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Shared Mental Representations and Language Patterns: Research Strategies and Empirical Studies

B I B L I O G R A P H Y

1980-2004

This bibliography is an outcome of a project by the same title led by Olga M. Mladenova (University of Calgary) and supported by a standard research grant of the Social Sciences and Humanities Research Council of Canada. The bibliography aims to present the main strands in research of the language-culture relationship in the last twenty years or so. It covers a wide range of topics, methodological and theoretical approaches, linguistic and cultural backgrounds, and various scholarly traditions.

Given its broad scope, it is understandable that the bibliography cannot claim to be exhaustive. Therefore, its 216 references should not be seen as a sum total of the most important and relevant publications dealing with the language-culture relationship either theoretically or empirically. Rather, they provide an idea of the main clusters around which scholarly discourse about this relationship is construed, showing the diversity of topics, possible approaches towards recurring issues and the dynamics with which research paradigms are established and challenged.

Important authors and a number of seminal works in the field inevitably remained outside the scope of this bibliography, for reasons such as time constraints and linguistic accessibility, as well as the limited access to some sources. What I have hopefully achieved with this project was an equal representation of the North American and the European scholarly traditions, which are both large and highly productive, but very different, at least at the first sight. The presented studies reflect the major areas of interest within the two, as well as their most important theoretical assumptions and methods, enabling scholars belonging to these two traditions to view their own work against the background of analysis of similar phenomena and theorization within a different context. They also provide identification of the principal lines of thought common to both traditions, of whose similarity neither side is often aware.

Despite its lacunae, this bibliography, arranged in alphabetical order by author's name and provided with searchable abstracts and keywords, will help readers

identify links between language (both in its structure and use) and culture (understood in a broad sense as the socially-determined aspect of human life), and will be a valuable source for linguists and others in the humanities and social sciences who are interested in language as a component of culture and culture as a kind of language or code.

Non-Latin writing systems are transliterated according to generally accepted conventions in linguistics. Authorship of the provided abstracts is mine unless indicated otherwise.

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Abstract: The authors define a cultural-linguistic paradigm as a social cognitive model, which constitutes the basis for language and is connected to the specifics of national culture. They present a contrastive analysis of two cultural keywords, Polish *lud* and French *peuple*, conducted according to the principles of anthropological linguistics by establishing the semantic aspects of these keywords and studying their realizations. The analysis is based of two kinds of data - historical (up to the end of the 19th century) and contemporary. The analysis shows a significant parallelism between the concepts in the two languages, but also several divergences: a) in the reference of the two nouns - while Polish *lud* mainly designates the peasantry, French *peuple* primarily refers to the lower social strata and the urban proletariat; b) in aspectual structure - the material and moral aspects dominate in the French *peuple*, whereas the social and cultural aspects are dominant in the concept of Polish *lud*; and finally, c) in the realization of semantic aspects - *peuple* is characterized by intellectual inferiority, while a certain kind of wisdom is attributed to *lud*.

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Authors: Aktuna-Doğançay, S.; Kamişli, S.
Year: 2001

Title: Linguistics of Power and Politeness in Turkish: Revelations from Speech Acts

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 75-104
Series Title: Pragmatics and Beyond New Series

Keywords: Turkish, politeness, speech acts, face-threatening acts, directness

Abstract: The study attempts to answer the following questions: a) How disagreement is expressed in Turkish in communication with an interlocutor who has unequal status? b) What types of politeness markers are used in Turkish to soften the effects of face-threatening acts? c) What is the importance of social status and context for the choice of politeness markers?

The authors show that in Turkey, professors differ from workplace bosses in their more direct use of potentially face-threatening acts, which is explained by their institutional role - they have to be as clear as possible for pedagogical purposes.

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Author: Alvarez-Cáccamo, C.
Year: 1996

Title: The Power of Reflexive Language(s): Code Displacement in Reported Speech

Reference Type: Journal Article
Journal: Journal of Pragmatics
Volume: 25
Pages: 33-59

Keywords: reflexive language, reported speech, language ideology, power, code displacement

Abstract: The article explores the relationship between the reflexive use of language and linguistic ideologies, and more specifically the symbolic power of code choice in reported speech and the ability of reported speech to build conversational alliances and interactional control, as well as its ability to index broader sociolinguistic aspects. The analyzed data were obtained from the discourse of language institutionalization and official language planning in a bilingual (Galician and Spanish) setting of Galicia in Spain. In these data, there is no straightforward and predictable relationship between code choice in reported speech and the social identity of characters whose speech is being reported. The focus of analysis is on code displacement - the non-isomorphic attribution of code choices to characters as contrasted with their observed or expected behaviors. The author argues that this phenomenon reflects "the ideologically-mediated capacity of reflexive reported speech to transform context", and suggests that while the meaning of code choices must be seen in reference to language ideologies and folk theories of language, they are primarily constructed and interpreted locally.

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Abstract: Analyzing brief service encounters in a small news agency in Athens, which usually involves requests, greetings and leave-takings, the author observes that both males and females more frequently use positive politeness devices, but the selection of devices depends on gender. Although her data does not directly support earlier claims that women are more positively polite than men, women seem to construe the encounter as a more explicitly verbalized speech event, while men use non-verbalized requests and more elliptical language.

Author: Anusiewicz, J.
Year: 1991

Title: Kulturowa teoria języka. Zarys problematyki [Cultural Theory of Language. Basic Postulates]

Reference Type: Book Section
Editors: Anusiewicz, J.; Bartmiński, J.
Book Title: Język a kultura. Podstawowe pojęcia i problemy [Language and Culture. Basic Notions and Problems]
City: Wrocław
Publisher: Wiedza o kulturze
Volume: 1
Pages: 1-30

Keywords: linguistic image of the world, cultural theory of language

Abstract: Aiming to establish a cultural theory of language, which is understood as "a theory that deals with the multitude of aspects, functions and layers of language in relation to culture", the author sets the following problems which will be elucidated by the theory as it emerges: Is a cultural theory of language possible given the existing knowledge about language and culture? Which problems related to this field are most important and which new questions arise when dealing with the mutual relation of language and culture? He stresses that the systems of folk knowledge and folk values are the essential components in this relation. These knowledge and value systems are coded in the semantics, grammar, lexicon and pragmatics of every language. The analysis of such systems will help answer very important questions: whether the linguistic image of the world is based on pre-scientific, primordial human experience or not, and whether this picture of the world is obligatory for all language speakers or not; whether the linguistic image of the world changes as time passes by and under the influence of new information, knowledge and experiences, or not?

Author: Anusiewicz, J.
Year: 1995

Title: Lingwistyka kulturowa. Zarys problematyki [A Survey of Cultural Linguistics]

Reference Type: Book
City: Wrocław
Publisher: Wydawnictwo Uniwersytetu Wrocławskiego
Number of Pages: 183

Keywords: linguistic image of the world, methodology, conceptualization

Abstract: The linguistic image of the world is understood as the way in which reality (both linguistic and non-linguistic) is conceptualized with the help of language. These conceptualizations of reality can be found in the semantic, grammatical, syntactic, and pragmatic components of a language.

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Author: Aoshuan, T.
Year: 1997

Title: O modeli vremeni v kitajskoj jazykovoj kartine mira [On the Model of Time in the Chinese Linguistic Image of the World]

Reference Type: Book Section
Editors: Arutjunova, N. D.; Janko, T. E.
Book Title: Logičeskij analiz jazyka. Jazyk i vremja [Logical Analysis of Language: Language and Time]
City: Moscow
Publisher: Indrik
Pages: 96-106

Keywords: logical analysis of language, Chinese, concept of time, linguistic image of the world

Abstract: Emphasizing the close interrelation of space and time, the author outlines, on the basis of lexical evidence, two basic models of time in the Chinese linguistic image of the world: a) linear-historical, and b) traditional or anthropocentric. For the Chinese, the idea of time is based on generational changes. In contrast to the European concept of time, where time itself is seen as an agent of change (cf. the idiom "time runs"), humankind is seen as the agent of change in Chinese culture.

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Author: Aoyagi, M. H.
Year: 1995

Title: Selection of Japanese Categories during Social Interaction

Reference Type: Book Section
Editors: Taylor, J. R.; Macklaury, R. E.
Book Title: Language and Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 331-363
Series Editor: Winter, W.
Series Title: Trends in Linguistics. Studies and Monographs

Keywords: Japanese, vantage theory, categorization, discourse

Abstract: The article discusses the usefulness of conceptualization for furthering the understanding of social interactions. The author intends to show that categorization processes are themselves social strategies by which a society member contributes to the constitution and maintenance of social reality. Using vantage theory as an organizing framework, and Japanese language and culture as a data source, he discusses the cognitive organization that reveals itself in the styles of Japanese speech, and aims to bridge the gap between an individual's subjective view and what can be considered objective knowledge, i.e. the gap between the cognitive and social dimensions of meaning. The study shows how the selection of social interaction style among Japanese speakers is determined by cognition, and demonstrates the mechanism of association between linguistic criteria and their users' perception of the world. Such a mechanism functions dynamically, allowing change from one context to another, and "multivocally", allowing several perspectives to coexist at the same time. The process of linguistic selection through this dynamic, multivocal scheme indexes the communicative strategy. In this sense, the selection of Japanese styles functions as a creative construction of idiosyncratic analogies that bridge the gap between personal experience and the conventional world.

Author: Arutjunova, N. D.
Year: 1997

Title: Vremja: modeli i metafory [Time: Models and Metaphors]

Reference Type: Book Section
Editors: Arutjunova, N. D.; Janko, T. E.
Book Title: Logičeskij analiz jazyka. Jazyk i vremja [Logical Analysis of Language: Language and Time]
City: Moscow

Abstract: Arguing that time is a key factor of the human psychical organization, the author aims to present models of time conceptualization. She divides the language models of time into two main groups: a) Models of the traditional human path (model' tradicionnogo puti čeloveka), in which the human being is a central figure, and where the line of time is identified with the flow of life or with the line of fate; and b) Models of time flow (model' potoka vremeni), oriented towards time itself, where the line of time is identified with the movement of natural substances such as water or air. There are essential similarities between the ways the two groups of models are organized. Providing an analysis of the most important metaphors through which these models are realized, the author argues that these two basic models do not give a complete theory about time and its conceptualization, since they do not reflect causal relations and are characterized by time flow opposite in direction from chronological time flow. She points to the fact that the new era brought a new concept of time, which is much more oriented towards the future than towards the past. She labels it "model of the new human path" (model' puti novogo čeloveka). This model is essentially chronological and is characterized by changed attitudes towards the notions of old and new: for example in the model of the traditional human path, among ancient Romans, *homo novus* was a person coming from the lower classes, while *homo antiquus* was a person with noble origins; in the model of the new human path, new is perceived as positive and progressive.

Arutjunova pays attention to another model of time, parallel to these "outer" models, namely the inner language model of time, based on the grammatical organization of tenses and a speaker's perspective. This model continually breaks the time line with the speaker's perspective, orienting time flow towards the future or towards the past.

Language: Language and Time]
City: Moscow
Publisher: Indrik
Pages: 170-200

Keywords: logical analysis of language, temporal connotation, spatial connotation, axiological connotation

Abstract: The author deals with various aspects (temporal, spatial, axiological) of the concepts formed around the Russian adjectives *novyj* 'new', *pervyj* 'first' and *poslednij* 'last', arguing that there is significant mutual influence among these concepts. An important change in these concepts took place when the linear perception of time replaced the cyclical one.

Author: Bartmiński, J.
Year: 1992

Title: Nikita Iljicz Tołstoj i program etnolingwistyki historycznej [Nikita I. Tolstoj and Historical Ethnolinguistics]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 5
Pages: 7-13

Keywords: Slavic ethnolinguistics, Russia, overview, methodology

Abstract: The author emphasizes historical orientation as one of the most important features of the Moscow school of ethnolinguistics. Because of this, it is opposed to the synchronically oriented American ethnolinguistics. The following are the most important principles of the Moscow ethnolinguistic school founded by N. I. Tolstoj: a) it is a complex discipline which goes beyond language and deals with folk culture, psychology and mythology; b) language is an essential element of culture, together with other cultural codes; c) ethnolinguistics uses linguistic methods and terminology, approaching folklore, ethnography, and cultural studies from the linguistic perspective using material obtained by other disciplines; the complexity of culture can be described using linguistic means because of the isomorphism of culture and language; d) ethnolinguistics as a discipline is closely related to the languages, cultures and histories of particular ethnic groups; e) the main tasks of ethnolinguistics are: parallel analysis of the language history and the history of the ethnic group that uses the language in question, exploration of processes such as convergence and divergence of language and ethnos, segmentation of language and society; these tasks can be

successfully accomplished by mapping of ethnolinguistic data.

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Abstract: The authors' thesis is that each nation's semantic concept of motherland is highly influenced by its linguistic image of the world. Contrasting the concepts of motherland in Polish and Russian, they assume that the cultural dimension dominates in the concept of Polish *ojczyzna*, while the state dimension dominates in the semantic fields of the Russian equivalents. This difference is explained by the different histories of the two nations.

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Abstract: The author defines the linguistic image of the world as the interpretation of reality that is fixed in language. The linguistic image of the world is the totality of ideas about the world, which can be traced in language itself, its

grammatical forms, lexicon, and folklore texts, or indirectly reconstructed with the help of linguistic forms and texts.

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Abstract: The article is a response to Anna Wierzbicka's work ("Język i naród", "Semantics, Culture, and Cognition"), where she argues that there is a striking difference between the semantics of Polish *los* and Russian *sud'ba*. The author proposes a reinterpretation of these two concepts. From the linguistic viewpoint, one must consider important concepts such as Polish *dola*, which functions in a wider conceptual universe to refer to people's existential situation. In the domain of sociocultural and historical correlates of linguistic concepts, the author asserts that one should focus on the social factors rather than a mythical national spirit. The Polish idea of *los* is close to the Latin *fortuna* and has noble-romantic connotations: it is associated with game-playing, drawing lots, good luck, the unknown and the courage to take risks. *Dola*, which was negatively connoted since the 19th century in expressions such as *Polska dola* 'the Polish fate' or *chlopska dola* 'the peasant fate', is a semantic counterpart of the Latin *fatum* and refers to a God-given situation which is difficult to change.

Comparing this state of affairs to the concepts found in Russian, the author argues that if Polish *los* is contrasted with Russian *sud'ba*, Polish *dola*, now associated with "the simple people", who do not benefit from the economic and political transformations, is largely convergent with the Russian concept of *sud'ba*. The distinction between Polish *los* and *dola* rests on a general cultural opposition of coincidence and inevitability, gift and destiny, which is present in both Polish and Russian cultures.

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Authors: Bayraktaroğlu, A.; Sifianou, M.
Year: 2001

Title: Introduction

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 1-16
Series Title: Pragmatics and Beyond New Series

Keywords: Greek, Turkish, politeness, cultural specifics

Abstract: The editors of this book on politeness in Greek and Turkish define the following three goals: a) to test politeness in areas other than English; b) to make available to observers regional patterns of behavior, which are located between East and West; c) to demonstrate the results of cultural interaction, also in those cases when that interaction was in the past.

On the culture-specific scales of "Individualism vs. Collectivism" and "Masculinity vs. Femininity", the authors situate Greece and Turkey in the middle, classifying them as "moderately masculine and collectivist societies", where slightly stronger characteristics of masculinity may be attributed to the Turkish culture. They evaluate as one of the most important findings in the cross-cultural research of politeness in Greek and Turkish the fact that Turkish culture is inclined towards masculinity more than Greek culture.

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Author: Bayraktaroğlu, A.
Year: 2001
Title: Advice-Giving in Turkish: 'Superiority' or 'Solidarity'?

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 177-208
Series Title: Pragmatics and Beyond New Series

Abstract: The author emphasizes differences between English and Turkish, using case studies of advice giving. Advice giving is perceived to be face threatening in Western culture, while it is widely employed in Turkish language to underline and consolidate solidarity, a usage explained in terms of the collectivism that is characteristic of Turkish society. Advice giving as an expression of solidarity is particularly common among close partners, who use advice-giving acts without any signs of confrontation.

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Abstract: The authors deal with two characteristics of nominal and pronominal address forms in situations involving service encounters in Turkey: a) variation according to economic prestige, and b) gender difference. They find that male customers are more influenced by economic prestige than females, and more easily switch to solidarity forms. The fact that women use more formal forms of address is explained in terms of the relatively high level of 'masculinity' in Turkish society. The most important factor in deciding between the use of T- and V-pronouns (Turkish *sen* and *siz* respectively) and other terms of address are power and solidarity.

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Title: Gender, Politeness and Pragmatic Particles in French

Reference Type: Book
Series Title: Pragmatics & Beyond New Series
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 104
Number of Pages: ix + 246

Keywords: French, particles, language use, gender, politeness

Abstract: The author analyzes the use of four French particles *c'est-a-dire*, *enfin*, *hein*, and *quoi*, aiming to compare male and female usage of them. She also monitors the use of these particles according to age, gender, and level of education.

She finds that in contrast to widespread belief, women's speech is no more polite than men's and explains the lack of gender differences in language use with the fact that gender differences are greater in societies characterized by the lower status of women, which is not the case in the French society.

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Author: Belak, M.
Year: 2000

Title: Medkulturne razlike: Neprevedljivost in nesprejemljivost slovenske vljudnosti v angleško govorečih okoljih [Crosscultural Differences: Unexpectedness and Unacceptability of Slovene politeness patterns in an English Speaking Setting]

Reference Type: Book Section
Editor: Štrukelj, I.
Book Title: Kultura, identiteta in jezik v procesih evropske integracije [Culture, Identity and Language in the Process of European Integration]
City: Ljubljana
Publisher: Društvo za uporabno jezikoslovje Slovenije
Volume: 2
Number of Volumes: 2
Pages: 229-235

Keywords: English, Slovene, language acquisition, politeness, cultural differences

Abstract: The article stresses the importance of the awareness of cultural

differences in foreign language acquisition. Many Slovenes have a very good command of English, but when communicating in English they often use patterns characteristic of their own culture. This is especially visible in the domain of politeness: in the English-speaking world, an attempt to be polite "in the Slovene way" may leave the impression that the person is highly neurotic. The article offers examples of the import of (inappropriate) culturally conditioned patterns of language use from Slovene into English.

Author: Benke, G.
Year: 2003

Title: Applied Linguistics - a Science of Culture?

Abstract: The author discusses the status of applied linguistics as a discipline and sees it as the empirical other side of cultural studies. Cultural studies contribute to a more complex understanding of the token situations studied in applied linguistics, while "applied linguistics 'grounds' cultural studies in concrete texts, demonstrates how the supposed meanings are enacted and re-created in concrete situations." Two examples involving such joint interests are discussed: the first is a presentation of the changes of the meaning of 'neutrality' in Austrian public discourse from 1955 to 1994; this study gives an insight into changes in the perception of national identity in recent Austrian history. The second is a study of gender differences in group-work in Austrian high school physics classes, which contributes to the understanding of the re-creation of a gendered society and a gendered culture.

Author: Bennardo, G.
Year: 2002

Title: Cognitive Semantics, Typology, and Culture as a Cognitive System: The Work of Leonard Talmy

Abstract: This is a review of two volumes: L. Talmy, Toward a Cognitive Semantics, Volume 1: Concepts Structuring Systems, Cambridge, MA: MIT Press, 2000, 565 pp; and Volume 2: Typology and Process in Concept Structuring, Cambridge, MA: MIT Press, 2000, 495 pp.

The author presents the work of Leonard Talmy, paying special attention to his cognitivist approach to culture. Cognitivism indicates that cultural patterns exist primarily because of the cognitive organization in each of the individuals who collectively make up a society. In other words, culture is located in the mind/brain of individuals and represents a specialized part of the brain of each individual. Talmy proposes a theory of overlapping cognitive systems and demonstrates how some of these systems (language, vision, and culture) are independent from one another, while at the same time they share schematic systems.

