Discourse Historical Approach to metaphor or the socio-political and historical ecology of metaphor

Małgorzata Fabiszak

Faculty of English, Adam Mickiewicz University, Poznań

The structure of the talk

1. Inspirations**:**
   – Cognitive Linguistics:
     • Bernardez (2006, 2007): synergic cognition (Bourdieu's habitus < sociology)
     • Geerartes (2017, 1985) <<< phenomenology
   – Memory Studies
     • Halbwachs, J. Assman, Olick, Bodnar, Skoczylas
2. Ecological Approach vs. Discourse-Historical Approach
3. Development of metaphor research vis a vis development of CL
4. Cognitive Linguistics vs. Ecological Linguistics vs. Discourse Historical Approach
5. The dynamics of the socio-political and historical ecology of metaphor

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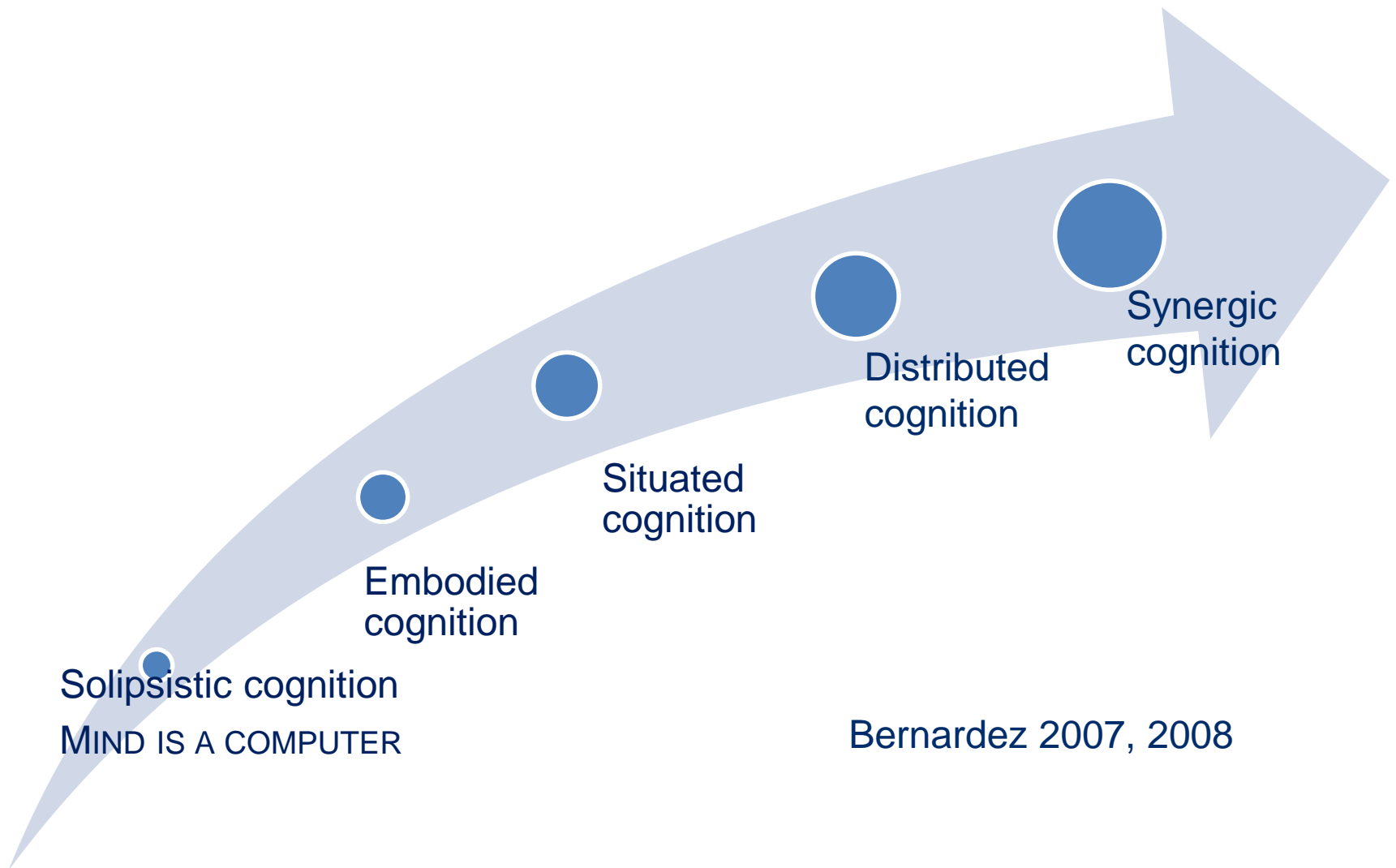2. Ecological Approach vs. Discourse-Historical Approach
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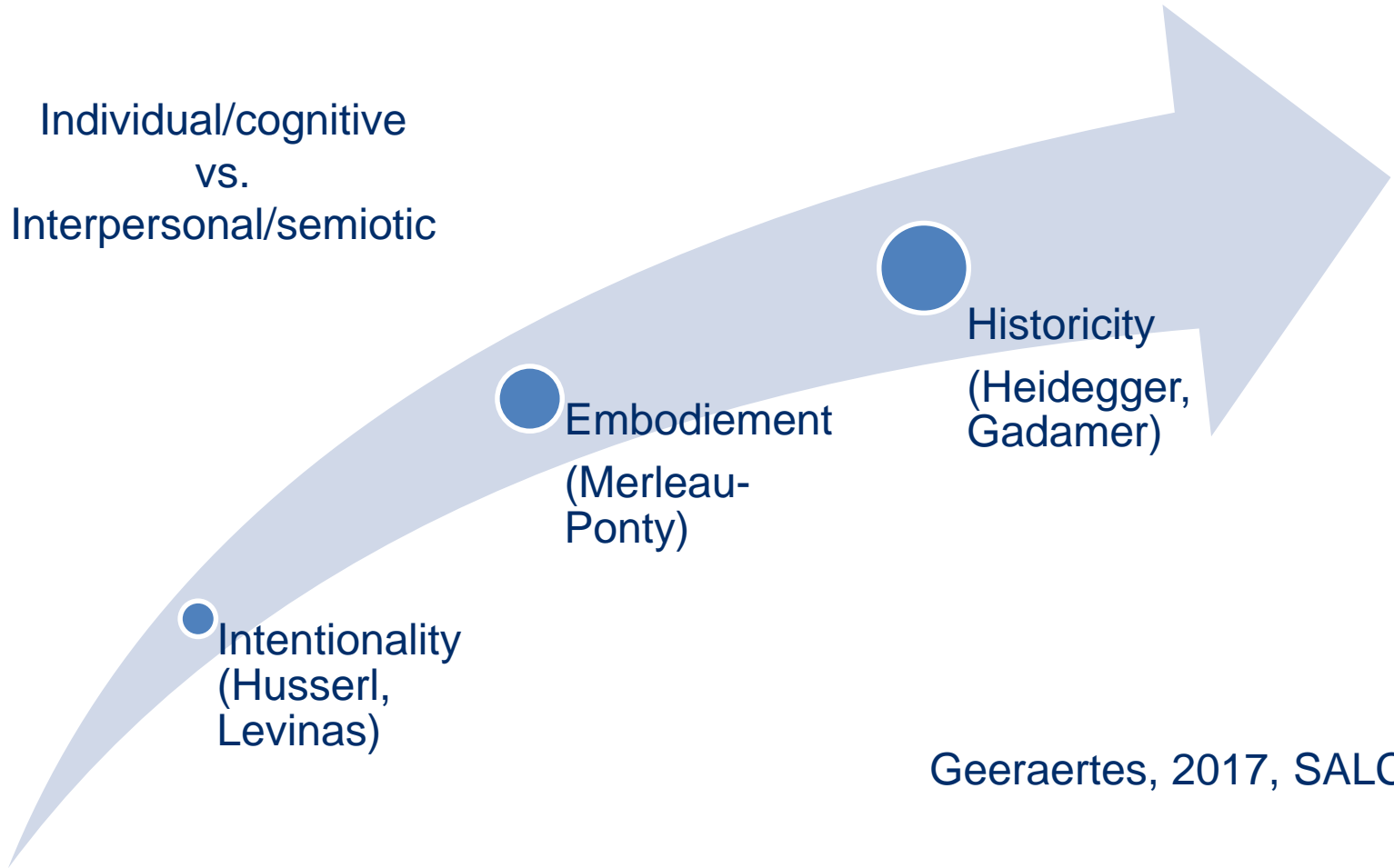# Development of CL perspective on language and cognition

