Recent research on pragmatics has increasingly recognized the dynamic nature of interpersonal communication: speaker intent (previously the primary/sole focus of research), participants' background and the social context all play significant and dynamic roles (Kecskés, 2006 & 2012; Scollon & Scollon, 2003). Consequently, in addition to learning how language maps onto meaning, L2 learners also need to learn how to manage interaction collaboratively. Unfortunately, L2 classrooms offer learners few opportunities for navigating socially situated and dynamically negotiated exchanges. This presentation reports on a study that explores whether using a TV series as social context can help ameliorate some of the constraints of a shared L1 environment and facilitate the development of L2 sociopragmatic skills.