The author finds that Talmy's work has a great relevance for linguistic anthropology, especially in the following areas of research: a) color classification and ethnobotanical classification: according to Talmy, in order to understand how language structures conceptual content, we must focus on closed-class linguistic forms, while research on colors and ethnobotany - two classical anthropological investigations of mental representations of knowledge - deals only with open-class forms. It is possible that an integration of the two approaches could lead to new and valuable results; b) linguistic relativity: although Talmy denies Whorfianism, his preference of closed-class linguistic forms follows the tradition rooted in works by Boas, Sapir, and Whorf. Terminology has been changed (*grammar* becomes *closed-class forms*), but the essence of the proposed foci remains similar; c) metaphor: in Talmy's view, metaphor not only has an important role in cognition, but it greatly expands our understanding of language as a system that structures our cognitive content; d) vision and space: the relationship between the visual system and the linguistic system is among Talmy's most important themes.

The author argues that anthropology has to pay attention to the proposal that culture is a cognitive system. Faced with the view of a human mind that is cultured, linguists and cognitive scientists must consider the concept of culture.

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Author: Berezovič, E. L.
Year: 2000

Title: Russkaja toponimija v ėtnolingvističeskom aspekte [Russian Place Names from an Ethnolinguistic Perspective]

Reference Type: Book
City: Ekaterinburg
Publisher: Izdatel'stvo Ural'skogo universiteta
Number of Pages: 532

Keywords: Russian, Slavic ethnolinguistics, place names, ethno-cultural information

Abstract: Dealing with the topomymy of the Russian north, the author treats it as a source of ethno-cultural information, which is defined as a system of knowledge, concepts, and values, that plays a significant role in coding within a language and other cultural domains. One of the goals of this book is to develop a methodology of obtaining ethno-cultural information from onomastic data. Onomastics, and toponymy in particular, can serve as a very appropriate testing ground for conducting ethnolinguistic analysis, because the objects of nomination are localized and there is ethnic and social unity of the 'authors' of toponymy in a certain area.

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Author: Berezovič, E. L.
Year: 2003

Title: Toponimičeskaja ėtnosemantika [The Ethnosemantics of Place Names]

Reference Type: Book Section
Editors: Živov, V. M.; Moldovan, A. M.; Nikolaeva, T. M.
Book Title: Slavjanskoe jazykoznanie. XIII Mezdunarodnzyj s"ezd slavistov, Ljubljana 2003. Doklady rossijskoj delegacii [Slavic Linguistics. XIII International Congress of Slavicists, Ljubljana 2003. Papers of the Russian Delegation]
City: Moscow
Publisher: Indrik
Pages: 19-34

Keywords: Russian, (Russian) ethnolinguistics, place names, ethno-cultural information, cultural semantics

Abstract: The ethnocultural potential of onomastic semantics has been

practically uninvestigated, due to under-developed methodologies for the explication of ethnocultural information from the onomastic lexicon. The author offers a model of the semantic analysis of toponyms built from an ethnocultural perspective. The model is construed along two axes: vertical and horizontal. The vertical axis shows the hierarchy of semantic levels from overt to covert, such as motivational meaning of a toponym, connotational semantics, and macrosemantics of toponyms. The horizontal axis applies optionally, when the semantic basis of a toponym broadens into the domain of toponomastic code, or into other onomastic or appellative codes.

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Author: Bickel, B.
Year: 1997

Title: Spatial Operations in Deixis, Cognition, and Culture: Where to Orient Oneself in Belhare

Reference Type: Book Section
Editors: Nuyts, J.; Pederson, E.
Book Title: Language and Conceptualization
City: Cambridge
Publisher: Cambridge University Press
Volume: 1
Pages: 46-83
Series Title: Language, Culture and Cognition

Keywords: Belhare, cognitive linguistics, spatial reference, conceptualization, environmental space category, social practice

Abstract: Dealing with spatial organization in Belhare (Sino-Tibetan, Nepal), the author shows that while there is a richly organized linguistic representation of spatial notions, non-linguistic correlates to this organization pervade the entire cultural organization of the Belhare, and that there is a strong interdependence of linguistic and cultural representations. Arguing that the relationship between language and conceptualization has to be tested through large-scale cross-linguistic and cross-cultural comparisons, he focuses on cognition as manifested by Belhare symbolic practices. In Belhare culture, there is a high degree of analogy between spatial relations and the semantics of environmental space pervading cultural phenomena (such as ritual actions, architectural procedures, emotions and dreaming patterns).

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Author: Bickel, B.
Year: 2000

Title: Grammar and Social Practice: On the Role of Culture in Linguistic Relativity

Reference Type: Book Section
Editors: Niemeier, S.; Dirven, R.
Book Title: Evidence for Linguistic Relativity
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 198
Pages: 161-192
Series Editor: Koerner, E. F. K.
Series Title: Current Issues in Linguistic Theory
Original Publication: Working paper in preparation for the LAUD Symposium "Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis", Mülheim/Ruhr 1998, No. 425

Keywords: Belhare, cognitive linguistics, spatial reference, environmental space category, social practice, ethnic identity

Abstract: Studying specific social practices in Belhare society, the author explores the relationship between these practices and the linguistic category of environmental space conceptualization in Belhare. In Belhare culture, the concrete structure of a path in the landscape determines the orientation of a person rather than any abstract idea about up/down/across vectors. The environmental space category is heavily grammaticalized. Exploring the sociocultural background of this grammatical category, the author finds various social practices involving Belhare people enacting the same relief trajectories that underlie the linguistic system. Belhare people are very attached to the environment in which they live, which caused the establishment of an environment-based system of orientation both in language and culture (in most European languages, on the other hand, the only coordinate system that is constantly available to speakers is based on the human body). The author connects this strong integration of language, society and environment with the fact that Belhare is maintained better than many other languages in the area, pointing to a new way in which culture can be linked to linguistic relativity: it is necessary to explore how language and culture work together with each other to establish identity, i.e. to interconnect anthropological research and the study of linguistic relativity.

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Author: Bickel, B.

Year: 2001

Title: Deictic Transposition and Referential Practice in Belhare

Abstract: The system of spatial deixis in Belhare is characterized by a linguistic conceptualization of space that is anchored in the environment rather than the human body.

There are two variants of demonstratives among environmental space terms in Belhare - one characterized by the vowel /u/ and the other by /o/. The author analyzes the contrast between these two forms, exploring ways in which this difference is used by Belhare people as a means of establishing and sustaining social boundaries and identities. The author discusses in detail the semantics and pragmatics of this alternation, proposing that it reflects the grammaticalization of the deictic field transposition: whereas the *u*-forms simply indicate that something is above/below or across the deictic origin (which is *here* and *now* in relation to the speech act location), *o*-forms signal the "zero-point" of the deictic field and transposition away from the deictic origin. For example, "a form like *to*- indicates that something (or someone) is 'above something', but not 'above me', which is *tu*-." In order to better understand this distinction and its conceptual background, the author further compares the spatial field transposition with cases of grammaticalized transposition in the domain of person deixis (such as indirect speech, reportatives, and a special kind of optative mode found in Belhare).

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Author: Bjeletić, M.
Year: 2002

Title: Duhovna kultura Slovena u svetlu etimologije: jsl. *(h)ala* [Slavic Spiritual Culture in the Light of Etymology: South Slavic *(h)ala*]

Reference Type: Book Section
Editors: Rusek, J.; Boryś, W.; Bednarczuk, L.
Book Title: Dzieje Słowian w świetle leksyki. Pamięci Profesora Franciszka

Sławskiego [The History of Slavs in the Light of the Lexicon. In Memory of Professor Franciszek Sławski]
City: Cracow
Publisher: Wydawnictwo Uniwersytetu Jagiellońskiego
Pages: 75-82

Abstract: The article is an attempt to prove the Slavic origin of the word *(h)ala* 'storm, demon, dragon', which is usually explained as a Greek or a Turkish loanword. Since this word designates a mythological being, the author suggests a more complex approach to defining its etymology; this approach takes into account the folklore and mythological context in which this mythological being exists and acts. The semantic potential of this word and its derivates, as well as the folk notions of *(h)ala* as a strong wind or storm, support the hypothesis about the Slavic origin of the word, which primarily designated bad weather and a demon, since these two meanings often accompany each other. The meaning 'dragon-like being' probably appeared later, after the South Slavs came to the Balkan area.

Author: Boryś, W.
Year: 2002

Title: Kultura muzyczna dawnych Słowian w świetle słownictwa [The Musical Culture of the Old Slavs in the Light of the Lexicon]

Reference Type: Book Section
Editors: Rusek, J.; Boryś, W.; Bednarczuk, L.
Book Title: Dzieje Słowian w świetle leksyki. Pamięci Profesora Franciszka Sławskiego [The History of Slavs in the Light of the Lexicon. In Memory of Professor Franciszek Sławski]
City: Cracow
Publisher: Wydawnictwo Uniwersytetu Jagiellońskiego
Pages: 83-94

Abstract: Analyzing the Proto-Slavic lexicon related to music, the author tries to determine the significance of music in Proto-Slavic culture. He gives the inventory of terms for musical instruments that can be reconstructed for the Proto-Slavic level, paying attention to the fact that Proto-Slavs had no term that would designate playing an instrument. The relatively recent chronology of musical lexicon can serve as a proof that Slavic musical culture was formed

relatively late, after the Proto-Slavic period.

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Author: Bowerman, M.
Year: 1996

Title: The Origins of Children's Spatial Categories: Cognitive Versus Linguistic Determinants

Reference Type: Book Section
Editors: Gumperz, J. J.; Levinson, S. C.
Book Title: Rethinking Linguistic Relativity
City: Cambridge
Publisher: Cambridge University Press
Volume: 17
Pages: 145-176
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: English, Korean, language acquisition, spatial expressions, language-specific vs. universal

Abstract: The author opposes the general opinion that non-linguistic spatial development is much more important than experience with language in the process in which children acquire locative prepositions. Starting with the assumption that languages differ widely in their organization of spatial meanings, she presents evidence that children's semantic categories for spatial terms may already be profoundly language-specific by the age of two. The study uses examples of English and Korean acquisition patterns and shows that both non-linguistic spatial cognition and the categorization system of the input language contribute to the process of acquiring spatial words. It is striking how quickly children adopt the language-specific principles of semantic categorization of spatial relations. This fact sheds new light on the relation of universal cognitive categories and language-specific ones, in the process of acquiring spatial expressions, proving that spatial categorization is one of our most basic cognitive capacities and bears the imprint of language.

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Author: Briggs, C. L.
Year: 2002

Title: Linguistic Magic Bullets in the Making of a Modernist Anthropology

Abstract: The article deals with problems associated with concepts of culture in anthropology in the USA by examining how assumptions about language shape them. Pointing out the way in which recent work in linguistic anthropology has questioned the key assumptions of the Boasian concept of culture, the author recommends that anthropologists appreciate the critical role that examining linguistic ideologies can play in discussions involving the politics of culture, since linguistic anthropologists hold the key to credibility for anthropological analyses of contemporary political and public interactions.

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Authors: Brown, P.; Levinson, S. C.
Year: 1993

Title: "Uphill" and "Downhill" in Tzeltal

Abstract: The authors provide a counterexample to the assumption prevailing among cognitive scientists that the human spatial cognition is essentially egocentric. In the Mayan Tzeltal language, there is an absolute system of coordinates with respect to which the location of objects and their trajectories from both micro and macro perspectives are described. The phenomenon found in this Mayan language is important for the theories of human spatial conception. The authors found systems analogous to the Tzeltal one in other languages in different parts of the world. Such a system of spatial description seems to be the natural solution in small-scale mountainous societies.

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Author: Burridge, K.
Year: 2002

Title: Changes within Pennsylvania German Grammar as Enactments of Anabaptist World View

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Grammar and Culture
City: Oxford
Publisher: Oxford University Press
Pages: 110-137

Keywords: German (Pennsylvania), modal verbs, culturally related modal verb evolution

Abstract: The author deals with recent developments in Pennsylvania German that seem to be motivated by the cultural and religious preoccupations of its speakers. After describing the cultural and linguistic context of the Mennonites, who are speakers of Pennsylvania German, she explores the linguistic background of the grammaticalization and evolution of modal verbs in this idiom, showing that the evolution of *wotte* 'to wish' and *zehle* 'to count' goes against the patterns of other Pennsylvania German modal verbs. She attempts to determine what cultural forces shaped this unexpected evolution.

Author: Bytniewski, P.
Year: 1991

Title: Język i kultura w koncepciji E. Sapira i B. L. Whorfa [Language and Culture in the Concept of E. Sapir and B. L. Whorf]

Reference Type: Book Section
Editors: Puzynina, J.; Bartmiński, J.
Book Title: Język a kultura. Zagadnienia leksykalne i aksjologiczne [Language and Culture. Lexical and Axiological Issues]
City: Wrocław
Publisher: Wiedza o kulturze
Volume: 2

Keywords: overview, E. Sapir, B. L. Whorf, N. Chomsky, C. Lévi-Strauss, language, culture, knowledge

Abstract: The author provides an overview of the basic postulates of the Sapir-Whorf theory, stressing that this theory is based on the following two main ideas: a) the thesis of linguistic determinism, and b) the thesis of linguistic relativity. He also stresses that in all linguistic and cultural theories, one of the three elements of the language-knowledge-culture relation is always chosen to be an explanation of the other two. In Chomsky's conceptualization there is a language-knowledge relation, while in Lévi-Strauss' concept, knowledge and culture are present.

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Author: Casad, E. H.
Year: 1995

Title: Seeing It in More than One Way

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and the Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 23-49
Series Editor: Winter, W.
Series Title: Trends in Linguistics; Series and Monographs

Keywords: English, Spanish, Cora, conceptualization and language (grammar) relationship, choice of grammatical construction

Abstract: The author looks at data from English, Spanish, and Cora (a Uto-Aztecan language of Mexico) in order to explore the role of speakers in conceptualizing situations. He argues that beyond simply providing speakers with a means for symbolizing and expressing a complex conceptualization, a grammatical construction also allows them to structure that conceptualization in a particular manner. Grammar allows speakers bountiful alternate grammatical resources to draw on to express ideas related to a single conceptualization or scenario. Distinct nuances of meaning can be expressed quite precisely through the choice of particular constructions. The freedom that speakers have in construing their conceptualizations in various ways has widespread grammatical consequences and makes it necessary to establish an integral facet of a theory of language structure.

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Author: Casson, R. W.
Year: 1983

Title: Schemata in Cognitive Anthropology

Reference Type: Journal Article
Journal: Annual Review of Anthropology
Volume: 12
Pages: 429-462

Keywords: schema, cognitive anthropology, metaphor, narrative, review

Abstract: The aim of the review is to examine the concept of 'schema' developed in cognitive science from the perspective of cognitive anthropology. Schemata are knowledge structures, which are the building blocks of cognition. A significant part of the review is dedicated to cultural schemata, which are neither unique to individuals nor universal, but shared by the members of particular societies. The author focuses on three types of schemata found in the organization of cultural content: a) object schemata, which underlie object classification systems (plants, animals, manufactured objects, occupations, etc.); b) orientation schemata, which represent knowledge about spatial orientations, and c) event schemata, which represent a wide range of activities and interactions, varying from simple actions to complex scenes. He then briefly surveys the research concerned with the role of these schemata in two areas, which are the object of intensive cognitive research - metaphor and narrative.

Author: Chafe, W.
Year: 1993

Title: Seneca Speaking Styles

Reference Type: Book Section
Editors: Irvine, J. T.; Hill, J. H.
Book Title: Responsibility and Evidence in Oral Discourse
City: Cambridge
Publisher: Cambridge University Press
Volume: 15
Pages: 72-87
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: Seneca (Iroquoian), authority, discourse, speech style, prosody, syntax

Abstract: The author considers three styles of speaking in Seneca: conversational, preaching, and chanting. These three styles form a continuum in four dimensions: prosodic freedom, formulaicity, sentence integration, and epistemological certainty, which are treated as icons of authority. The author's purpose is to show the correlations of speaking style with responsibility and authority. Conversational style, which locates authority in the speaker, exhibits a high prosodic freedom, and the highest scores on the other dimensions. Whereas the prosodic richness of conversation reflects the speaker's variable involvement, doubts, and expectations, its absence distances the speaker from personal responsibility. Increasing the measure of formulaicity expresses immutable stability, while integrated syntax, less common in a spontaneous conversation, conveys the solid reliability of a well-established authority. By combining these features one presents a voice that is unified in transferring responsibility from the proximate speaker to a remote, unquestionable source of truth.

Abstract: The author contrasts the Northern Iroquoian languages, which express gender in pronominal prefixes, to the Southern Iroquoian, which do not. The Northern Iroquoian languages mark the third person as feminine, masculine, or neuter, but masculine is required, while feminine is often conflated with neuter or unspecified forms. The author links the morphology with the Northern Iroquoian cultural correlates in which males are perceived as conspicuous, flamboyant, independent, whereas females are seen as stable, undifferentiated and being in the background. He argues that there is a plausible motivational relation between the cultural patterns and morphology.

Author: Ciscel, M. H.
Year: 2004

Title: Language and Ideology in the Print Media of Post-Soviet Moldova

Reference Type: Journal Article
Journal: Balkanistica
Volume: 17
Pages: 23-42

Keywords: Romanian, language ideology, national identity, linguistic identity, media

Abstract: In discourses of inclusion and exclusion negotiating social identities and group memberships, language can serve both as the medium of interaction and a marker of identity boundaries. The article investigates this dual role of language as it is realized in the discourse of print media in post-Soviet Moldova. Historically, Romanian speakers in Moldova have been presented with a number of possible national and linguistic identities: a) as oppressed and repressed Romanians; b) as Moldovan nationals who speak a dialect of Romanian; c) as Moldovan nationals who speak a distinct Moldovan language. The middle identity appears to be most common, and it also is the most problematic because it must negotiate a balance between two extremes. The author explores views on language as a nation-building construct in three newspapers of different orientation, which represent and promote three competing ideologies of national and linguistic identity in post-communist Moldova. Discourse from these newspapers reflects a range of identities that correspond to the three identity categories available to Romanian speakers in Moldova - extremely pro-Romanian, moderately pro-Romanian and pro-Russian.

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Author: Civ'jan, T. V.
Year: 2002

Title: Sovremennaja russkaja jazykovaja situacija v proekcii na model' mira [The Contemporary Russian Linguistic Situation as Projected onto the Russian Model of the World]

Reference Type: Book Section
Editor: Nikolaeva, T. M.
Book Title: Slavjanskaja jazykovaja i ėtnojazykovaja sistemy v kontakte s neslavjanskim okruženiem [The Slavic Linguistic and Ethnolinguistic Systems in a Non-Slavic Surrounding]

Abstract: The author illustrates the rapid changes of the Russian linguistic situation and the way they influence the Russian model of the world. She argues that the Russian model of the world is usually seen as very conservative and stable. One of the most important changes in this model are the axiological premises of the opposition of *our* vs. *alien*, *foreign*. The once dominant Russian language ideology stated that Russian was sufficient for communication and there was no need to speak or understand any foreign language since "everybody is supposed to speak Russian". The author finds an explanation for these attitudes in the "communicative history of the Russian language", the vastness of the territory where it is spoken by itself provoking the formation of such beliefs.

In the new social circumstances that occurred in the last few decades, it not only becomes necessary and preferable to speak foreign languages (in particular English), but they strongly influence the Russian language itself. For new phenomena in public discourse, and the discourse of the media, technology and marketing, terms from English and other languages are borrowed rather than coined. Moreover, Russians consider the foreign words more attractive and appropriate.

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Title: Relatively Speaking: Language, Thought, and Kinship among the Mopan Maya

Abstract: Based on fieldwork conducted in Belize, the book examines the linguistic relativity hypothesis in the context of the use of kinship terms in Mopan

Maya, trying to define how this language encodes a specific domain of experienced reality such as kinship. Combining ethnographic and quantitative methods, the author conducts a semantic analysis of kinship terms, and then uses the approach developed by Piaget to test the stages of their acquisition by Mayan children.

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Authors: Diller, A. V. N.; Khanittanan, W.
Year: 2002

Title: Syntactic Enquiry as a Cultural Activity

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Grammar and Culture
City: Oxford
Publisher: Oxford University Press
Pages: 31-51

Keywords: ethnosyntax, methodology, English, grammaticality, acceptability

Abstract: The authors argue that cultural factors can constrain, license, account for, or otherwise be associated with morphosyntactic rules or constructions of the language(s) spoken in a particular speech community. They also discuss the cultural perspectives dominant in the current forms of Western linguistic enquiry. They start with the cultural background of professional observers and raise questions about how the institutionally situated norms of current linguistic practice can have an impact on syntactic discovery, trying to show that professionally institutionalized imagination and culturally situated tolerance for ambiguity can affect how linguists succeed in their syntactic research.