Synergic cognition

Distributed cognition

Situated cognition

Embodied cognition

Solipsistic cognition

MIND IS A COMPUTER

Bernardez 2007, 2008

Phenomenology and CL

Individual/cognitive
vs.
Interpersonal/semiotic

Historicity
(Heidegger,
Gadamer)

Embodiement

(Merleau-
Ponty)

Intentionality
(Husserl,
Levinas)

Geeraertes, 2017, SALC

The individual vs. the collective (interpersonal) in Memory Studies

„Our memories remain collective, however, and are recalled to us through others even though only we were participants in the events or saw the things concerned. In reality, we are never alone. Other men need not be physically present, since we always carry with us and in us a number of distinct persons."

Halbwachs (1980: 23)

„While the collective memory endures and draws strength from its base in a coherent body of people, it is individuals as group members who remember"

Halbwachs (1980: 22)

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Ecological Cognition

Information processing
Mind is a computer

Cybernetics
= holistic approach

Gibson's (1986) ecological psychology

Bateson's et al (1971) ecology of mind

Vygotsky (1978) Cultural-historical activity theory (CHAT)

"One of the biggest challenges of the coming decades will be working out the implications of the fact that for humans, the "world" (in the now familiar "brain-body-world" formulation)consists of culturally constructed social and material settings."   Hutchins (2010: 711)

Ecological cognition: A case study

Exogenous factors in language ecology:

      (1) national policies on EFL education
      (2) International Aviation Governing Bodies and their regulations
      (3) Manufacturer and airlines policies

      (4) Patterns of language use

An analysis of language use: code switching,
use of manuals and checklists

      Hutchins – Nomura – Holder. 2006. „The ecology of language practices in
      worldwide airline flight deck operations: The case of Japanese airlines"

Ecological cognition: A case study

Exogenous factors in language ecology:

Macro-context: socio-political and cultural

(1) national policies on EFL education
(2) International Aviation Governing Bodies and their regulations
(3) Manufacturer and airlines policies

(4) Patterns of language use

Social context/ fields of action

An analysis of language use: code switching, use of manuals and checklists

Co-text analysis, intertextuality

Reisigl – Wodak 2009. Discourse Historical Approach

Hutchins – Nomura – Holder. 2006. „The ecology of language practices in worldwide airline flight deck operations: The case of Japanese airlines"

Discourse-Historical Approach: levels of context

- Broad **socio-political and historical macro-context**, in which all discourses are **embedded/situated**.

- **Social context of the situation** (i.e. who produced the message, to whom it was addressed, what were the circumstances of the communicative act)

- **The linguistic (semiotic) level of co-text,** e.g. for the analysis of words or phrases the co-text is constituted by the neighbouring words, phrases, paragraphs

- **The intertextual and interdiscursive** links to other texts and discourses

DHA: A case study

- **macro-context:** reviewing scientific literature on climate change

- **social context** – who invited the Czech President Vaclav Klaus to present his views to the American Congress – two Republicans: Barton and Hastert.

- **co-text**: linguistic strategies (nomination, predication, argumentation, perspectivization, mitigation/ intensification

- **intertextuality**: AlGore's speech to the Congress; **interdiscursivity**: discourses on globalization, progress…

Vaclav Klaus on Climate Change from Reisigl – Wodak 2009. Discourse Historical Approach

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Evolution of metaphor research

Solipsistic cognition   ---

Embodied cognition   Primary metaphors, universal aspects of metaphors (Lakoff and Johnson 1980, 1999; Grady 1999)

Situated cognition   Cultural variation in emotion metaphors (Kövecses 1986, 1990, 2005)

Distributed cognition   Metaphor-led discourse analysis (Cameron 2009)

Synergic cognition   Grondenlears and Geeraertes (1995), Nerlich, Zinken, Musolff

Evolution of metaphor research

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Embodied cognition   Primary metaphors, universal aspects of metaphors (Lakoff and Johnson 1980, 1999; Grady 1999)

embodied

Situated cognition   Cultural variation in emotion metaphors (Kövecses 1986, 1990, 2005)

embedded

Distributed cognition   Metaphor-led discourse analysis (Cameron 2009)

Enacted / extended?

Synergic cognition   Grondenlears and Geeraertes (1995), Nerlich, Zinken, Musolff

ecological (?)

But are these just labels?
Do they match?

