian languages. It has the same phonological form as third-person singular pronouns, and can be used only with nouns and have human (or human-like) specific reference. From a deictic perspective, the demonstrative is interesting because its conditions of use are linked to what I call psychological distance. Syntactically, it is also interesting because it has different characteristics in the different languages; in Norwegian and Icelandic it ca