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Authors: Dirven, R.; Verspoor, M.
Year: 1998

Title: Language, Culture and Meaning: Cross-Cultural Semantics

Reference Type: Book Section
Editors: Dirven, R.; Verspoor, M.
Book Title: Cognitive Exploration of Language and Linguistics
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company

Volume: 1
Pages: 137-159
Series Editor: Radden, G.
Series Title: Cognitive Linguistics in Practice

Keywords: language-specific vs. universal, cultural keywords, culture-specific grammar, cultural scripts, semantic primes

Abstract: The chapter aims to look at cross-linguistic semantic differences in a systematic way. It presents a method for determining semantic distinctions and for exploring their cultural relevance. The authors consider the following question to be crucial: do differences in linguistic conceptualization play a central role in language and thought, or are they rather marginal? Their answer is situated in the middle range between linguistic determinism and extreme universalism: most linguistic concepts are language-specific, but there also are a small number of universal linguistic concepts, which can be used as a 'neutral' basis for describing the huge variety of language-specific and culture-specific concepts.

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Author: Dukova, U.
Year: 1992

Title: Mitologiczna opozicja *prawy* i *lewy* w bułgarskich dialektach [Mythological Opposition *Right* vs. *Left* in the Bulgarian Dialects]

Reference Type: Journal Article
Journal: Etnolingwistyka
Volume: 5
Pages: 45-52

Keywords: Bulgarian, diachronic semantics, word motivation, mythology

Abstract: Bulgarian folklore and dialect data demonstrate that meanings 'dexter' and 'right, straight, truthful, good', on one hand, and 'sinister' and 'curved, bad', on the other, are frequently expressed by the same lexical items (Bulg. *desen ~ ljav*, *prav ~ kriv*). Although these semantic clusters seem unmotivated from a modern point of view, they are rooted in cultural and mythological facts. In this way, the author explains synchronically obscure expressions such as *kriv vjatăr* 'crooked wind', *l'ava pčela* 'left bee' etc.

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Author: Duranti, A.

Abstract: The author argues that if the notion of social meaning is taken into consideration, the function of subject pronouns in Italian must be studied within the discourse context of their use. Analyzing extensive material consisting of transcripts of spontaneous conversations in Italian, he suggests that speakers use Italian subject pronouns to define the main characters in a narrative and convey empathy or positive attitude toward specific referents. On the other hand, demonstrative pronouns are often used to refer to inanimates, minor characters and people to whom they wish to express lack of empathy or negative attitude.

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Abstract: The author discusses the notion of speech event as an analytical tool for the study of discourse from a sociocultural perspective, stressing the importance of sociocultural knowledge and the relation between speech and social context. He argues that discourse is part of speakers' cultural construction of reality and must then be understood as relating to and defining such a reality.

A speech event can be identified as a unit on the basis of two main features a)

the ends (goals) of the event, and b) its spatiotemporal organization. Cultural definitions constitute the boundaries of an event and its recognized end or goal, and these definitions can be identified through ethnographic work. The very definitions of speaker-addresser and hearer-addressee are also culturally bound and must be related to the participants' understanding of a given event and its socioculturally defined goals. The meaning of verbal interaction can be captured and properly understood only after having assigned to participants culturally appropriate roles.

The approach advocated by Duranti should be understood "as a body of knowledge and methods that needs to be integrated with current models and theories of discourse structure and discourse types within and across societies."

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Author: Duranti, A.
Year: 1993

Title: Intentions, Self, and Responsibility: an Essay in Samoan Ethnopragmatics

Reference Type: Book Section
Editors: Hill, J. H.; Irvine, J. T.
Book Title: Responsibility and Evidence in Oral Discourse
City: Cambridge
Publisher: Cambridge Univeristy Press
Volume: 15
Pages: 24-47
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: Samoan, responsibility, intention, meaning, language use

Abstract: The author criticizes theories of meaning that are predominantly based on the reconstruction of speakers' intentions, and argues for the importance of the role of responsibility in the interpretation of speech in social interaction. On the basis of numerous ethnographical accounts of Samoan political speech, he suggests that Samoans typically see talk and interpretation as activities for the assignment of responsibility rather than as exercises in reading peoples' intentions.

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Author: Duranti, A.
Year: 1994

Title: From Grammar to Politics: Linguistic Anthropology in a Western Samoan Village

Reference Type: Book
City: Berkeley - Los Angeles
Publisher: University of California Press
Number of Pages: xiii+208

Keywords: Samoan, political discourse, genre, grammar, ethnopragmatics

Abstract: The author explores the influence of political processes on traditional oral forms in a Samoan village. From a methodological viewpoint, he tries to show that there are different ways of studying grammar and making sense of its patterns, and analyzes Samoan discourse as framed by socioculturally organized activities and constituted by a heterogeneity of codes, genres, and grammatical forms. He labels such an approach ethnopragmatics, a kind of pragmatics informed by analytical concerns developed within sociocultural anthropology, within approaches to the study of verbal performance that are ethnographically grounded.

Author: Duranti, A.
Year: 1997

Title: Universal and Culture-Specific Properties of Greetings

Reference Type: Journal Article
Journal: Journal of Linguistic Anthropology
Volume: 7
Issue: 1
Pages: 63-97

Keywords: Samoan, greetings, universal vs. culture-specific

Abstract: The author argues that greetings cannot be compared across speech communities without a universal definition of what constitutes a greeting exchange. Therefore he proposes such a universal definition consisting of six criteria: a) near-boundary occurrence; b) establishment of a shared perceptual field; c) adjacency pair format; d) relative predictability of form and content; e) implicit establishment of a spatiotemporal unit of interaction, and f) identification of the interlocutor as a distinct being worth recognizing. He also shows that the widespread tendency to see greetings as devoid of propositional content is too limiting and often inaccurate. By means of an analysis of Samoan greetings, he shows that they can also function as information-seeking and action-control

strategies. The analysis of greetings presented in this article shows that semantic analysis must be integrated with ethnographic information in order to provide an adequate pragmatic analysis of speech activities within and across speech communities. Whatever goal greetings accomplish, they do it by virtue of the participants' ability to match routine expressions with particular socio-historical circumstances.

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Abstract: The author provides an overview of the study of language as culture in twentieth-century United States anthropology. He argues that this study is a set of distinct and often not completely compatible practices of analyzing and theorizing about linguistic phenomena. He adopts the notion of paradigm shift as an heuristic device for making sense of the dramatic changes that have taken place in the way in which language is studied, defining paradigm as "a research enterprise with a set of recognizable and often explicitly stated a) general goals, b) view of the key concept (e.g. language), c) preferred units of analysis, d) theoretical issues, and e) preferred methods of data collection." Duranti identifies three historically related paradigms: 1) the first paradigm was initiated by Boas and mainly devoted to documentation, grammatical description, and classification (especially of North American indigenous languages) and focused on linguistic relativity; 2) the second paradigm, which was developed in 1960s, examines language use in context, introducing new units of analysis such as the speech event; this paradigm marked an intellectual separation from the rest of anthropology; 3) The third paradigm focuses on identity formation, narrativity and ideology and is a new attempt to connect with the rest of anthropology by extending linguistic methods to the study of issues previously identified in other fields.

Duranti stresses that in his view, the notion of paradigm is historically bound, but it does not mean that one paradigm necessarily dies out when a new one

appears - old and new paradigms can coexist and continue to influence each other. Finally, he identifies the following points of incompatibility between paradigms, which keep students of language as culture from developing general models: a) the grammars of all kind of languages are being presented primarily to satisfy the needs of typological linguistics; b) languages are still sometimes identified with their grammars; c) data collection is rarely discussed and even less often contested; d) the criteria for transcription are rarely mentioned; e) many scholars find the rational model of communication (Grice, Searle) problematic, but there are no clearly outlined alternative models; f) the experimental and quantitative model is at odds with the use of a few contextualized examples to make general claims about local or universal discourse strategies.

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Abstract: After an overview of works exploring the ways in which language and gender interact, the authors conclude that a coherent view of this interaction is still lacking. Although a number of scholars have tried to approach language as a part of social practice, relatively little progress has been made in explaining links between social practices and linguistic structures and systems. Especially little attention has been paid to the social (including the linguistic) construction of gender categories, and to ways how gender relations are constructed.

The authors stress that the study of the language and gender relations must involve an integrative approach "through the intensive collaboration of people working in a variety of fields and variety of communities." Also, approaching both language and gender as constructed in communities of practice enables understanding of the social and cognitive importance of their interaction. They stress that it is necessary to deepen our understanding "of the profoundly historical character of gender, of language, and of their connections."

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Authors: Ember, M.; Ember, C. R.
Year: 1999

Title: Cross-Language Predictors of Consonant-Vowel Syllables

Abstract: The authors discuss cross-language findings that shed new light on the language-culture relationship. They attempt to establish a correlation between the percentage of consonant-vowel syllables and extra-linguistic factors, adding to the already defined factors influencing the high percentage of these syllables such as warmer climate and the absence of literacy another one: the way of baby-holding. According to their findings, the latter factor is more predictive of consonant-vowel syllable score than either climate or literacy.

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Author: Enfield, N. J.
Year: 2002

Title: Introduction

Abstract: The author identifies some potential collisions between the theory and practice of ethnosyntactic studies and discusses the continuum from "narrow" ethnosyntax, referring to the direct encoding of cultural meaning in the semantics of morphosyntax, to "broad" ethnosyntax, encompassing a wider field of possible relations between grammar and culture. He stresses the importance of both cultural description and linguistic description as a necessary basis for studies in

the field of ethnosyntax, and points out to the following two key-problems of theory and methodology of ethnosyntax: settling on methods of describing links between grammar and culture, and finding independent support for these links.

Author: Enfield, N. J.
Year: 2002

Title: Cultural Logic and Syntactic Productivity: Associated Posture Constructions in Lao

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Grammar and Culture
City: Oxford
Publisher: Oxford University Press
Pages: 231-258

Keywords: cultural logic, serial verb construction, grammaticalization, cultural typification

Abstract: The author stresses the importance of assuming certain cultural conventions in linguistic studies, which aim to address ethnographic issues, and presents his own position in regard to the nature of cultural conventions and their role in the semantics and pragmatics of grammar. These conventions underlie the cultural logic for interpreting utterances. He examines a number of serial verb constructions and their relation to the notion of 'ready-recognizability of event' in Lao. He makes the following five general observations: a) the cultural logic requires a personal search for salient cultural representations; b) the notion of grammaticality makes constant and direct reference to the heuristics of cultural typifications; c) the extent to which complex expressions encode sub-components as culturally normal events affects the accessibility of these sub-components to certain productive morphosyntactic processes; d) the construal of the semantics of verb serialization is contingent upon cultural typifications; e) the choice as to whether to employ a certain syntactic form at all is contingent upon cultural typifications.

Author: Enfield, N. J.
Year: 2002

Title: Semantics and Combinatorics of *Sit*, *Stand*, and *Lie* in Lao

Reference Type: Book Section
Editor: Newman, J.
Book Title: The Linguistics of Sitting, Standing and Lying
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 51
Pages: 25-41

Keywords: Lao, syntax, postural expressions

Abstract: The author analyzes syntactic constructions containing the basic posture verbs in Lao and emphasizes the importance of considering the culture-specific nature of these constructions.

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Author: Fairclough, N.
Year: 1992

Title: Discourse and Social Change

Reference Type: Book
City: Cambridge
Publisher: Polity Press
Number of Pages: 259

Keywords: discourse analysis, critical discourse analysis, theoretical study

Abstract: The author's main intention is to develop an approach to discourse analysis, which could be used for investigating social change. Such an approach has to satisfy a number of minimum conditions. First, it would need to be a method of multidimensional analysis, therefore he develops a three-dimensional approach model: any discursive event is seen as simultaneously being a piece of text, an instance of discursive practice, and an instance of social practice. This model enables the relationships between discursive and social changes to be addressed and detailed properties of texts to be related to the social properties of discursive events as instances of social practice. Second, it would need to be a method for multifunctional analysis. Third, it would need to be a method for historical analysis. And fourth, it would need to be a critical method.

In the first two chapters of the book, the author gives an overview of linguistically- and socially-oriented approaches to discourse analysis, while in the third chapter he presents a multidimensional approach as a synthesis of these two kinds of views on discourse. The following chapters provide a detailed analysis of

discourse samples generated within a range of fields and institutions, while the last chapter draws together the material introduced previously in the form of a set of guidelines for discourse analysis.

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Abstract: In the theoretical framework of Critical discourse analysis (CDA), language seen as social practice implies that it is socially shaped, but it is also socially shaping. CDA explores tensions between these two sides of language use, the socially shaped and socially constructive. Language use constitutes social identities, social relations, and systems of knowledge and belief. Consequently, there is a need for a theory of language such as Halliday's, which stresses multifunctionality and sees any text as simultaneously enacting interpersonal, ideational and textual functions of language.

For Fairclough, CDA is discourse analysis which aims: 1) to systematically explore often opaque relationships of causality and determination between discursive practices, events, and texts on the one hand, and wider social and cultural structures, relations, and processes on the other; 2) to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and 3) to explore how the opacity of these relationships between discourse and society is itself a factor in securing power and hegemony.

The article illustrates the practice of critical discourse analysis through a discussion of the marketization of the public discourse of higher education in contemporary Britain. The analysis is conducted within a three-dimensional framework - a discursive event is seen as a spoken or written text, as an instance of discourse practice involving the production and interpretation of a text, and as a piece of social practice. Four examples of discourse practices from contemporary ("late capitalist") society are analyzed: press advertisements for

academic posts, program materials for an academic conference, an academic curriculum vitae, and entries in undergraduate prospectuses. The analysis presented shows a marketization of discursive practices in contemporary Britain universities by restructuring the discourse on the model of more central market organizations. The following shifts in the authority relations and self-identity within organizations are recognized in the discourse: the decline of stable institutional identities, a corresponding decline in authority, and a reconstruction of professional identities of academics on a more entrepreneurial (self-promotional) basis, with the foregrounding of personal qualities.

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Abstract: Analyzing the discourse structure of texts written in English by two Chilean students preparing for their tertiary entrance examination in Australia, the author argues that the discourse patterns reflect the students' cultural values in the specific context of the Australian examination. These patterns, however, can carry negative connotations for Anglo-Australian teachers, who interpret them as insufficient competence rather than as realizations of alternative cultural orientations to given tasks.

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Abstract: The article argues for a socio-semiotic approach to natural-language communication, which focuses on the connection between linguistic code and sociocultural practice. Culture is defined as both a macro and micro concept, and is created in and through the process of communication. Linguistic code and sociocultural practice are context-dependent by definition: they are anchored to linguistic contexts, which are embedded in sociocultural contexts, which are embedded in social contexts. Thus, the macro concept of culture and its context-dependent manifestations as particular cultural values are reflected in the particular communicative strategies, which are interdependent with the presentation of itself in everyday life.

Author: Gak, V. G.
Year: 2000

Title: Jazyk kak forma samovyraženija naroda [Language as a Form of National Expression of Self]

Abstract: The author starts with the assumption that the psychology of an ethnic group is reflected in language in two ways: a static one, which refers to the meaning of words and grammatical forms, and a dynamic one, which is observable in the use of these language patterns. Contrasting Russian and French, he tries to show how the ethnopsychology of these two nations is reflected in various aspects of language structure and use, such as nomination, sentence organization, discursive strategies, etc., and explains his findings with

the different cultural histories of the two nations.

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Abstract: The authors argue that the medieval physiological-psychological theory of the four humors and the four temperaments has left its traces on the emotional lexicon. The notion that "anger is the heat of a fluid in a container" can be seen as one of those traces. The main point made in the article is the following: an adequate analysis of the motivation behind cultural phenomena in general, and language in particular, has to take into account the diachronic dimension. Cultural models - the more or less coherent sets of concepts that cultures use to structure experience and make sense of the world - are not reinvented afresh with every new period in the culture's development. If cognitive models are cultural models, they also carry cultural history and imply historical continuity. Their contemporary form can be properly understood only by investigating their historical origins.

Regarding cognitive semantics, awareness of the synchronic reflection of diachronic patterns is just as natural and as important in the case of supra lexical cognitive structures (such as the cultural models of emotion) as in the case of single lexical concepts. If cultures are only cultures because they have a tradition, and if, therefore, cultural models are only cultural models if they have a chronological continuity and a historical permanence, awareness of the history of ideas is methodologically indispensable for cognitive semantics.

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Author: Geeraerts, D.
Year: 2003

Title: Cultural Models of Linguistic Standardization

Reference Type: Book Section
Editors: Dirven, R.; Frank, R.; Pütz, M.
Book Title: Cognitive Models in Language and Thought: Ideology, Metaphors, and Meanings
City: Berlin - New York
Publisher: Mounton de Gruyter
Volume: 24
Pages: 25-68
Series Title: Cognitive Linguistic Research

Keywords: standardization, cultural model, ideology

Abstract: There are two basic cultural models that shape our conception of language: the rationalist model and the romantic model. In the rationalist model, standard languages are seen as geographically general, socially general, and thematically universal. Standard language is a neutral medium and a medium of participation and emancipation. In the romantic model, standard languages are seen as instruments of oppression and exclusion that does not allow expression of identity and emotions, and they are typically languages of elites. The author shows how these two models interact, describes their transformations in the course of time and relates these models to concrete examples of linguistic variation.

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Authors: Goddard, A.; M., Patterson. L.
Year: 2000

Title: Projections

Reference Type: Book Section
Editors: Goddard, A.; M., Patterson. L.
Book Title: Language and Gender
City: London - New York
Publisher: Routledge
Pages: 5-26
Series Editors: Cater, R.; Goddard, A.
Series Title: Intertext

Keywords: linguistic relativity, gender, text analysis

Abstract: In the first unit of their book, the authors refer to the Sapir-Whorf hypothesis. The unit deals with the "relationship between the language we use and the world around us." The authors consider it important for understanding the language and gender relationship, "because we need to establish how far our ideas about the sexes are the result of seeing what we want to see - or, rather, what we have to see because of the language that is available to us."

The unit suggests that language is not a neutral reflection of the world around us - by using language, we project onto the world our own sense of reality. Starting with the idea that different languages encode objects and ideas differently, the authors further look at two specific types of projection: the projection of humanness onto the inanimate world, and the projection of gender onto the inanimate and animal worlds.

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Abstract: The article explores the relation of Anna Wierzbicka's approach to B. L. Whorf's linguistic theory. It shows that although there are certain similarities that often cause Wierzbicka's approach to be designated as "neo-Whorfian", many of its aspects can be seen as opposing Whorf's theory. The author summarizes the similarities in the following way: a) the conviction that languages vary in their semantic organization in lexicon and grammar; b) the attempt to demonstrate this empirically by contrastive analysis of languages, and c) the belief that these variations facilitate distinctive styles of thinking. But these similarities are coupled with "significantly different views on the nature of meaning and on semantic methodology."

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Author: Grzegorczykowa, R.
Year: 1991

Title: Rola jezyka w tworzeniu kultury umyslowej [The Role of Language in the Formation of Spiritual Culture]

Reference Type: Book Section
Editors: Anusiewicz, J.; Bartmiński, J.
Book Title: Język a kultura. Podstawowe pojęcia i problemy [Language and Culture. Basic Notions and Problems]
City: Wrocław
Publisher: Wiedza o kulturze
Volume: 1
Pages: 61-71

Keywords: abstract thinking, culture, language

Abstract: The author stresses the important characteristic of language as a prerequisite for abstract thinking, which makes it also a prerequisite for the existence of culture. Language as a system of abstract qualifiers of the world enables us to know the world, and to keep and transfer to others that knowledge; that system slightly differs in every particular language and the differences are due to the way of life and experiences of every given society. These differences generate specific worldviews and affect a society's culture.