CL	Cognitive Ecology	DHA
embodied	embodied	Co-text (??)
situated	embedded	Socio-political and historical context (macro-context) ??
distributed	Enacted / extended	Social context (text producers, addressees, circumstances) (micro-c.) Intertextuality/ interdiscursivity (?)
synergic	ecological (?)	Socio-political and historical context (macro-context), Intertextuality/ interdiscursivity (?)

Why not?

CL research focus: **language as a window on cognition**
(language as conceptualisation)

Cognitive Ecology: **language in interaction**
(language as a dynamic proces)

Discourse-Historical Approach: **language in society**
(language as constitutive and constituted by society)

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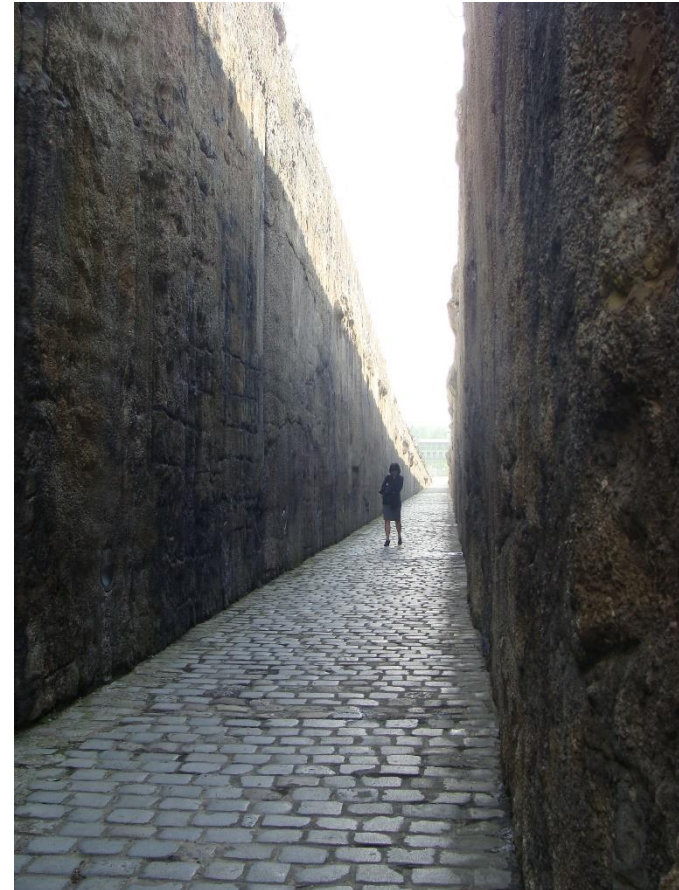3. Development of metaphor research vis a vis development of CL
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Case study 1: Bełżec Memorial