Author: Grzegorczykowa, R.
Year: 1999

Title: Pojęcie językovego obrazu świata [Understanding the Linguistic Image of the World]

Reference Type: Book Section
Editor: Bartmiński, J.
Book Title: Językowy obraz świata [Linguistic Image of the World]
City: Lublin
Publisher: Wydawnictwo UMCS
Pages: 39-46

Keywords: linguistic image of the world, subject, definition, methodology

Abstract: The author takes the linguistic image of the world to be a conceptual

structure fixed within the language system, particularly in its grammatical and lexical features. The linguistic image of the world is being realized through utterances in that language.

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Author: Hanks, W. F.
Year: 1990

Title: Referential Practice: Language and Lived Space Among the Maya

Reference Type: Book
City: Chicago
Publisher: The University of Chicago Press
Number of Pages: 580

Keywords: Mayan, deixis, space concept, habitual practice

Abstract: The author examines the system of deictics in Mayan (spoken in Yucatan, Mexico). He argues that sociocultural systems, including ritual forms and verbal semantics, are ultimately grounded in the everyday activities and values of native actors, stressing that conceptions of space and its ordering are socioculturally constructed, and that deixis is a social construction intelligible only in relation to a sociocultural system. To understand space and its organization, one has to consider culturally-specific models of space. Therefore, in addition to the linguistic analysis of deixis, the author looks at the ways Maya organize their household compounds, fields, ritual space, and cardinal point orientation, coming to the conclusion that deictic space is inseparable from the habitual practices in which it is embodied.

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Author: Hanks, W. F.
Year: 1996

Title: Language Form and Communicative Practices

Reference Type: Book Section
Editors: Gumperz, J. J.; Levinson, S. C.
Book Title: Rethinking Linguistic Relativity
City: Cambridge
Publisher: Cambridge University Press
Volume: 17
Pages: 232-270

Series Title: Studies in the Social and Cultural Foundations of Language

Abstract: The article is a contribution to the discussion on universality vs. relativity of the principles of language use. It assumes the universality of various principles of language use, but emphasizes the cultural specificity of their application. The basic argument of the article is that some linguistic forms should be understood as results of grammaticalization of routine communicative practices. Taking the language of Yucatec Maya as an illustration, the author argues that deictic systems, although similar across languages, are to a significant extent construed through culturally specific practices in the course of time.

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Author: Harris, S.
Year: 2003

Title: Politeness and Power: Making and Responding to 'Requests' in Institutional Settings

Abstract: The author explores the ways politeness theory can be applied to the understanding of institutional discourse. Using data recorded in three British institutional contexts, the author argues the following: a) politeness theory is a useful way of approaching institutional discourse that can enable us to define more explicitly the nature of institutional norms and interpret interactional behavior in power-laden institutional settings; b) informative and interpersonal modes of linguistic communication pervade in the discourse practices of institutional settings that differ from each other substantially in the ways in which such relations are manifested and negotiated; c) institutional members possessing power use politeness strategies extensively.

Author: Heine, B.
Year: 1995

Title: Conceptual Grammaticalization and Prediction

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and the Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 119-135
Series Editor: Winter, W.
Series Title: Trends in Linguistics; Studies and Monographs

Keywords: African languages, Oceanic languages, spatial expressions, language-specific vs. universal

Abstract: By assembling data from a large number of languages, the author highlights a strong trend involving certain body-part terms used to denote spatial relations. The motivation of such semantic extensions comes from the universal tendency among humans to construe non-human entities in terms of the model provided by the human body.

The author also discusses the impact environmental factors may have on languages that use lexicon designating animal body parts to determine spatial relations. It is predominantly the languages of nomadic peoples that tend to employ a "zoomorphic" rather than a "human" model for derivation of spatial expressions.

Author: Hidalgo Tenorio, E.
Year: 2000

Title: Gender, Sex and Stereotyping in the Collins COBUILD English Language Dictionary

Reference Type: Journal Article
Journal: Australian Journal of Linguistics
Volume: 20
Issue: 2

Abstract: The article looks at the way certain aspects of present-day English (a natural-gendered language) are recorded by the Collins COBUILD English Language Dictionary (1987), in order to assess: a) the representation of the two sexes; b) the extent to which some of the dictionary definitions are inaccurate, biased, and/or ignore changes in society; c) possible stereotyping. Starting with the assumption that changes in society and in language are complementary - they reflect in each other, while the latter increases public awareness encouraging the former - the author analyzes the lexicon given in the Collins COBUILD dictionary, and concludes that this dictionary seems to be an example of what is actually happening in English: society has developed stereotypes which language usage itself reinforces. On the other hand, language change conveys new perspectives in society, and this dictionary sometimes reflects these tendencies.

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Authors: Hill, J. H.; Mannheim, B.

Title: Language and World View

Abstract: The review discusses some conceptual fundamentals of the 'Sapir-Whorf hypothesis'. It aims to correct some widespread misinterpretations of works by Boas, Sapir, and Whorf. It also discusses the revival of interest in these three scholars, highlighting several important reinterpretations of their work that resulted in new research programs.

The authors insist that the 'linguistic relativity hypothesis' as proposed by Boas, Sapir, and Whorf, is not a hypothesis in the traditional sense, but an axiom, which can only be judged on the basis of the extent to which it leads to productive questions about talk and social action, and not by canons of falsifiability. The modern debate over linguistic relativity has consistently confused assumptions with research findings, axiom with hypothesis.

The authors give an overview of works that trace 'Whorfian effects', i.e. processes by which grammatical categories structure cognitive and social fields; then they review the recent major readings of Boas, Sapir, and Whorf: a) those exploring the significance of Boas and Sapir to sound patterning; b) works by Lucy, who insists on a comparative approach which will identify the full spectrum of occurrence of particular linguistic patterns in at least two languages and compare their impact on speakers; c) works in the area of cognitive linguistics, where two dimensions of neo-Whorfian research have been developed: exploration of the large-scale patterning of grammar in particular languages, and development of a theory of linguistic cognition; it is typical for cognitive linguistics not to emphasize cross-linguistic relativity); d) the semiotic approach of Silverstein, who places pragmatics and semantics on an equal basis, privileging the non-referential, especially the indexical functions of language with proposition and reference equally; e) the approach of Friedrich, who considers poetic language the most important locus of differences between languages; f) Sherzer's discourse-centered approach to language and culture, which challenges the priority of grammar in favor of discourse.

Authors: Hill, J. H.; Maclaury, R. E.
Year: 1995

Title: The Terror of Montezuma: Aztec History, Vantage Theory, and the Category of "Person"

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 277-329
Series Editor: Winter, W.
Series Title: Trends in Linguistics. Studies and Monographs

Keywords: Nahuatl (Aztec), vantage theory, categorization, category of person, discourse

Abstract: The authors present an account of person categories in terms of vantage theory through analysis of the textual representation of rulers in Aztec historical chronicles in the XVI century. They aim to demonstrate the utility of vantage theory for the exploration of categories in domains other than color, where it originally was developed, and to provide a theory of universal constraints

on person categories with a greater explanatory power.

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Abstract: The authors provide an example that contradicts Whorf's theory that language, as a more intricately integrated system, would be more likely to shape the nonlinguistic cognitive and cultural systems rather than the reverse. Hopi's sociocultural system involves matrilineal kin groups and consequently there is a distribution of power and affection among kin; this has apparently suppressed the expression of a pattern found elsewhere in Uto-Aztecan languages, namely the marking by pluralization of non-lineal kin terms in contrast with kin terms for relatives lineally associated within the dominate corporate lineage type. In Hopi, a marked-plural noun category is elaborated to distinguish flat surfaces of bodies from elements that protrude from and intrude into these surfaces. The metaphor of the lineage as a body is found among the matrilineal Hopi, but because of the specific relational dynamics involving non-matrilineal relatives, these kin are shifted to the unmarked plural category.

This comparative investigation of the Uto-Aztecan pluralization classes is an example where a culture, in this case Hopi matrilineal social organization, has overridden the Uto-Aztecan noun categorization and classification. This is called 'anti-Whorfian' effect by the authors.

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Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 17-42
Series Title: Pragmatics and Beyond New Series

Keywords: Greek, politeness, freedom, personal autonomy, solidarity, honor, face

Abstract: The article deals with key values of Greek culture most relevant for politeness, which are determined as freedom and personal autonomy on the one hand, and sociability and solidarity on the other.

From an anthropological perspective, the author underlines a concept of "face", which is an equivalent of "honor", a key notion for the interpretation of Greek politeness. She argues that "politeness codes have a direct bearing on notions of honor and reputation".

Author: Holmes, J.
Year: 1995

Title: Women, Men and Politeness

Reference Type: Book
Series Title: Real Language Series
City: Harlow, Essex
Publisher: Longman Group United Kingdom

Keywords: English (New Zealand), politeness, gender, language use

Abstract: The author focuses on speech act forms in New Zealand, concluding that women tend to be more positively polite than men, at least in Western contexts. The book's first chapter introduces the basic concepts of politeness and some background on language and gender. In the second chapter, the author reviews differences found by other researchers dealing with the relationship of language and gender: floor patterns, question use, interruptions, back-channeling, and agreement/disagreement. The next three chapters focus on positive and negative politeness strategies. The book ends with a chapter, which

discusses the implications of the presented research, particularly how it affects people's lives and how to change the situations in which women are deprived of power because of their politeness patterns.

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Author: Hopper, P.
Year of Conference: 1998

Title: Verbs and Their Whorfian Ways: The View from Discourse

Reference Type: Conference Proceedings
Conference Name: Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis
Conference Location: Mülheim/Ruhr
Publisher: LAUD
Volume: 439
Pages: 1-12
Series Title: Working paper in preparation for the LAUD Symposium

Keywords: English, discourse, verb choice, evidentiality, routinization

Abstract: The author proposes that a more discursive view of language be used in examining linguistic relativity, and applies such a methodological approach to the analysis of English verbs. Analysis conducted in this way sheds a new light on properties of the "Speaker of Average European" culture; for instance, unlike Hopi, English is not known as a language that pays attention to evidentiality in its grammar. However, Hopper shows that English discourse is deeply evidential; choice between an extended verbal expression and a single word verb is made in discourse according to the evidentiality criterion: extended verbal expressions relate the point of view of the narrator or the topic personage to the act of narration. Therefore, these expressions typically imply that the speaker has personally experienced or witnessed the actions reported, while single word verbs typically present actions as not witnessed or as occurring remotely. As another fact supporting the discursive approach in dealing with linguistic relativity, the author stresses that what is relevant is not the existence of a grammatical form, but its routinization - how often it occurs, how deeply embedded it is in the discursive routines of the culture, and how it organizes our social worlds.

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Author: Hornscheidt, A.
Year: 2003

Title: Sprach(wissenschaft)liche Kulturen [Linguistic Cultures]

Reference Type: Journal Article
Journal: Linguistik online [Linguistics Online]
Volume: 14
Issue: 2
Pages: 57-88

Keywords: cognitive linguistics, pragmatics, cultural studies, critical discourse analysis, cross-disciplinarity

Abstract: The article discusses the role and relevance of critical discourse analysis and cognitive linguistics for cultural studies. The author considers a cross-disciplinary approach most valuable for research that takes into account the importance of linguistic processes for cultural analysis, and stresses the importance of pragmatic and cognitive-linguistic approaches to language.

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Author: Ide, S.
Year: 2003

Title: Women's Language as a Group Identity Marker in Japanese

Reference Type: Book Section
Editors: Hellinger, M.; Bussmann, H.
Book Title: Gender Across Languages. The Linguistic Representation of Women and Men
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 3
Number of Volumes: 3
Pages: 227-238
Series Title: Impact: Studies in Language and Society (11)

Keywords: Japanese, discourse, gender, identity

Abstract: The author interprets current female speech in Japan from a historical perspective, intending to support the hypothesis that the source of women's "more polite" language marks a difference in role rather than in status. Such a perspective enables the author to shed light on aspects of women's speech such as its function as a group identity marker and a marker of speaker's position in society.

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Author: Ilić, M.
Year: 2002

Title: Etnolingvistika u Srbiji [Ethnolinguistics in Serbia]

Abstract: The article provides an overview of studies in linguistics in Serbia during the last decade inspired by Russian ethnolinguistics. The author stresses the link between ethnolinguistics on one side and etymology, ethnology, and folklore studies on the other.

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Author: Irvine, J. T.
Year: 1985

Title: Status and Style in Language

Abstract: The author provides a review of the literature on the linguistic expression of social status, focusing particularly on those studies that involve forms of language use in relation to forms of social stratification. The principal question of the review is the extent to which the findings of sociolinguistic research on this topic in North America (first of all those coming from urban dialectology) resemble or contrast with results for the rest of the world, especially the non-Western world (India and other non-Western areas).

The author first summarizes the relevant American work and then outlines some

of the problems occurring when these studies are compared with studies of other settings. Then she reviews some major forms of the linguistic expression of social status that have been discussed for the non-Western world, such as social dialects, language levels, and systems of honorifics.

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Author: Irvine, J. T.
Year: 1993

Reference Type: Book Section
Title: Insult and Responsibility: Verbal Abuse in a Wolof Village
Editors: Irvine, J. T.; Hill, J. H.
Book Title: Responsibility and Evidence in Oral Discourse
City: Cambridge
Publisher: Cambridge University Press
Volume: 15
Pages: 105-134
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: Wolof (Senegal), insult, responsibility, discourse

Abstract: This chapter explores some issues regarding the analysis of insults in a Wolof village in Senegal and presents a case where the distribution of responsibility in a communicative event may exploit third-party participants. In *xaxar* insult poetry, women in the family into which a new bride has entered hire griots, professional verbal artists to chant poems insulting the bride, her relatives and other members of the community. Thus the responsibility for insult is diffused and distributed, and laminated away from individuals into an intrasubjectively constituted realm of community consensus. This case of verbal abuse indicates that meaning does not inhere so much in the content of verbal acts, but rather in their relationship to metacommunicative frames and contexts.

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Author: Irvine, J. T.
Year: 1998

Title: Ideologies of Honorific Language

Reference Type: Book Section
Editors: Schieffelin, B. B.; Woolard, K. A.; Kroskity, P. V.
Book Title: Language Ideologies. Practice and Theory
City: New York - Oxford

Publisher: Oxford University Press
Pages: 51-67
Series Editor: Bright, W.
Series Title: Oxford Studies in Anthropological Linguistics

Keywords: Javanese, Wolof, Zulu, ChiBemba, honorifics, language ideology

Abstract: Comparing four languages - Javanese, Wolof, Zulu, ChiBemba - the author suggests that grammatical honorifics (honorific lexical or morphological alternants) accompany linguistic ideologies that specify the ways to express respect to others. All the compared languages have honorific registers, but not all have honorific alternants on the level of intrasentential segmentables. The languages differ in that honorification can be a register characteristic alone, or a grammatical characteristic tied to specific linguistic elements and constructions. For example, in Wolof, honorification is primarily attached to speakers, their motivations and characteristic discursive practices, while in Javanese it primarily attaches to words.

Speakers' conceptions of language differ from those prevalent among scholars working in the European and the American traditions of linguistics. Because honorifics intricately engage linguistic forms with social functions, honorific language may be an especially revealing site for exploring both participants' and observers' language ideologies. The comparison between different systems of honorific language shows that language ideologies mediate in complex ways between forms of speaking and conditions of social life.

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Authors: Irvine, J. T.; Gal, S.
Year: 1999

Title: Language Ideology and Linguistic Differentiation

Reference Type: Book Section
Editor: Kroskrity, P.
Book Title: Regimes of Language. Ideologies, Polities, and Identities
City: Santa Fe - Oxford
Publisher: School of American Research Press - James Currey Ltd.
Pages: 35-83
Series Editor: Schwartz, D. A.
Series Title: School of American Research Advances Seminar Series

Keywords: language ideology, linguistic differentiation, linguistic description, iconization, fractal recursivity, erasure

Abstract: The authors develop three analytical tools for detecting language ideological processes occurring in interpretation and understanding of linguistic variability: a) iconization; b) fractal recursivity; and c) erasure. All of them concern the way people conceive of links between linguistic forms and social phenomena: a) Iconization involves a transformation of the sign relationship between linguistic features (or varieties) and the social images with which they are linked. Linguistic features that index social groups or activities are reinterpreted as iconic representations of them. b) Fractal recursivity involves the projection of an opposition, which is salient at some level; for example, intra-group opposition might be projected outward onto inter-group relations, or vice versa. c) Erasure is the process, by which ideology renders some persons or activities invisible - facts that are inconsistent with the ideological scheme are either unnoticed or get explained away. For example, a social group or a language may be imagined as homogenous, its internal variation disregarded.

The authors argue that these three semiotic processes operate worldwide; they are not dependent on historical context, and are deeply involved in both the shaping of linguistic differentiation and the creation of linguistic description.

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Author: Itakura, H.
Year: 2001

Title: Conversational Dominance and Gender. A Study of Japanese Speakers in First and Second Language Contexts

Abstract: In this empirical study, the author explores the notion of dominance in conversation, particularly gender dominance in conversations in Japanese as a first language and English as a second language. He tries to give answers to the following questions: a) How can conversational dominance be analyzed? b) Is there a dominance of males in first language (Japanese) conversations? c) Is there a similarity between patterns of gender dominance in second-language and first-language conversations? The study shows the absence of male dominance, which suggests that the traditional views on gender dominance in Japanese

language and society should be reconsidered.

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Title: The 'Northridge Earthquake' Conversations: Conversational Patterns in Japanese and Thai and Their Cultural Significance

Abstract: Starting with the assumption that cultural patterns and norms are revealed in the way in which participants construe their talk, the authors compare the ways in which Japanese and Thai individuals interact in conversation and consider how their conversational patterns are related to cultural norms. Detailed comparative analysis shows that Japanese conversation is filled with features of collaborative speech style, characterized by participants' sensitivity towards their interlocutors, which corresponds to features often associated with the Japanese such as 'group orientation', 'relationship building', and 'conflict avoidance'. The authors use the term 'mutual dependency' to cover these cultural traits. Thai conversation, on the other hand, exhibits many features of self-assertive speech style, where a speaker tries to sustain her or his talk without overtly soliciting audience response; this speech style corresponds to features such as 'independent', 'individual', and 'spontaneous', which are covered in the article by term 'independence'.

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Title: O nekotorych modeljach prostranstva v russkoj jazykovoj kartine mira [On Some Models of Space in the Russian Linguistic Image of the World]

Pages: 48-62

Abstract: The totality of linguistic models of space forms the spatial fragment of the Russian linguistic image of the world. Naive physics of space and time, expressed by deictic words in each language, have both universal and culturally specific features. Researching the use of words with semantic *blizko / daleko* 'close / far' one can uncover the spatial characteristics of Russian linguistic consciousness, and prove the linguistic relevance of archetypical, mythological notions about spatial organization. The semantization of distance in Russian is a culturally specific feature; the presence of absolute relations in expressing distance indicates the relevance of anthropocentric measures in the Russian linguistic image of the world.

Author: Joseph, J. E.
Year of Conference: 1998

Title: Two Strands in Whorfian Thought and Their Neo-Whorfian Implications

Reference Type: Conference Proceedings
Conference Name: Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis
Conference Location: Mülheim/Ruhr
Publisher: LAUD
Volume: 439

Abstract: Having linked the "Sapir-Whorf hypothesis" with 17th and 18th century thinkers led by Humboldt, the author points out two strands in thought about how language shapes thought, perception, and culture. According to one, language is treated as the embodiment of a national world-view, as a 'magic key', which opens the minds or souls of people. According to the other strand, language is 'metaphysical garbage', an obstacle, which makes our thoughts unclear and misleads us both by its vocabulary and its syntax. The author further analyses the implications of these two views of language for neo-Whorfian linguistics.

Editors: Joseph, J. E.; Love, N.; Taylor, T. J.

Year: 2001

Title: Landmarks in Linguistic Thought: The Western Tradition in the Twentieth Century

Reference Type: Edited Book
Series Title: Routledge History of Linguistic Thought
City: New York - London
Publisher: Routledge (Taylor and Francis)
Volume: 2
Number of Pages: xiii + 265

Keywords: E. Sapir, B. L. Whorf, N. Chomsky, linguistic theory, overview

Abstract: The first chapter of the second volume of the History of Linguistic Thought deals with Sapir's views on language, culture and personality. Starting with a bibliographical note on Sapir, the chapter stresses that he worked on the universal, culture-specific, and individualistic psychological aspects of language, pointing out to the link between Sapir and Chomsky, since both consider that language structure is real and exists in the mind of speakers. Whorf's views on language and thought are discussed in the book's fourth chapter.

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Author: Judin, A.
Year: 1999

Title: Novye knigi po slavjanskoj ėtnolingvistike [New Books in Slavic Ethnolinguistics]

Reference Type: Journal Article

Reference Type: Journal Article
Journal: Slavica Gandensia
Volume: 26
Pages: 55-67

Keywords: Slavic ethnolinguistics, bibliography, 1992-1999

Abstract: The article gives an overview of ethnolinguistic studies (books, dictionaries and collections of articles) published in Russia, Poland, Yugoslavia and Bulgaria in the period from 1992 to 1999.

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Author: Judin, A.
Year: 2002

Title: Slavjanskaja ètnolingvistika: novye knigi (2000-2002) [Slavic Ethnolinguistics: New Books (2000-2002)]

Reference Type: Journal Article
Journal: Slavica Gandensia
Volume: 29
Pages: 275-285

Keywords: Slavic ethnolinguistics, bibliography, 2000-2002

Abstract: The article represents a detailed overview of ethnolinguistic publications issued in Russia, Poland, Serbia and Slovenia in the period from 2000 to 2002. The overview covers books, lexicographical works, textbooks, as well as articles in periodical publications.

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Author: Judin, A.
Year: 2003

Title: Russkij koncept *rodina/otečestvo* i ukrainskij *bat'kivščina/vitčizna*: Sopostavitel'nyj analiz [The Russian concept *rodina/otečestvo* and the Ukrainian concept *bat'kivščina/vitčizna*: A Contrastive Analysis]

Reference Type: Journal Article
Journal: Slavica Gandensia
Volume: 30
Pages: 137-163

Keywords: Russian, Ukrainian, axiology, lexicon, word formation, word motivation

Abstract: The author performs a contrastive conceptual analysis of Slavic axiological vocabulary, more specifically, he contrasts the Russian and Ukrainian concepts of 'homeland' (Russ. *rodina/otečestvo, otčizna*, Ukr. *bat'kivsčina/ vitčizna*) and analyzes the 'discourses of homeland' that can be found in the two languages. Divergence in the developments of the conceptual fields of these lexemes can be explained by the different historical circumstances of the two nations.

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Author: Kabakova, G. I.
Year: 1993

Title: Francuzskaja ėtnolingvistika: problematika i metodologija [French Ethnolinguistics: Problems and Methodology]

Reference Type: Journal Article
Journal: Voprosy jazykoznanija
Volume: 6
Pages: 100-113

Keywords: French ethnolinguistics, overview, methodology, 1960s-1990s

Abstract: This overview of the methodological, terminological, and thematic issues in French ethnolinguistics covers the period from the end of the 1960s to the beginning of the 1990s. It examines the relation of this discipline to linguistics (dialectology in particular) and ethnology. Being under the strong influence of American ethnolinguistics, French ethnolinguistics mostly deals with illiterate communities outside Europe and their oral cultures, opposing by that itself to philology dealing mostly with written texts. It deals with topics such as the specifics of ritual languages, folklore motives, sometimes investigating oral culture through the prism of social structure, as well as through research of the image of the world, which involves various semantic groups (ethnozoology, ethnobotanics, folk medicine, spatial and temporal categories, kinship terminology, terms for parts of the body, etc.). The author of this overview points that the term *ethnolinguistics* is used in France haphazardly and its meaning highly varies depending on who is using it. Also, as time goes by, it has been used less and less, which the author explains by the fact that it has never designated a new scientific problem, and has not resulted in forming a new theory or methodology. Finally, the general interest in ethnolinguistics has declined recently both among French linguists and those in the United States, where the discipline originated.

Author: Karstedt, L.
Year: 2002

Title: The History and Status of Linguistic Anthropology in Germany, Austria, and Switzerland

Reference Type: Journal Article
Journal: Journal of Linguistic Anthropology

Abstract: The author gives an overview of linguistic anthropology in Germany, Austria and Switzerland, emphasizing the fact that the academic context in which linguistic anthropology is embedded in these countries differs from that in the United States in many respects. The article explicitly deals with the role language and linguistic anthropology play within German-language social/cultural anthropology, i.e. with anthropologists' awareness of the significance of language for anthropological research.

The recent developments of linguistic anthropology in the German-speaking part of Europe show that scholars do not regard language as an adequate object of anthropological research. The author concludes that the lack of communication among scholars in the field is the main obstacle hindering linguistic anthropology from gaining more attention within the anthropological community.

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Abstract: The article offers English examples illustrating that within the same language one can find two or more expressions that represent contrastive ways of construing the same facts. These opposite patterns for the same situation within a language can hardly be indicative of essential conceptual patterns, since they are mutually conflicting. The author challenges the thesis of linguistic

relativity from this perspective and argues that languages should be conceived of as offering us a variety of different conceptualizations between which speakers may choose and linguists should separate linguistic patterning from thinking.

Authors: Keller, C. M.; Keller, J. D.
Year: 1996

Title: Imaging in Iron, or Thought Is Not Inner Speech

Abstract: The authors advocate a theory of modularity, according to which mental activity occurs in many diverse "modules", such as visual processors, specialized processors of linguistic signals, specialized devices controlling motor movements, etc.; and each of these "modules" are, therefore, specialized for processing certain kinds of information. With the help of ethnographic observations and interviews with an American blacksmith, they confirm the thesis that the productive activity of the blacksmith is guided by image and not by the thought which lies behind linguistic meaning. This allows them to conclude that thinking occurs in diverse modes, each of which may function independently in some contexts, and all of which may function interactively to certain degrees. In such a view, the thesis of linguistic determinism could be at most a thesis about the relation of language to just that part of the cognitive system specialized for propositional representations.

Author: Kiratzis, S.
Year: 2001

Title: Politicians on Drugs: Functions of Political Metaphor across Cultures

Reference Type: Book Section
Editor: Stroińska, M.
Book Title: Relative Points of View: Linguistic Representations of Culture
City: New York - Oxford
Publisher: Berghahn Books
Pages: 61-81
Series Editor: Spaas, L.
Series Title: Polygons: Cultural Diversities and Intersections

Keywords: metaphor, ideology, discourse, language-specific vs. universal, Greece, North America

Abstract: The author's premise is that culture plays an important role in the formation and interpretation of metaphorical utterances. Comparing public discourse in Greece and the USA, he analyzes how metaphors of war and illness are used in both of them, and finds that similar metaphors and discourse mechanisms are present both in Greek and American political discourse, since the predominant ideology when it comes to drugs, is related to war both in Greece and the USA, which indicates the existence of some universal features of metaphorical behavior in political discourse across cultures. However, the meaning and effects of these metaphors are strongly influenced by the culture in which they appear and are perceived differently in the USA and Greece. This is explained by the differing experience of war these two nations have, which led to a different perception of the concept of war. The difference surfaces in the fact that the most commonly used word coming from the war domain in American political discourse was *crusade*, whereas in the Greek data, *battle* was used most frequently. The use of the *crusade* metaphor is explained by the fact that a crusade is a war fought away from home, which is a characteristic of the American historical experience, while Greeks had to deal mainly with defensive wars. Also, the US invocation of a word, used in the medieval wars sanctioned by the Pope to reclaim the Holy Land, justifies any action against drugs by claiming that it has a holy cause. In the Greek data, religious connotations are not evident.

Author: Koerner, E. F. K.

Title: Towards a "Full Pedigree" of the "Sapir-Whorf Hypothesis" - from Locke to Lucy

Reference Type: Conference Proceedings
Year of Conference: 1998
Conference Name: Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis
Conference Location: Mülheim/Ruhr

Abstract: The author gives an overview of the transmission of the so-called *Weltanschauungstheorie* from Humboldt to twentieth-century American ethnolinguistics. He explores how the perception of the interrelationship of language and world-view was affected by the general intellectual climate in American scholarship during the 19th and the 20th centuries.

Author: Koerner, E. F. K.
Year: 1999

Title: Linguistics and Ideology: A Neglected Aspect of 19th and 20th Century Historiography

Abstract: The author argues that among linguists, the history of the field is most commonly treated merely as an accumulative progression of linguistic ideas through time; standard treatments of the history of linguistics leave out uses and misuses linguistic arguments and findings are subject to. This occurs because of the traditional neglect of the extra-disciplinary context in which the discipline and its discourse develop.

The author adopts a definition of ideology according to which ideology is a systematic body of ideas, organized from a particular point of view; it also involves a systematically organized reality. He chooses to analyze three areas of

traditional linguistic research in which ideology appears to play a significant role: a) mother-tongue ideologies in linguistics, where a kind of "mother-tongue fascism" is present; b) language classification and typology, where a parallel is drawn between the structure of a language and the intellectual features and achievements of its speakers; c) the search for the original Indo-European homeland; he emphasizes the fact that not only the period under Nazism, Stalinism, or Fascism appears to have produced politically motivated work. Indeed, here we have to interact with a complex of ideas and theories with a long scholarly tradition. Moreover, much of what was said and done in linguistics during the Third Reich in historical-comparative Indo-European philology, as well as in descriptive structuralist linguistics, had its seeds in earlier, often respectable and well-established disciplinary practice and scholarly discourse. Finally, the author warns that the generative paradigm associated with Noam Chomsky is also far from being devoid of ideological contents in both its theoretical claims and research practice.

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Author: Koerner, E. F. K.
Year: 1999

Title: Immediate and Not So Immediate Sources of the 'Sapir-Whorf Hypothesis'. Methodological Considerations

Reference Type: Book Section
Editor: Koerner, E. F. K.
Book Title: Linguistics Historiography: Projects and Prospects
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 92
Pages: 61-84
Series Editor: Koerner, E. F. K.
Series Title: Amsterdam Studies in the Theory and History of Linguistic Science

Keywords: Sapir-Whorf hypothesis, G. B. Vico, J. G. Herder, W. von Humboldt, F. Boas, E. Sapir, B. L. Whorf, overview, USA, Europe

Abstract: The article offers a historical overview of the ideas related to the Sapir-Whorf hypothesis, whose sources are traditionally seen in observations made by Wilhelm von Humboldt. The author stresses that essential ingredients of the idea can be found in the writings of a number of seventeenth-century thinkers such as Vico and Herder.

The author aims to present the transmission of the so-called *Weltanschauungstheorie* from Humboldt to twentieth-century American

ethnolinguistics. He stresses that there is a significant revival of the interest in the Sapir-Whorf hypothesis in the 1990s and it is now more often associated with Whorf alone, probably because his formulations have been particularly provocative and challenging to anthropologists, sociologists, philosophers, and psychologists.

In Europe, there is also a revival of the interest in the Sapir-Whorf hypothesis, not in the form of a naive Neo-Whorfianism, but in an ongoing and carefully controlled effort, begun several years earlier, to verify empirically the hypothesis of the linguistic determination of conceptual organization.

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Author: Kövecses, Z.
Year: 1995

Title: Anger: Its Language, Conceptualization, and Psychology in the Light of Cross-Cultural Evidence

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and the Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 181-196
Series Editor: Winter, W.
Series Title: Trends in Linguistics; Studies and Monographs

Keywords: terms for emotions, cultural vs. psychological factors, the container metaphor

Abstract: The author argues that the conceptualization of anger is influenced by both culture and psychology. If the conceptualization of anger were only a matter of culture, we would have to have radically different conceptualizations in radically different cultures. The material provided by the author indicates that this is not the case. Thus the conceptualization of anger must depend on factors over and above the particular historical development of culture. It seems to be informed by culture (at a certain level) and constrained by the psychological processes of anger and the - probably universal - image of human beings as containers. The notion of anger as a force inside a container has emerged because it is compatible with the image of the human body and with the psychology of anger.

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Author: Krawczyk, A.
Year: 1989

Title: Język źrodłem wiedzy o człowieku [Language as a Source of Knowledge about Humans]

Abstract: Reality is not divided and systematized in itself but humans organize it in various classes and select different parts of reality according to their salience. The close connection between language and culture is twofold: a) mother tongue influences the ways of thinking; b) the patterns of thinking established throughout history are coded in language. The author gives an overview of the scientific work dealing with the interrelation of language and culture (Sapir, Whorf, the *Wörter und Sachen* school, Vossler). She also stresses the axiological aspect of language: attitudes are also coded in language and form stereotypes, which can be equalized with semantic connotations, and which are expressions of group consciousness.

The ideas of Sapir, Whorf, and their followers should be approached with caution and distance; their full acceptance or rejection would require broad and systematic research and the establishment of a solid methodological ground. There is nevertheless a common agreement that language is a "classifier of experience", which is most obvious in the domain of the lexicon.

Author: Kress, G.
Year: 1993

Title: Against Arbitrariness: The Social Production of the Sign as a Foundational Issue in Critical Discourse Analysis

Abstract: The article points out the importance of "a theory of motivated relation between signifier and signified as an essential foundation and legitimation of critical reading". Critical discourse analysis has to develop a clearly articulated theory of the reading of texts and a theory of the production of texts. Such a theory ought to rest on a recognition of: a) the interests of the producers of signs as individuals and groups; b) the social histories of these individuals and groups; c) the micro-histories of the production of the sign, including the social structures which constitute the relevant contextual features; d) the structuring of power at work in the production of signs; e) the reading / reception regimes in operation at particular points in the reading of signs; f) the interests of readers of signs as individuals and groups; g) the boundaries of signs in particular, and the degrees of rigidity or fluidity with which these are enforced, and h) the invariable multi-modality of signs. Also, the author points out that ideologically the most effective object of analysis may be a blind text, which does not explicitly express its ideological constitution.

Abstract: The author's goal is "to explore traditional narratives as a privileged site for the study of grammar in use in three languages - Rio Grande Tewa, Arizona Tewa and Hopi." He examines the convergence between two quotative/evidential particles, Arizona Tewa *ba* and Hopi *yaw*. Though Arizona

Tewa narrators use an inherited Tewa particle, the pattern of usage more strongly resembles that of Hopi narrators than that of the related Tewa discourse tradition. This new way of using the indigenous particle is explained by multilingualism and language ideology, which is characterized by indigenous purism and strict compartmentalization that collectively promote native forms and discourage language mixing. It is also important to consider the historical role of "the Tewa language as an emblem of ethnic identity in order to fully understand the pattern of discursive convergence without lexical borrowing."

Author: Kroskrity, P.
Year: 1999

Title: Regimenting Languages: Language Ideological Perspectives

Reference Type: Book Section
Editor: Kroskrity, P.
Book Title: Regimes of Language. Ideologies, Polities, and Identities
City: Santa Fe - Oxford
Publisher: School of American Research Press - James Currey Ltd.
Pages: 1-34
Series Editor: Schwartz, D. A.
Series Title: School of American Research Advances Seminar Series

Keywords: language ideology, discourse, indexicality

Abstract: The author stresses the increasing relevance of the relations between language, politics, and identity for linguists and other social scientists and proceeds to present the theoretical concept of language ideology and the semiotic-functional models used to explore it. One of the most important advantages of these models is the fact that "much of the meaning and hence the communicative value that linguistic forms have for their speakers lies in the 'indexical' connections between linguistic signs and the contextual factors of their use - their connection to speakers, topics, institutions, and other aspects of their sociocultural worlds."

The author outlines the following key features of language ideology: a) Language ideologies represent a perception of language and discourse that is constructed in the interest of a specific social or cultural group; b) Language ideologies are profitably conceived as multiple because of the multiplicity of meaningful social divisions (class, gender, clan, elites, generations, and so on) within sociocultural groups that have the potential to produce divergent perspectives expressed as indices of group membership; c) Members may display various degrees of local language ideologies; d) Members' language ideologies mediate between social

structures and forms of speech.

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Authors: Lakoff, G.; Johnson, M.
Year: 1980

Title: Metaphors We Live by

Reference Type: Book
City: Chicago
Publisher: The University of Chicago Press
Number of Pages: 242

Keywords: metaphor, cognition

Abstract: The authors argue that metaphors are not only a matter of language but that human thought processes are also largely metaphorical, meaning that the human conceptual system is metaphorically structured and defined. The very existence of the metaphoric linguistic expression is made possible precisely because there are metaphors in a person's conceptual system.

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Author: Langacker, R.
Year: 2002

Title: A Study of Unified Diversity: English and Mixtec Locatives

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Grammar and Culture
City: Oxford
Publisher: Oxford University Press
Pages: 138-161

Keywords: English, Mixtec, spatial expressions, universal vs. culture-specific

Abstract: Spatial relations may be found in all languages but each language also has numerous resources for expressing spatial relations. The author points out to the fact that surface differences between languages do not necessarily represent deeper differences, and illustrate this with examples from Mixtec and English.

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Author: Lee, P.
Year: 1996

Title: The Whorf Theory Complex: A Critical Reconstruction

Reference Type: Book
Series Title: Studies in the History of Language Sciences
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 81
Number of Pages: xix+323

Keywords: B. L. Whorf, theory, linguistic relativity principle, overview, cognition, isolates of experience

Abstract: The book gives an account of Benjamin Lee Whorf's theory, presenting it as a network of interrelated ideas, which form a "theory-complex". The author uses lesser-known Whorfian works in order to show how elements of his theory interweave in his description of the relations between language, mind, and experience. The role of language in cognition is stressed as Whorf's main concern, and Whorf's "isolates of experience and meaning" are explained in detail, as the author considers this aspect of Whorf's theory essential for understanding his reasoning concerning linguistic relativity. The author tries to lessen the damage done by over-simplifications of Whorf's theory in the past, and points out that Whorf's notions of patternment and entrenchment have their resonance in more recent scholarly thinking.

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Author: Levinson, S. C.
Year: 1996

Title: Relativity in Spatial Conception and Description

Reference Type: Book Section
Editors: Levinson, S. C.; Gumperz, J. J.
Book Title: Rethinking Linguistic Relativity
City: Cambridge
Publisher: Cambridge University Pres
Volume: 17
Pages: 177-202
Series Title: Studies in the Social and Cultural Foundations of Language

Abstract: The article examines a number of plausible cognitive science generalizations about spatial conception and language and shows that they are falsified by a couple of errant cultures. As an example, the author takes Tzeltal, a Mayan language, and shows that the proposed universals of spatial language based on European languages cannot be universally applied. The spatial parameters underlying different lexical sets in Tzeltal are not characterized by distinctions such as 'left,' 'right,' 'front,' and 'back,' but rather by notions like 'uphill' vs. 'downhill'.

Author: Levinson, S. C.
Year: 1996

Title: Language and Space

Abstract: The author reviews recent findings in the fields of anthropology of space and cognitive sciences related to variation in the spatial expressions across cultures. He stresses the fact that a lot was written about collective representations and symbolic use of space, but very little about the notions used in solving everyday spatial problems; a fact he explains with ethnocentrism, the assumption in Western thinking that notions of space are universal. However, a series of recent "neo-Whorfian" findings show that "specializations in spatial language correlate with non-linguistic coding strategies or cognitive styles"; consequently, that it seems that language plays a crucial role in creating cognitive patterns within a speech community.

Author: Levinson, S. C.
Year: 1997

Title: From Outer to Inner Space: Linguistic Categories and Non-Linguistic

Thinking

Reference Type: Book Section
Editors: Nuyts, J.; Pederson, E.
Book Title: Language and Conceptualization
City: Cambridge
Publisher: Cambridge University Press
Volume: 1
Pages: 13-45

Abstract: The author explores the interrelation of linguistic representations (underlying linguistic meaning) and conceptual representations (underlying non-linguistic meaning) and argues that they must be separated one from another. These two representations are, however, to a great extent interdependent, which is shown by using empirical data regarding spatial expressions in Tzeltal, a Mayan language spoken in Mexico. Its speakers have a linguistic representation of spatial relations, which significantly differs from typical European ones - it utilizes absolute coordinates, while most of European languages opt for an egocentric (relative) system of coordinates. Further evidence suggests that conceptual representations are also different, which shows a strong and reliable correlation between verbal description and non-verbal coding of memory.