Embodied cognition: path, containment, shade, temperature, cobblestones
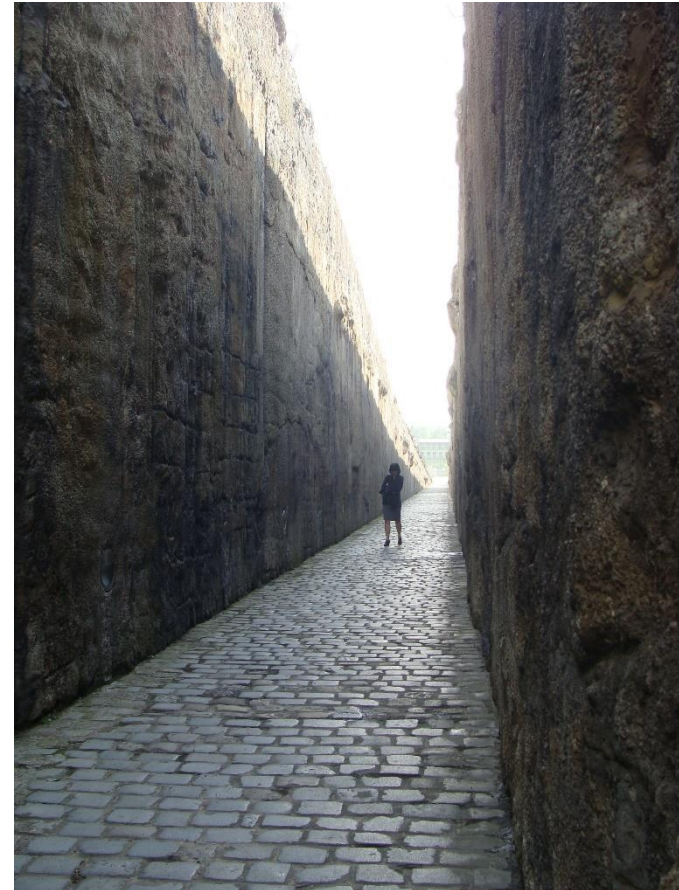
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**situated / synergic
cognition**:
Embedded / ecological
the visitors' path for the
victims' path
The cobblestone path at
the memorial for the
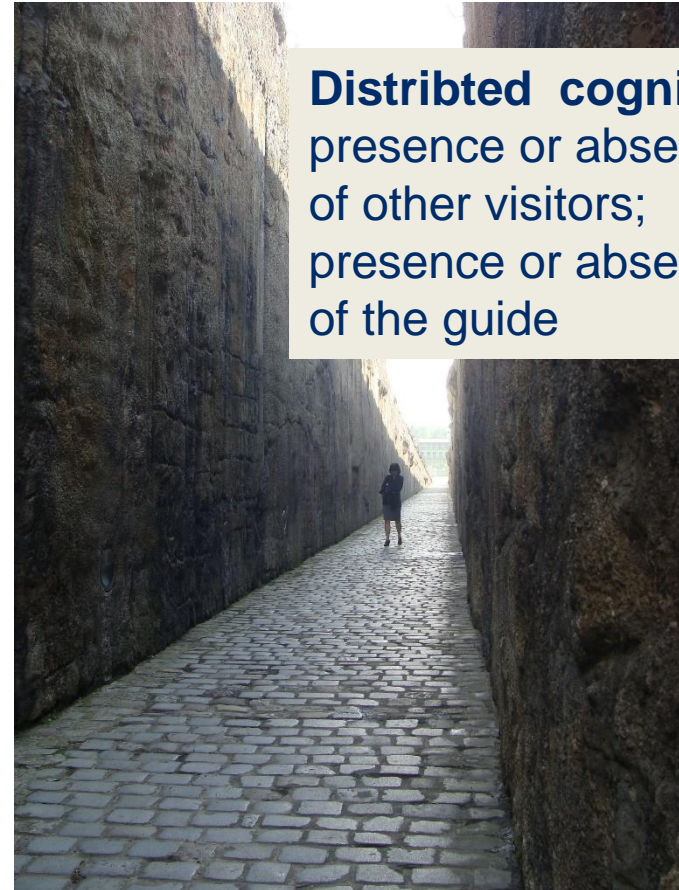cobblestone streets of
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Distribted cognition:
presence or absence
of other visitors;
presence or absence
of the guide

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situated / synergic cognition: the visitors' path for the victims' path The cobblestone path at the memorial for the cobblestone streets of the shtetls

Macro-context: the Holocaust Re-doing the Holocaust memorials in Poland Victimhood competition

???

Case study 2: Shakespeare's Sonnet 2

When forty winters shall besiege thy brow,
And dig deep trenches in thy beauty's field,
Thy youth's proud livery so gazed on now,
Will be a tattered weed of small worth held:

Then being asked, where all thy beauty lies,
Where all the treasure of thy lusty days;
To say within thine own deep sunken eyes,
Were an all-eating shame, and thriftless praise.

How much more praise deserved thy beauty's use,
If thou couldst answer 'This fair child of mine
Shall sum my count, and make my old excuse'
Proving his beauty by succession thine.

This were to be new made when thou art old,
And see thy blood warm when thou feel'st it cold.

Case study 2: Shakespeare's Sonnet 2

Situated/ Embedded / socio-cultural c.: references to war, agriculture;

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Distributed cognition/ enacted/ social context of the sit.: comissioned by the parents of Earl of Southampton to persuade him to marry;

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Conclusion

DHA's levels of context are **internalized/ incorporated/ integrated** in **the individual minds of community members** in the form of levels of cognition (CL, Ecological Approach).

In analyzing **the products of cognition, the dynamics rests in the interaction between different levels of context/ cognition** in the mind of the interpreter.

The process of reading/ interpreting various texts of culture consists in a **dynamic simulation of their meaning** in the interpreter's mind.

While CL CE DHA have different foci of interest, they **converge on understanding the complexity of language, cognition and culture** as complex dynamic systems.