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Author: Levinson, S. C.
Year: 1997

Title: Language and Cognition: The Cognitive Consequences of Spatial Description in Guugu Yimithirr

Reference Type: Journal Article
Journal: Journal of Linguistic Anthropology
Volume: 7
Issue: 1
Pages: 98-131
Abstract Source: Journal of Linguistic Anthropology 7(1), 1997, p. 98

Abstract: The article explores the relation between language and cognition examining the case of "absolute" (cardinal direction) spatial description in the

Australian aboriginal language Guugu Yimithirr, which in this regard differs from European languages, where spatial description is "relative" and egocentric. On the basis of the experiments' results, the author argues that the speakers of this language also code non-verbal memory in "absolute" concepts congruent with their language, concluding that the Whorfian effects may be found in the spatial domain.

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Author: Levinson, S. C.
Year: 2001

Title: Yeli Dnye and the Theory of Basic Color Terms

Reference Type: Journal Article
Journal: Journal of Linguistic Anthropology
Volume: 10
Issue: 1
Pages: 3-55
Abstract Source: Journal of Linguistic Anthropology 10(1), 2001, p. 3.

Keywords: Yeli Dnye (Papua New Guinea), color terms, linguistic relativity, universal vs. language specific, theory of basic color terms

Abstract: The theory of basic color terms, established by Berlin and Kay, was a crucial factor in the demise of the theory of linguistic relativity. In this article, the author presents a detailed case study conducted among speakers of Yeli Dnye, a language spoken on Rossel Island, Papua New Guinea. This study undermines one of the central claims of the classical theory of basic color terms, which states that language universally treats color as a unitary domain. Together with other similar cases, the study raises doubts about the linguistic universality of color terminology.

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Author: Love, N.
Year: 1995

Title: On Construing the World of Language

Reference Type: Book Section
Editors: Taylor, J. R.; Macklaury, R. E.
Book Title: Language and Cognitive Construal of the World
City: Berlin - New York

Abstract: Discussions of the connections between language, thought and culture focus on the way in which the language we speak influences the way we think about the world, but less often explored is the influence of culture on the thinking about language itself. The author argues that the answer to the question "what is language?" is the product of culture-specific conditioning of various kinds. He stresses that Western linguistics has the ambition to be a "science of language" and therefore projects an image of itself as culture-neutral; while nobody denies that Western science is the product of particular culture, its findings are held to be universally true. The author further analyses culturally influenced features such as the abstraction of linguistic systems, and the remoteness of the research object from experience. Within this framework, he also analyses traditional pedagogues' ideas of what language is, as well as the cultural prerequisites for the Western concept of language (the idea of a completely homogeneous speech community, the idea of correctness, acquaintance with the practice of writing), trying to show how these assumptions are compatible with what is being described as phenomenal reality rather than a culturally determined theoretical construct. He concludes that linguistic science "must start by emancipating itself from what is no more than a profoundly important but nonetheless culturally parochial way of construing linguistic phenomena."

Authors: Luckett, K. M.; Chick, J. K.
Year: 1998

Title: Linguistic Description in the Service of History

Abstract: The authors emphasize the value of the analytic tools provided by linguistics, and Critical discourse analysis (CDA) in particular, for disciplines such

as history, law, and other social sciences, and even for the natural sciences. Accepting an approach in which history is understood as a discursive practice, they apply the methodology of CDA to analyze historical texts.

Author: Lucy, J. A.
Year: 1992

Title: Language Diversity and Thought: A Reformation of the Linguistic Relativity Hypothesis

Reference Type: Book
Series Title: Studies in the Social and Cultural Foundations of Language
City: Cambridge
Publisher: Cambridge University Press
Volume: 12
Number of Pages: 328

Keywords: linguistic relativity, bibliography, F. Boas, E. Sapir, B. L. Whorf, D. Lee, M. Mathiot, H. Hoijer, anthropological linguistics, psycholinguistics, North America

Abstract: The book is concerned with the empirical research of linguistic relativity in America during the 20th century. Contemporary interest in the relationship of linguistic diversity and thought is a response to the ideas of Sapir and Whorf. According to the author, this interest is a result of three central concerns: a) growing recognition of the central importance of semiotic phenomena; b) central position of individual thought in many contemporary theories, and c) importance of the reflexive implications of the notion of relativity for social sciences in general.

The research presented in this book "focuses on the influence of linguistic diversity, cross-language variation in formal structure, on speakers' habitual cognitive responses to the world." It focuses on: a) the influence of language on thought; b) the cognitive significance of the diversity of linguistic structures across languages; c) the formal structuring of meaning in language, and d) in habitual thought, that is on "everyday routine ways of attending to objects and events."

Author: Lucy, J. A.
Year: 1992

Title: Grammatical Categories and Cognition: A Case Study of the Linguistic Relativity Hypothesis

Reference Type: Book
Series Title: Studies in the Social and Cultural Foundations of Language
City: Cambridge
Publisher: Cambridge University Press
Volume: 13
Number of Pages: 227

Keywords: English, Mayan (Yucatec), cognitive linguistics, grammatical number marking, attention, classifying, memory

Abstract: The book presents an empirical investigation in which grammatical categories in English and Yucatec Maya were compared. The research focus was on the influence of different nominal number marking patterns on processes such as attending, classifying, and remembering. Each language is first described independently, and the two descriptions are followed by a detailed contrast between them. Formal syntactic number marking is shown to be more frequent and structurally significant in English than in Yucatec, and this difference is seen as intimately related to the structure of lexical reference in the two languages.

On the basis of linguistic analysis, the author develops a general hypothesis regarding probable cognitive consequences, and explores them in tasks involving attention, memory and classification, aiming to verify more precisely the linguistic patterns, and also to access how they correlate with behaviors that do not overtly involve linguistic production.

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Author: Lucy, J. A.
Year: 1993

Title: Reflexive Language and the Human Disciplines

Reference Type: Book Section
Editor: Lucy, J. A.
Book Title: Reflexive Language: Reported Speech and Metapragmatics
City: Cambridge
Publisher: Cambridge University Press
Pages: 9-32

Keywords: reflexive language, metapragmatics, methodology

Abstract: Reflexive capacity is a property unique to human languages and it underlies much of the power of language both in everyday life and in scholarly research. In this chapter, the author surveys some of the forms of reflexivity in language and outlines how these forms have been approached by some prominent research traditions. He then explores the place of research on reflexive language in the social sciences with special attention to its methodological implications. Speech is permeated by reflexive activity as speakers remark on language, report utterances, index and describe aspects of the speech event, invoke conventional names, and guide listeners in the proper interpretation of their utterances. These various forms of reflexive language have been explored from several different disciplinary and theoretical perspectives, such as using logical-linguistic, semiotic-functional, and literary-performance approaches, to name a few.

The author emphasizes the fact that the study of reflexive language is of great significance for understanding the functioning of language, and therefore has implications for all disciplines which focus either on language or on data obtained in a linguistic form - i.e. all disciplines concerned with the meaning of human action. An understanding of reflexive language is essential to the methodological rigor in the social sciences and in all scholarly activity.

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Author: Lucy, J. A.
Year: 1993

Title: Metapragmatic Presentationals: Reporting Speech with Quotatives in Yucatec Maya

Reference Type: Book Section
Editor: Lucy, J. A.
Book Title: Reflexive Language: Reported Speech and Metapragmatics
City: Cambridge
Publisher: Cambridge University Press
Pages: 91-125

Keywords: Maya (Yucatec), reported speech, quotative, metapragmatics

Abstract: The author describes the paradigmatic and syntagmatic functions of a quotative form in Yucatec Maya, illustrating the functions of the quotative by examining its use in a joke rich in reported speech and in commentary on native speech norms. Comparing the functions of the Yucatec quotative with regular verbs of speaking, he attempts to provide a new perspective for the analysis of the formal status of quotatives.

Author: Lucy, J. A.
Year: 1996

Title: The Scope of Linguistic Relativity: an Analysis and Review of Empirical Research

Reference Type: Book Section
Editors: Gumperz, J. J.; Levinson, S. C.
Book Title: Rethinking Linguistic Relativity
City: Cambridge
Publisher: Cambridge University Press
Volume: 17
Pages: 37-69
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: linguistic relativity theory, overview, discourse, linguistic ideology

Abstract: Reviewing the existing work on linguistic relativity, the author points out that very little serious empirical work has been done in this field. He proposes a new approach to the linguistic relativity hypothesis, stressing that adequate investigation in this field must be comparative, deal with significant language structures and actual speakers, and be able to develop a comparative metalanguage. He further considers a broader perspective of linguistic relativity that takes into account relativity in the use of language and discursive and functional diversity among languages, as well as the role of linguistic ideologies. With such a perspective, argues Lucy, we can articulate more clearly the scope and complexity of linguistic relativity, which is a pre-condition for "an adequate understanding of the dynamic interaction between language, culture, and self."

Author: Lucy, J. A.
Year: 1997

Title: Linguistic Relativity

Reference Type: Journal Article
Journal: Annual Review of Anthropology
Volume: 26
Pages: 291-312

Keywords: linguistic relativity theory, theoretical account, empirical works,

overview

Abstract: The author embeds the linguistic relativity hypothesis into the broader question of how language influences thought. He stresses that despite the long-standing interest in the hypothesis, there is relatively little empirical research directly addressing it. The existing empirical approaches may be classified into three types: a) structure-centered approaches, which begin with language differences and ask about their implications for thought; b) domain-centered approaches, which begin with experienced reality and ask how different languages encode it; c) behavior-centered approaches, which begin with some practical concern and look for an explanation in language.

A theoretical account must give further content to the two key relations of the linguistic relativity hypothesis: a) how languages interpret reality and b) how languages influence thought. To provide a general theory of how verbal categories differently encode reality, they need to be contextualized a) formally (how meaning is distributed among the available formal resources in a language); b) typologically (how the system of meaning in a language compares with other languages); c) discursively (how and whether patterns of language use influence the interpretation of structural meanings).

The theory of the relation of language diversity to thought involves at least three logical components: a) it must distinguish between language and thought in some principled way; b) it must elaborate on the actual mechanisms or manner of influence; c) it must indicate to what extent other contextual factors affect the operation of those mechanisms.

The author argues that the adequate theoretical account of linguistic relativity has to deal "both with the underlying processes upon which all language and thought relations are necessarily built and with the shaping role of discourse as it is implemented in social institutions and cultural traditions."

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Abstract: The most important difference between East Asian and Anglo-American cultures is indirect vs. direct mode of communication. The paper gives a typology of forms of indirect face-to-face communication (the term used by the author is 'contrary face-to-face communication'), and defines the basic principles governing this kind of communication in Chinese, such as the harmony principle and circular thinking patterns. Contrary face-to-face communication is associated with interpersonal harmony - the Chinese usually make their decisions to use "yes" or "no" on the basis of other people's feelings. Also, in opposition to the linear thinking pattern typical for western cultures (reflected, for instance, in Aristotelian rhetoric), the Taoist thinking pattern that has influenced Chinese people for a long time is circular in nature; people steeped in circular thinking tend not to believe in any dichotomies nor in direct causal relationships, which enables the Chinese to successfully decode messages in contrary face-to-face communication.

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Author: Maćkiewicz, J.
Year: 1999

Title: Co to jest językowy obraz świata [What is 'Linguistic Image of the World'?]

Abstract: The author's aim is to determine the methodological grounds necessary for defining the concept of 'linguistic image of the world'. She understands the linguistic image of the world as an abstracted and idealized model of reality, functioning as a component of linguistic competence. She defines the linguistic image of the world a) genetically - as a reflection of the perceptual experience of a community; b) statically - as the way in which the surrounding world is conceptualized, and c) pragmatically - as the modeling of reality which enables humans to orientate in that reality.

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Author: Macaulay, R.

Year: 2002

Title: Extremely Interesting, Very Interesting, or Only Quite Interesting? Adverbs and Social Class

Abstract: The author relates social class and the use of adverbs, showing that middle class speakers use derived adverbs in *-ly* more than twice as frequently as working class speakers. This socially stratified pattern is observed among both adults and adolescents. The research results reflect a different attitude of speakers towards their audience. Middle class speakers use adverbs (and adjectives) to make emphatic statements, making their opinions and attitudes quite clear; working class speakers, on the other hand, seem to avoid these strategies and instead depend upon an accumulation of details and several movement rules to focus attention on certain constituents. These styles do not fit the distinction between an elaborated code and a restricted code that Bernstein sought to draw from his investigation. On the contrary, it could be argued that working class speakers are more explicit than middle class speakers. The greater emphasis on detail in working class conversations provides hearers with the information necessary to understand the situation, while middle class speakers seem anxious to make sure that there is no doubt about their attitude or opinion and to do so, often employ adverbs.

Author: MacLaury, R. E.
Year: 1991

Title: Exotic Color Categories: Linguistic Relativity to What Extent?

Abstract: On the basis of two case studies of color categorization in non-Western languages, the author aims to show that the regularities of color-category evolution are not fictions that should be disregarded, but rather constants against which cultural diversity can be appraised. Although the unusual color categories in non-Western languages support the doctrine of linguistic relativity, the universalist hypothesis of color-category evolution can specify the degree to which an unexpected system converges from parameters defined by visual neurology. The data provided by both universalists and relativists highlights the relation between perception and language.

Author: MacLaury, R. E.
Year: 1995

Title: Vantage Theory

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and the Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 231-276
Series Editor: Winter, W.
Series Title: Trends in Linguistics; Studies and Monographs

Abstract: Vantage theory holds that a category is an analogy between the fixed and mobile coordinates in physical space and other sensations and cognitions. The intersection of coordinates composes a point of view. From such a mental vantage point, people create, maintain, and change a category in an effort to comprehend the world and its predictable aspects as well as the novelty that it presents. They change their view by altering mobile coordinates and by rearranging or replacing fixed ones. When people speak, they name and discuss these points of view rather than the world itself, as it is remote from an observer. Using evidence from color categorization, as well as folk ornithology, the author demonstrates that when people categorize, they are active agents inseparable from the viewpoints they construct and name.

Author: Makri-Tsilipakou, M.
Year: 2001

Title: Congratulations and Bravo!
Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 137-176
Series Title: Pragmatics and Beyond New Series

Keywords: Greek, politeness, exclamations

Abstract: On the basis of authentic data from various types of discourse, the author investigates two expressions, "congratulations!" and "bravo!", which are used in Greek everyday communication. Both expressions are characterized by positive politeness. "Bravo" is more of an exclamation than "congratulations", which is a part of a more formal register.

Author: Maloha, M.
Year: 1999

Title: Mifologičeskaja jazyčeskaja i christijanskaja simvolika verby v vostočnoslavjanskich i pol'skich frazeologizmach [Pagan and Christian Mythological Symbolism of the Willow in East Slavic and Polish Phraseology]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 11
Pages: 129-138

Keywords: East Slavic, Polish, diachronic semantics, phraseology, cultural connotations, Christian tradition, pagan tradition

Abstract: The article traces pagan and Christian cultural elements in East Slavic and Polish idioms containing the lexical component 'willow'/'willow-like'. The analysis of phrases, proverbs and other folklore verbal forms, as well as descriptions of beliefs and ritual practices, shows that the vocabulary for 'willow' has preserved pagan and exclusively negative cultural connotations (absence,

evil force, emptiness) in Belarussian, Ukrainian and Polish. In the Christian tradition, on the other hand, the willow connotes life and joy, and is equated with the palm (cf. Russ. *verbnoe voskresenije* 'willow Sunday' and Polish *niedziela palmowa* 'palm Sunday').

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Author: Malotki, E.
Year: 1983

Title: Hopi Time: A Linguistic Analysis of the Temporal Concepts in the Hopi Language

Reference Type: Book
Series Editor: Winter, W.
Series Title: Trends in Linguistics. Studies and Monographs
City: Berlin - New York - Amsterdam
Publisher: Mouton Publishers
Volume: 20
Number of Pages: xxii+677
Original Publication: Malotki, E., Hopi-raum. Tübingen: Gunter-Narr, 1979

Keywords: Western (American) ethnolinguistics, Hopi, temporal relation, temporal expression, linguistic relativity

Abstract: Providing very detailed ethnolinguistic evidence of the linguistic means by which Hopi express temporal relations, this monograph seeks to disprove Whorf's contention that the Hopi language contains no reference to time, either explicit or implicit. The author challenges Whorf's observations that, differently from "Standard Average European", the Hopi language must use metaphorization of spatial terms to express non-spatial (and particularly temporal) relations due to the lack of explicit means for expression of temporal relations in this language. He also shows that "interest in exact sequence, dating, calendars, chronology, that Whorf tends to deny to have existed in Hopi society, was certainly developed on a very sophisticated level."

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Author: Marquez Reiter, R.
Year: 2000

Title: Linguistic Politeness in Britain and Uruguay: A Contrastive Study of Requests and Apologies

Reference Type: Book
Series Title: Pragmatics & Beyond New Series
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 83
Number of Pages: xviii + 225

Abstract: The author studies "the differences and similarities in the repertoire of linguistic behaviour as exhibited in the performance of apologies and requests relative to the same social constraints", and compares functions of politeness in these speech acts in British English and Uruguay Spanish. She concludes that politeness always depends upon culture-specific features and stresses the difference between Britain and Uruguay in the domain of language structure: in the case of requests, English imperatives are uninflected and unmarked, while in Spanish they are more elaborate. This morphological asymmetry is also found in interrogatives: English has more elaborate modal constructions, while in Spanish interrogatives generally feature the present indicative or the conditional.

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Author: Matsuki, K.
Year: 1995

Title: Metaphors of Anger in Japanese

Reference Type: Book Section
Editors: Taylor, J. R.; Maclaury, R. E.
Book Title: Language and the Cognitive Construal of the World
City: Berlin - New York
Publisher: Mouton de Gruyter
Volume: 82
Pages: 137-151
Series Editor: Winter, W.
Series Title: Trends in Linguistics; Studies and Monographs

Abstract: This study illustrates in detail the concept of anger in Japanese, comparing the ways anger is conceptualized in Japanese and American English, and highlighting culturally unique features as well as shared aspects. The cross-linguistic perspective points to sociocultural factors underlying the expressions of

emotions in Japanese; the consideration of social and cultural contexts contributes to the understanding of the cognitive model of emotions.

Although the American cognitive model of anger is partially applicable to Japanese, the concepts *hara*, *mune*, and *atama* are unique to the Japanese and are embedded in the Japanese sociocultural context.

Author: Maynard, S. K.
Year: 2002

Title: Linguistic Emotivity: Centrality of Place, the Topic-Comment Dynamic, and an Ideology of 'Pathos' in Japanese Discourse

Reference Type: Book
Series Title: Pragmatics and Beyond New Series
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 97
Number of Pages: xiv+481

Keywords: Japanese, place of negotiation theory, discourse analysis, language ideology

Abstract: The author focuses on the ways in which emotions are expressed in language using methodological concepts offered by place of negotiation theory, according to which meaning is formed through the negotiation of interpretations in three different dimensions: cognitive, emotional, and interactional. The author deals with key aspects of Japanese discourse, such as the topic-comment dynamic, the traditional rhetorical figure of *futaku*, and the rhetoric of 'pathos', emphasizing the importance of 'pathos' in Japanese culture.

Author: McVeigh, B.
Year: 1996

Title: Standing Stomachs, Clamoring Chests and Cooling Livers: Metaphors in the Psychological Lexicon of Japanese

Reference Type: Journal Article
Journal: Journal of Pragmatics
Volume: 26

Abstract: The article discusses the Japanese metaphorical lexicon designating psychological states and operations, and offers a view of subjectivity as a "socially-grounded, culturally-constructed, bodily-mediated ethnotheory about psychic operations that has been built up throughout history."

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Abstract: Basing his analysis on the localist hypothesis, the author discusses parallels between spatial and temporal expressions in Russian and English in an effort to show that in these (and many other) languages spatial concepts and expressions are a source for temporal concepts and expressions. This is important because it provides a clue to the mental representations construed by the speakers of a language.

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Reference Type: Book
Series Title: Balkanologische Veröffentlichungen
City: Wiesbaden
Publisher: Harrassowitz Verlag
Volume: 32
Number of Pages: xvi + 858

Keywords: Balkan languages, lexicon, ethnolinguistics, folk model, folk knowledge

Abstract: The study focuses on the relationship between a) an occupation (viniculture) practiced in the Balkans; b) the structured set of ideas, assumptions, premises, and postulates that inform it, and c) its relevant vocabulary, taking language as an important source of information, independent from conscious knowledge, about the underlying folk model of viniculture. An ethnolinguistic approach is adopted in order to explore the relationship between language and viniculture by concentrating on the socially constructed segmentation of reality through language. This approach allows to use professionally what language has to offer in order to gain a deeper insight into folk knowledge, at the same time providing researchers with all the background information about viniculture normally available to name-givers, which enables them to view the process of name-giving from the perspective of the name-givers and provides a better understanding of the reasons for which an item is designated by a term coined in a particular way.

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Author: Mladenova, O.
Year: 2000

Title: Riddle Coding and Lexical Motivation

Reference Type: Book Section
Editors: C. Tzitzilis; Symeonidis, C.
Book Title: Balkanlinguistik. Synchronie und Diachronie [Balkan Linguistics.Synchrony and Diachrony]
City: Thessaloniki
Publisher: University of Thessaloniki
Pages: 167-174

Keywords: Balkan languages, semantics, etymology, riddle, worldview

Abstract: Proverbs and riddles are complementary in the sense that proverbs are affirmative statements, which can be seen as answers to unasked questions,

while riddles have the form of questions followed by an answer. Also, there is a specialization of these two folklore genres: proverbs concentrate on social relations, while riddles describe the material world. Folklore genres, on one hand, and semantic patterns of vocabulary on the other, are both based on the same worldview.

Starting from these facts, the author introduces the thesis that there is an isomorphism between semantic patterns and riddle coding: viewed etymologically, a word is very similar to a capsulated riddle, since the relation between motivation and meaning in the linguistic sign corresponds to the bipartite structure of the riddle consisting of a question (riddle) and an answer (solution). This thesis is empirically supported with riddle texts and vocabulary patterns referring to viniculture in the Balkan area.

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Author: Mladenova, O.
Year: 2002

Title: Social Status in Nineteenth-Century Bulgarian Society: Preliminary Considerations

Reference Type: Book Section
Editors: Stojanka Bojadžieva, Doroteja Dobreva, Svetla Petkova
Book Title: Folkolor, tradicii, kultura. Sbornik v čest na Stefana Stojkova [Folklore, Traditions, Culture. Collection in Honor to Stefana Stojkova]
City: Sofia
Publisher: Izdatelstvo Prof. Marin Drinov
Number of Volumes: 1
Pages: 32-41

Keywords: Bulgarian, discourse analysis, lexicon, social relations, social status, social role

Abstract: The paper outlines some basic methodological and theoretical approaches to the research of language expressing social status in Bulgarian nineteenth-century society. Using examples from the Bulgarian nineteenth-century literature, the author analyzes the relationships between social status and the person holding that status, the semantic structure of terms designating social status, as well as between social roles and their linguistic expressions.

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Author: Mladenova, O.

Year: 2003

Title: Language Use and Enforcement of Cultural Values

Reference Type: Journal Article

Abstract: The article examines the two consecutive stages in the recent history of Bulgarian society - traditional and modern - through the prism of theories developed in sociology of language, social anthropology and semiotics. The author assigns a number of typological characteristics to these two historical stages. The semantic opposition of generic vs. specific is then related to these two sets of typological characteristics.

Analyzing realization of this semantic opposition in corpora of texts written in these two historical periods, the author empirically demonstrates that patterns of language use co-vary in time with the typological patterns of society and culture, suggesting that this kind of co-variation is potentially a fruitful field for diachronic research from a sociolinguistic perspective.

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Authors: Moore, C. C.; Romney, A. K.; Hsia, T.; Rusch, C. D.
Year: 1999

Title: The Universality of the Semantic of Emotion Terms: Methods for the Study of Inter- and Intra-Cultural Variability

Reference Type: Journal Article

Abstract: The article introduces methods enabling the objective empirical analysis of the extent to which the semantic structure of emotion terms is shared

by different languages. Using quantitative methods, which provide tools for measuring variability both within a culture and between various cultures, the authors find that Chinese, Japanese and English speaking subjects assign basically similar meanings to 15 common emotion terms. In their opinion, the methods introduced enable researchers to go beyond a polarized approach to cultural universals versus cultural relativity.

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Author: Morford, J.
Year: 1997
Title: Social Indexicality in French Pronominal Address

Reference Type: Journal Article
Journal: Journal of Linguistic Anthropology
Volume: 7
Issue: 1
Pages: 3-37

Keywords: French, personal pronouns, language use

Abstract: The article examines the social significance of the French second-person singular pronominal address forms, *tu* and *vous*. The shifts in patterns of pronominal addresses are commonly invoked as crucial signs of a broader transformation in the standards of civility that occurred with the postwar "modernization" of French society, and these shifts are interpreted either as a sign of social progress and diminishing social barriers, or as a sign of decline in decency and politeness.

Adopting a broadly semiotic perspective in the analysis of these forms of address, the author seeks to describe the contemporary patterns of their use among French speakers. She aims to understand what, if anything, has changed in the use of *tu* and *vous*, as well as what such changes indicate about the nature of contemporary social relations.

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Author: Musolff, A.
Year: 2003

Title: Ideological Functions of Metaphor: The Conceptual Metaphors of Health and Illness in Public Discourse

Reference Type: Book Section

Editors: Dirven, R.; Frank, R.; Pütz, M.
Book Title: Cognitive Models in Language and Thought: Ideology, Metaphors, and Meanings
City: Berlin - New York
Publisher: Mounton de Gruyter
Volume: 24
Pages: 327-352
Series Title: Cognitive Linguistic Research

Keywords: German, English (Great Britain), metaphor, ideology

Abstract: The author explores the ideological aspects of conceptual metaphors in the discourse regarding EU politics in the German and British press. While the British conception of Europe is dominated by metaphors of sclerosis and heart disease, in Germany birth and child metaphors about the Euro are most frequently used. The author further traces how such metaphors are treated in the public discourse of these two societies.

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Authors: Nedzielski, N.; Preston, D. R.
Year: 1999

Title: Folk Linguistics

Reference Type: Book
Series Title: Trends in Linguistics. Studies and Monographs
City: Berlin - New York
Publisher: Monton de Gruyter
Volume: 122
Number of Pages: xx+375

Keywords: English (United States), folk linguistics, folk knowledge, language attitudes

Abstract: The book provides an overview and analysis of non-linguists' beliefs about language across disciplines such as dialectology (with a special emphasis on perceptual dialectology), sociolinguistics, language acquisition, and across various levels of language structure, such as phonology, syntax, and semantics. Significant attention is paid to folk views on language education and "grammaticality". The analysis is based on transcripts of conversations with people from the northern Midwestern Unites States, belonging to a very broad social spectrum. The authors aim to provide evidence of the importance of such studies. In their analysis, they focus not only on the difference between linguists' and non-linguists' views, but also show what kind of knowledge non-linguists

have about language and what kind of folk theory stands behind this knowledge.

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Author: Nelson, D. N.
Year: 2002

Title: Language, Identity and War

Reference Type: Journal Article
Journal: Journal of Language and Politics
Volume: 1
Issue: 1
Pages: 3-22

Keywords: language, identity, violence, discourse

Abstract: The author explores the interrelations of language, identity, and war, arguing that language, identity and violence highly influence one another.

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Author: Newman, J.
Year: 2002

Title: Culture, Cognition, and the Grammar of 'Give' Clauses

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Culture and Grammar
City: Oxford
Publisher: Oxford University Press
Pages: 74-95

Keywords: Japanese, Chipewyan, Nahuatl, syntax, give clause, universal vs. culture-specific

Abstract: The author identifies two levels of linguistic interaction: language - cognition and language - culture, and discusses the relation between language, culture and cognition through the analysis of aspects of the 'give' clauses in three languages: Japanese, Chipewyan, and Nahuatl. These languages encode different aspects of human interaction through morphosyntax. The author also discusses the problem of universal vs. culture-specific features in languages, arguing that some features are culturally related, some are very general, and

some universal, but cautions that language-specific features are not necessarily culturally motivated.

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Author: Newman, J.
Year: 2002

Title: A Cross-Linguistic Overview of the Posture Verbs *Sit*, *Stand*, and *Lie*

Reference Type: Book Section
Editor: Newman, J.
Book Title: The Linguistics of Sitting, Standing, and Lying
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 51
Pages: 1-24
Series Title: Typological Studies in Language

Keywords: syntax, semantic, postural expressions, extra-linguistic experience

Abstract: The author describes the syntax and semantics of posture verbs and stresses the link between them and the culturally shaped experience of postures.

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Author: Nikitina, S. E.
Year: 2003

Title: Ustnaja kul'tura russkich konfessional'nych grupp: principy sopostavitel'nogo opisanija [The Oral Culture of Russian Religious Groups: Principles of Comparative Description]

Reference Type: Book Section
Editors: Živov, V. M.; Moldovan, A. M.; Nikolaeva, T. M.
Book Title: Slavjanskoe jazykoznanie. XIII Mezhdunarodnyj s"ezd slavistov, Ljubljana 2003. Doklady rossijskoj delegacii [Slavic Linguistics. XIII International Congress of Slavicists, Ljubljana 2003. Papers of the Russian Delegation]
City: Moscow
Publisher: Indrik
Pages: 414-431

Keywords: language, religion, cultural keyword, cultural parameter, cultural image of the world

Abstract: The author proposes a model for the linguistic-cultural research of religious groups, presenting as an example a comparative analysis of three Russian religious groups - Old-Believers, Doukhobors, and Molocans. The analysis presented is synchronic and comparative, and the approach is linguistic and culturological, meaning that the subject of analysis is the way cultural characteristics are reflected in the language and texts of given religious groups. The author points to the significance of cultural parameters, which determine the specific oral behavior of the carriers of a certain culture. She also defines basic thematic parameters for the analysis of the oral culture of religious groups, such as markers of religious affiliation in speech, language formulas as cultural barriers, interrelation of written and oral cultures, diglossia and language mixing, role of metadiscourse in the culture, description of the linguistic personality, role of historical migrations and contacts, formation of territorial varieties, etc.

The author analyzes the cultural keyword *grech* 'sin' based of this theoretical model. She stresses that in order to describe the cultural concepts of a religious group, one has to know the basics of the eschatology of that group, as well as its most salient values, since axiological systems form the nucleus of every cultural image of the world.

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Abstract: The author gives an overview of "the spirit of language" concept developed in German linguistics that was applied to the Polish language during

the 19th and 20th centuries. In contemporary Polish linguistics, "the spirit of language" category predominantly appears in texts of normative character. He concludes his overview with the statement that this category has no chance to survive in Polish linguistics, because it was used in a very broad manner in the past, and because there are precisely defined terms such as norm or usus which can replace it.

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Author: Palmer, G. B.
Year: 1999

Title: Toward a Theory of Cultural Linguistics

Reference Type: Book
City: Austin
Publisher: University of Texas Press
Number of Pages: xii + 348

Keywords: cognition, culture, imagery, cultural linguistics

Abstract: The author argues that imagery, broadly defined as everything that people may construe in their cognitive models, precedes and shapes human language. Such a role of imagery provides a basis for examining a wide range of linguistic topics. It applies not only to the narrative and figurative language, but also to the semantics of words and grammatical constructions, to discourse, and even to phonology. These different domains of linguistic research have been subjected to disparate and mutually inconsistent theories, but the author argues that they can best be understood in terms of a single theory of culturally defined mental imagery, which he labels a cultural theory of linguistic meaning or cultural linguistics. All different objects of research are covered by the "world view" notion, which is understood by the author as the fundamental cognitive orientation of a society, a subgroup, or even an individual and may be seen as culturally defined imagery.

Such an approach is built on older traditions as well as contemporary theories in anthropological linguistics, but it draws most heavily on new developments in cognitive linguistics.

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Author: Palmer, G. B.
Year: 2001

Title: Review Article [Works by Anna Wierzbicka]

Abstract: The article reviews the following books: 1. A. Wierzbicka, Understanding Cultures through Their Key Words: English, Russian, Polish, German, and Japanese. New York: Oxford University Press, 1997, 317 pp; 2. A. Wierzbicka, Primes and Universals. New York: Oxford University Press, 1996, 500 pp. In his review, the author stresses a certain contradiction that characterizes it: Wierzbicka's goal is cultural analysis using linguistic methods, but as opposed to most contemporary linguistic anthropologists, she seeks to define relatively stable public meanings rather than to discover meanings emergent in discourse. She traces her project to the relativism of Sapir and Whorf, while at the same time advocating the definition of lexemes in terms of a universal semantic metalanguage inspired by Leibnitz.

She focuses on words that have cultural salience, which is indicated by the elaboration of vocabulary and frequency of usage. According to the author of the review, her reliance on the lexicon as the main subject of analysis resembles to the ethnoscience of the 1960s. He also considers that her theory of universal semantic primes has not really been verified by cross-linguistic research. In his view, the semantic primes have only approximate equivalents across languages, and it would be better to look for universal concepts in the categories that emerge from common experience provided by living in human bodies and human societies, as mediated by universal cognitive processes such as abstraction, perception of similarities and differences, and association by function or contiguity.

Author: Pavlidou, T. S.
Year: 2001

Title: Politeness in the Classroom?: Evidence from a Greek High School

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and

Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 105-136
Series Title: Pragmatics and Beyond New Series

Keywords: Greek, politeness, gender

Abstract: An analysis of eight recorded teaching hours with three teachers and 75 students shows that Greek classroom interaction is characterized by minimal politeness investments, especially on students' part. Contrary to what has been claimed in earlier studies of gender and politeness, female students do not seem to be more polite than male ones. The author concludes with the claim that there is a need of making "a much more systematic intra-cultural examination of the contextual aspects in the study of politeness".

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Authors: Pederson, E.; Nuyts, J.
Year: 1997

Title: Overview: On the Relationship between Language and Conceptualization

Reference Type: Book Section
Editors: Pederson, E.; Nuyts, J.
Book Title: Language and Conceptualization
City: Cambridge
Publisher: Cambridge University Press
Volume: 1
Pages: 1-12
Series Title: Language, Culture and Cognition

Keywords: relationship of conceptualization and language, theoretical approaches

Abstract: As an introductory chapter to a volume dealing with the interrelation of language and conceptualization, which could be defined as an internal representation of knowledge about the world, this article gives an overview of the theoretical approaches to this interrelation, pointing out the existence of a variety of notions, theories and views related to conceptualization, its nature and structure. Different views on the question of how language relates to thinking range from the extreme position that language is a tool of thought to the other extreme position that language and thought are completely separate systems, linked only by arbitrary mapping. Between these extremes there are various

positions which can be divided into two groups - those viewing conceptualization as a derivative from language, and those viewing conceptualization as primary and language as its derivative. The authors pay attention to the fact that there has been little explicit discussion of methodology in disciplines dealing with the interrelation of language and conceptualization and suggest that the further exploration of this issue should be undertaken as an interdisciplinary task.

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Author: Peeters, B.
Year: 2000

Title: "S'engager" vs. "To Show Restraint": Linguistic and Cultural Relativity in Discourse Management

Reference Type: Book Section
Editors: Niemeier, S.; Dirven, R.
Book Title: Evidence for Linguistic Relativity
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 198
Pages: 193-222
Series Editor: Koerner, E. F. K.
Original Publication: Working paper in preparation for the LAUD Symposium "Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis", Mülheim/Ruhr 1998, No. 451

Keywords: French, Australian English, sociopragmatics, discourse analysis, cultural script, cultural value, communicative norm, interruption

Abstract: If ways of speaking are determined by the cultural values of a speech community, then it must be possible to find examples of communicative patterns corresponding to alternative values. Taking this hypothesis as a starting point, the author analyses expressions supporting the existence of cultural values "engagement" and "non-committance" in French and Australian English.

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Author: Pesmen, D.
Year: 2000

Title: If You Want to Live, You've Got to Krutit'sia: Crooked and Straight
Book Title: Russia and Soul: an Exploration

Reference Type: Book Section
City: Ithaca-London
Publisher: Cornell University Press
Pages: 189-210

Keywords: Russian, semantics, pragmatics, social change

Abstract: The author aims to show that value changes were reflected in the semantic changes of Russian words with the root *krut-*, by exploring the expansion of mechanisms and tropes in language corresponding to creative practices of survival invented during the period of perestroika. It is shown how the words *krutoj* 'tough guy', lit. 'steep, hard, abrupt', and *krutit'sja* 'engage in business', lit. 'twist', which are not perceived as related from a synchronic viewpoint, intersect in their meanings in everyday communication, reflecting changes in Russians' system of values.

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Author: Potter, J.
Year: 1996

Title: Representing Reality. Discourse, Rhetoric and Social Construction

Reference Type: Book
City: London, Thousand Oaks, New Delhi
Publisher: SAGE Publications

Keywords: discourse analysis, overview, social sciences, linguistic construction

Abstract: The book provides an overview of the different traditions in constructionist thought in the social sciences. A great deal of the book concentrates upon features, which characterize linguistically related approaches to reality construction, such as linguistic construction (Sapir, Whorf, Grace), conversation analysis, discourse construction, and critical discourse analysis.

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Author: Quinn, N.
Year: 1991

Title: The Cultural Basis of Metaphor

Reference Type: Book Section
Editor: Fernandez, J. W.

Book Title: Beyond Metaphor: The Theory of Tropes in Anthropology
City: Stanford
Publisher: Stanford University Press
Pages: 56-93

Abstract: Relying on the results of her own research, the author argues that metaphors do not constitute our understanding and are ordinarily selected to fit a preexisting and culturally shared model. Metaphors do not typically give rise to new, previously unrecognized entailments, but they help us to follow the entailments of the preexisting cultural model. As opposed to Lakoff and Johnson, who consider metaphors essential for the organization of our understanding, the author argues that typical metaphors are selected and favored by a speaker because they provide satisfying mappings onto already existing cultural understandings. Analyzing interviews about marriage recorded among Americans, she shows that metaphor, far from being productive for understanding, is actually highly constrained by understanding, and the way we understand the world is culturally determined to a large degree. The failure of Lakoff and Johnson to grant culture its own place in the linguistic analysis of metaphor is attributed to the methodology they use, which relies on idealized cases, disconnected from the context of actual use in natural discourse.

Author: Rakhlina, E. V.
Year: 1997

Title: O *starom*: aspektual'nye charakteristiki predmetnych imen [On 'Old': Aspectual Properties of Concrete Nouns]

Reference Type: Book Section
Editors: Arutjunova, N. D.; Janko, T. E.
Book Title: Logičeskij analiz jazyka. Jazyk i vremja [Logical Analysis of Language: Language and Time]
City: Moscow
Publisher: Indrik
Pages: 201-217

Abstract: The author proposes the thesis that similar to verbal categories nominal categories also possess aspectual characteristics. She divides nominal constructions into four classes: natural objects, artifacts with a limited lifespan, exchangeable objects, and creative objects. Each of these classes has its own

temporal parameters, which, like the semantic classification of verbs, do not depend on syntactic and grammatical categorization.

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Author: Ramson, W. S.
Year: 2001

Title: Anna Wierzbicka and the Trivialization of Australian Culture

Reference Type: Journal Article
Journal: Australian Journal of Linguistics
Volume: 21
Issue: 2
Pages: 181-184

Keywords: (Australian) English, A. Wierzbicka, lexicography, cultural keywords, vocabulary

Abstract: The author criticizes Anna Wierzbicka's use of examples of Australian English to demonstrate that language reflects culture, arguing that she misunderstands and misuses the principles of historical lexicography. Using two of the keywords she identifies for Australian culture, *friend* and *mate*, and contrasting her analysis with the lexicographical evidence, the author demonstrates that she uses lexicographical data selectively.

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Author: Richardson, J. E.
Year: 2004

Title: (Mis)Representing Islam: The Racism and Rhetoric of British Broadsheet Newspapers

Reference Type: Book
Series Editors: Chilton, P.; Wodak, R.
Series Title: Discourse Approaches to Politics, Society and Culture
City: Amsterdam - Philadelphia
Publisher: John Benjamins
Volume: 9
Number of Pages: vi+277

Keywords: English (Great Britain), critical discourse analysis, mass media discourse, Islam

Abstract: The book explores newspapers' involvement in the discursive construction and production of anti-Muslim racism and the social consequences of such racist discourse. Combining Critical discourse analysis with Edward Said's critique of Orientalism, this perspective enables the author to (re)contextualise journalistic discourse within political, economic, social and historical paradigms. The book analyzes stereotypical models of presentation of Islam and Muslims in British newspapers reporting on Turkey, Pakistan, Iran, Israel/Palestine, Algeria, Iraq and Britain.

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Author: Rjabceva, N. K.
Year: 1997

Title: Aksiologičeskie modeli vremeni [Axiological Models of Time]

Reference Type: Book Section
Editors: Arutjunova, N. D.; Janko, T. E.
Book Title: Logičeskij analiz jazyka. Jazyk i vremja [Logical Analysis of Language: Language and Time]
City: Moscow
Publisher: Indrik
Pages: 78-95

Keywords: logical analysis of language, model of time, axiology

Abstract: The traditional linguistic concepts of time are predominantly grammatical in their nature. The semantic aspect of the notion of time, however, should also be considered, because it determines the pragmatic and social models in which temporal relations are expressed and conceptualized. Axiology focuses on the interrelationship of humans and reality and the ways reality is categorized within the linguistic image of the world. The idea that time has a direction and that it is irreversible are at the heart of an axiologically conditioned image of the world. The axiological temporal image of the world shows the attitude of society towards the ways time is spent and used, and indicates deviations from temporal norms, such as violation, transformation, nonconformity, etc. This image is coded in the axiologically loaded lexicon, which contains a temporal component.

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Authors: Ruhi, S.; Doğan, G.
Year: 2001

Title: Relevance Theory and Compliments as Phatic Communication: The Case of Turkish

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 341-390
Series Title: Pragmatics and Beyond New Series

Keywords: Turkish, politeness, compliments, relevance theory

Abstract: The authors emphasize that the propositional content of complimenting utterances is of minor importance. Most compliments in Turkish are formulaic and mainly occur among people of close relationships aiming to show in-group solidarity. The analyzed data indicate that compliments are much more frequent in women-to-women interaction and men-to women interaction than in men-to-men or women-to-men interaction.

The authors try to link the social aspects of compliments to relevance theory, which claims that utterance comprehension and interpretation are cognitive processes demanding a certain mental effort and achieving some cognitive effect.

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Author: Rumsey, A.
Year: 1990

Title: Wording, Meaning, and Linguistic Ideology

Reference Type: Journal Article
Journal: American Anthropologist
Volume: 92
Issue: 2
Pages: 346-361

Keywords: English, Ungarinyin (Australia), reported speech, discourse cohesion, language ideology

Abstract: The author takes two areas of English language structure - the

grammar of reported speech and textual cohesion - in order to illustrate their interconnection in that both of them express a segment of Western linguistic ideology in which there is a sharp distinction between "wording" and "meaning", as well as between language and reality, talk and action. Neither such language structures nor the linguistic ideology are found among the Ngarinyin people of northwestern Australia. This supports the Whorfian hypothesis about their possible relationship, which is formulated by the author in the following way: linguistic ideologies in which there is a strongly valorized distinction between speech and action, words and 'things', are most likely to develop in conjunction with languages in which there are formal distinctions between: a) direct and indirect discourse, and b) 'reference' and 'substitution' as discourse cohesion devices.

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Author: Rumsey, A.
Year: 2002

Title: Aspects of Ku Waru Ethnosyntax and Social Life

Reference Type: Book Section
Editor: Enfield, N. J.
Book Title: Ethnosyntax: Explorations in Grammar and Culture
City: Oxford
Publisher: Oxford University Press
Pages: 259-286

Keywords: Ku Waru (Papuan), syntax, pairing, existential clauses

Abstract: The author discusses some relationships between language and aspects of culture and social life among Ku Waru people (Papua New Guinea). Particular attention is paid to the following linguistic features of Ku Waru: a) the grammar of existential clauses, b) uses of first and second person singular and dual person/number categories, c) some aspects of the use of parallelism, and d) forms and meanings of Ku Waru pairing compounds. Rumsey stresses the importance of these linguistic patterns in several social domains: these "cross-linguistically recognizable formal devices get used in culture-specific ways". Furthermore, Ku Waru examples demonstrate that "these are not only fashions of speaking, or even of thinking": From a Ku Waru perspective, there is no reason to separate parallelism or pairing as a specifically linguistic phenomenon from the wider social context in which the activity of "making two" is practiced.

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Authors: Runblad, G.; Kronenfeld, D. B.
Year: 2003

Title: The Inevitability of Folk Etymology: a Case of Collective Reality and Invisible Hands

Reference Type: Journal Article
Journal: Journal of Pragmatics
Volume: 35
Pages: 119-138

Keywords: folk etymology, semantics, invisible hand theory, collective representations

Abstract: The authors explore the semantic and cultural nature of folk etymology. They argue that folk etymologies can be quite useful to historians and anthropologists attempting to understand the culture of the people who created them, since the pieces out of which they are created are necessarily well known and frequently referred to in the communities of their creators. The authors pay special attention to two concepts essential to their semantic and cultural approach to folk etymology: the concepts of collective representation and 'the invisible hand'. Collective representations are the socially construed and shared patterns of knowledge or understanding, which constitute a collective reality. The invisible hand theory implies that even though individuals act intentionally, their actions often have consequences that were not part of their intentions. In accordance with this theory, the semantic or formal changes resulting from folk etymologies were usually not part of the intentions of these etymologies' creators.

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Author: Sahoo, K.
Year: 2003

Title: Linguistic and Social Cultural Implications of Gendered Structures in Oriya

Reference Type: Book Section
Editors: Hellinger, M.; Bussmann, H.
Book Title: Gender Across Languages. The Linguistic Representation of Women and Men
City: Amsterdam - Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 3
Number of Volumes: 3
Pages: 239-257

Abstract: In the Indo-Aryan language Oriya, nouns and adjectives mark semantic or referential gender, whereas pronouns do not. The author connects these grammatical features with the structure of society, the difference between social groups, and the treatment of the two genders.

Abstract: The authors review works on language socialization in its two main areas: a) socialization through the use of language, and b) socialization to use language. The notion of 'language of socialization' is linked to a field of research devoted to understanding the interdependence between language and sociocultural structures and processes. Language is a major source of information for children learning the worldviews of their culture. Language socialization research has shown that conversational activities involving small children differ in ways that systematically relate to cultural beliefs, values, and social order.

The authors also argue that language is "a critical resource for those who wish to understand the nature of culture and how cultural knowledge and beliefs are transmitted both from generation to generation and in everyday interaction." The ways that the acquisition of language and the acquisition of culture influence each other can be investigated by examining how language is used to express relationships and cultural meanings in interactions involving children and adults. Therefore the study of language socialization incorporates theoretical and methodological approaches from anthropology, sociology, linguistics, and psychology. Language socialization, which focuses "on how children are socialized through language and how children are socialized to use language, can further our understanding of the functional and symbolic interface between language and culture".

Authors: Serebrennikov, B. A.; Postovalova, V. I.; Kubrjakova, E. S.; Telija, V. I.
Year: 1988

Title: Rol' čelovečeskogo faktora v jazyke: Jazyk i kartina mira [Role of the Human Factor in Language: Language and Image of the World]

Reference Type: Book
City: Moscow
Publisher: Nauka
Number of Pages: 216

Keywords: linguistic image of the world, subject, definition, methodology

Abstract: The authors distinguish two images of the world - a conceptual and a linguistic one. The former is richer and more complex than the latter, since it is established on the basis of various modes of thinking, including the non-verbal mode. Constituents of the linguistic image of the world are words, morphemes, and syntactic constructions.

Author: Siemieński, T.
Year: 1991

Title: Problematyka relacji między językiem a kulturą w pracach językoznawców amerykańskich [The Relation of Language and Culture in the Works of American Linguists]

Reference Type: Book Section
Editors: Bartmiński, J.; Anusiewicz, J.
Book Title: Język a kultura. Podstawowe pojęcia i problemy [Language and Culture. Basic Notions and Problems]
City: Wroclaw
Publisher: Wiedza o kulturze
Volume: 1
Pages: 73-82

Keywords: overview, USA, anthropological linguistics, F. Boas, E. Sapir, B. L. Whorf, A. L. Kroeber

Abstract: The author gives an overview of US works in the domain of the

language-culture interrelation. He stresses that by the 19th century, American linguistics was already significantly different from that in Europe, both in the material researched and the methods used. This was due to the different linguistic situations on the two continents: linguists in the USA faced a great number of non-written Indian languages and a vast cultural variety, which made them link linguistic and ethnographical research. While in Europe the linguistic research of the time was isolated from the other scholarly approaches to society, in America it was necessary to consider culture as a whole and view language not as an abstract, isolated system, but as one of the most important components of culture. The author further presents the views of Boas, Sapir, Whorf, and Kroeber on the relationship of language and culture, and reflects on the resonance of their ideas in the works of American linguists in the 1950s and 1960s.

Author: Sifianou, M.
Year: 2001
Title: "Oh! How Appropriate!": Compliments and Politeness

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 391-430
Series Title: Pragmatics and Beyond New Series

Keywords: Greek, politeness, compliments

Abstract: Paying attention to the difference between routine and non-routine compliments, the author argues that compliments in Greek are not formulaic as has been shown in the case of other languages. In Greek culture, compliments primarily serve for face-enhancing in the area of positive politeness. Among speakers, they are interpreted as gift giving. The author connects this with Greek cultural history.

Author: Simpson, R. C.
Year: 1997

Title: Metapragmatic Discourse and the Ideology of Impolite Pronouns in Thai

Abstract: There is a high level of metapragmatic awareness of politeness and appropriateness as it relates to pronoun use among Thai speakers. Taking this as an assumption, the author compares attitudes and reported use with actual, spontaneous use in conversation, in order to gain an insight into the nature of the related language ideology. The central thesis of the article is that the use and censorship of stigmatized (impolite) pronouns and the simultaneous condemnation of those terms as crude or impolite constitute an example of symbolic domination. This type of domination reflects, constructs, and maintains gendered notions of politeness within the dominant social order.

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Author: Simpson, J.
Year: 2002

Title: From Common Ground to Syntactic Construction: Associated Path in Warlpiri

Abstract: The author analyzes associated path constructions in Warlpiri, claiming that this category will be grammaticalized in the near future. She uses the example of associated path constructions to discuss the basic postulate of ethnosyntax, namely that the meanings of some syntactic constructions involve underlying cultural concerns and that these cultural concerns can be identified. In this discussion, she narrows the scope of investigation to the concept of common ground involving: a) common topics of conversation, b) shared expectations and

assumptions, and c) shared assumptions of how to build conversations.

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Author: Slobin, D. I.
Year: 1996

Title: From "Thought and Language" to "Thinking for Speaking"

Reference Type: Book Section
Editors: Gumperz, J. J.; Levinson, S. C.
Book Title: Rethinking Linguistic Relativity
City: Cambridge
Publisher: Cambridge University Press
Volume: 17
Pages: 70-97
Series Title: Studies in the Social and Cultural Foundations of Language

Keywords: grammatical category, conceptualization, psycholinguistics, language acquisition

Abstract: The author advocates the replacement of the traditional terms "language" and "thought" in the context of linguistic determinism with "thinking for speaking", which emphasizes the relation between grammatical categories and the process of transforming thoughts into words. He also stresses the weakness of the conservative Boasian view that languages selectively encode features of shared perception. During the process of thinking for speaking, our attention is directed by obligatory grammatical categories to certain perceptual features, which results in the projection of the structural features of language into a specific rhetorical or narrative style.

He illustrates these assumptions with the comparative study of children's narrative retellings in several languages. The narratives produced show that speakers adopt a rhetorical style together with the language, but sometimes they also make contrasts that are not encouraged by grammatical means. Slobin concludes that "the language or languages we learn in childhood are not neutral coding systems of an objective reality, but rather a subjective orientation to the world of human experience, which affects the ways in which we think while we are speaking."

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Author: Stroińska, M.
Year: 2001

Title: Introduction: Beyond Language and Culture: Relative Points of View

Reference Type: Book Section
Editor: Stroińska, M.
Book Title: Relative Points of View. Linguistic Representations of Culture
City: New York - Oxford
Publisher: Berghahn Books
Pages: 1-18
Series Editor: Spaas, L.
Series Title: Polygons: Cultural Diversities and Intersections

Keywords: linguistic relativity theory, ideology, identity

Abstract: Stroińska emphasizes that the linguistic relativity theory may be applied quite readily in the research of social activities and politics (but this area has usually been studied from a sociological rather than a linguistic perspective). In her opinion, study focusing on the complexities of the relationship between culture, language, and human behavior can provide us with essential information about the ways in which cultural, individual, national, or gender identities are construed.

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Authors: Sunderland, J.; Litosseliti, L.
Year: 2002

Title: Gender Identity and Discourse Analysis: Theoretical and Empirical Considerations

Reference Type: Book Section
Editors: Sunderland, J.; Litosseliti, L.
Book Title: Gender Identity and Discourse Analysis
City: Amsterdam-Philadelphia
Publisher: John Benjamins Publishing Company
Volume: 2
Pages: 1-39
Series Title: Discourse Approaches to Politics, Society and Culture

Keywords: discourse analysis, gender, overview, critical discourse analysis

Abstract: The article surveys research of the interrelatedness of gender identity and discourse, employing both the synchronic and diachronic methods often used in empirical studies. The authors point to the earlier days of feminism when both language structure and language use ('langue' and 'parole') were used as an abstract system for representing concepts of gender differences. They pay

special attention to the method of critical discourse analysis that is often used to explore the interface of discourse, identity and performativity.

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Author: Šabec, N.
Year: 2000

Title: Jezik kot odraz kulturnih vrednot [Language as a Reflection of Cultural Values]

Reference Type: Book Section
Editor: Štrukelj, I.
Book Title: Kultura, identiteta in jezik v procesih evropske integracije [Culture, Identity and Language in the Process of European Integration]
City: Ljubljana
Publisher: Društvo za uporabno jezikoslovje Slovenije
Volume: 2
Number of Volumes: 2
Pages: 219-228

Keywords: English, Slovene, speech acts, language acquisition, cultural differences

Abstract: The author explores the relationship of language and culture as two essential parameters of identity. She stresses that in bilingual situations in particular it is crucial to be aware of underlying cultural assumptions and values. Examples in Slovene and English are presented to demonstrate how speech acts may differ across languages and how the lack of knowledge of the sociolinguistic, pragmatic, and cultural dimensions of communication may lead to misunderstandings or even communication breakdowns.

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Author: Šivic-Dular, A.
Year: 1996

Title: Na sledi (arhaičnih) predstav in uver (na slovenskih poimenovanjih za: Coccinella septempunctata) [On the Trail of (Archaic) Notions and Beliefs: Slovene Terms for Coccinella Septempunctata]

Reference Type: Journal Article
Journal: Traditiones
Volume: 26
Pages: 63-76

Abstract: The author lists more than 40 Slovene terms for ladybird and analyzes them according to their origin and motivation. The etymological analysis of the terms shows that the ladybird must have played a prominent role in archaic mythology. The author suggests that this role should be investigated in a greater depth, both through analysis of nominations found in Slovene folklore texts, and through analysis of preserved beliefs.

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Author: Šivic-Dular, A.
Year: 1999

Title: Besedna družina iz korena *god-* v slovanskih jezikih. Pomenoslovna razčlemba v kulturološkem kontekstu [The Slavic Word Family *god-. Semantic analysis in a cultural context]

Reference Type: Book
City: Ljubljana
Publisher: Založba ZRC
Number of Pages: 224
Edition: Linguistica et Philologica

Abstract: In the semantic analysis of Slavic words with the root morpheme *god-*, the author aims not only to present the semantic diversity of the Slavic languages as far as this word family is concerned, but also to outline a possible semantic development within it. Dealing with the semantic development and etymology of words within this word family, she places them in a cultural context, which enables her to explain many aspects of the semantic changes that occurred.

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Author: Šivic-Dular, A.
Year: 2000

Title: Južnoslovanska leksika in najnovejši etimološki slovarji (poimenovanja za Coccinello septempunctato in razmerje do besedila) [The South Slavic Lexicon and Recent Etymological Dictionaries (Terms for Ladybird Coccinella Septempunctata and Their Relation to Texts)]

Reference Type: Book Section
Book Title: Makedonsko-slovenačko naučen sobir [Macedonian-Slovenian Scientific Conference]
City: Skopje
Publisher: Philological faculty "Blaže Koneski"
Pages: 37-50

Keywords: South Slavic languages, semantics, etymology, word motivation, folklore text

Abstract: Using the example of South Slavic terms for ladybird, the author attempts to show the close connection that frequently exists between nomination and the cultural context in which this nomination has arisen and was preserved. Some South Slavic terms designating the ladybird originally existed only within folklore texts. From today's viewpoint, their etymology and motivation become clear only when related to some other element of the folklore text. The author also pays attention to the interaction of these terms with kinship terms, as well as to terms for ladybird motivated by ancient cults and beliefs.

Author: Taylor, R.
Year of Conference: 1998

Title: Linguistic Relativity Theory in the Pacific

Reference Type: Conference Proceedings
Conference Name: Humboldt and Whorf Revisited: Universal and Culture-Specific Conceptualizations in Grammar and Lexis
Conference Location: Mülheim/Ruhr
Publisher: LAUD
Volume: 454
Pages: 1-14
Series Title: Working paper in preparation for the LAUD Symposium

Keywords: Fijian, English, experiment, psycholinguistics, bilingualism, kinship terms, family values, individual values

Abstract: The article presents an experimental attestation of the thesis that linguistic relativity theory appears to operate at higher levels of language construction, such as the more complex grammatical constructions, rather than the semantic or the lexical level. In the experiment, the same story was given to two groups of bilingual (English and Fijian) speakers - the first group got it in English and the second in Fijian. A set of questions was provided to the two

groups, in English and Fijian respectively. The hypothesis that respondents would answer the questionnaire differently depending on whether they read and answered it in Fijian or English was proven. Since Fijian culture belongs to the Pacific ones, in which extended family relations and values are emphasized, the use of specialized Fijian family terms in the Fijian version of the text activated a Fijian Weltanschauung schema, which includes a heightened concern for extended family values. Respondents to the English version, on the other hand, applied a more "western" cultural pattern, in which a stronger emphasis was placed on the individual or the immediate nuclear family values.

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Abstract: The article discusses the relation of critical discourse analysis and cultural studies, arguing that both are strongly influenced by the versions of critical theory, which have been labeled 'postmodernism' and 'post-structuralism'. The author's conclusion is that "we need to reframe and recontextualize the ways in which we define and perform critical discourse analysis and that it will involve bringing cultural studies and critical discourse analysis together in productive new ways with other theoretical formations and with proper attention to the new and different global and local contexts in which we work."

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of the World]

Reference Type: Book Section
Editor: Bartmiński, J.
Book Title: Współczesny język polski [Contemporary Polish Language]
City: Lublin
Publisher: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej
Pages: 343-371

Keywords: linguistic image of the world, methodology, language structure

Abstract: The author defines the linguistic image of the world as the totality of regularities found both in the grammar of a language (its flective, derivative, and syntactic components) and in the semantic features of its vocabulary. These features indicate how speakers of a language perceive the world, as well as the most common understandings of the world's organization, its hierarchies and value systems.

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Author: Tolstaja, S. M.
Year: 1993

Title: Ėtnolingvistika v Lubline [Ethnolinguistics in Lublin]

Reference Type: Journal Article
Journal: Slavjanovedenie
Volume: 3
Pages: 47-59

Keywords: Slavic ethnolinguistics, Poland, overview

Abstract: The author provides an overview of the basic theoretical postulates, subject matter, and methodological approaches to the relationship between language and culture, which are being developed in Lublin, the Polish center of ethnolinguistics.

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Author: Tolstaja, S. M.
Year: 1998

Title: Stereotyp w "języku kultury" [Stereotype in "Language of Culture"]

Reference Type: Book Section
Editors: Anusiewicz, J.; Bartmiński, J.
Book Title: Język a kultura. Stereotyp jako przedmiot lingwistyki - teoria, metodologia, analizy empiriczne [Language and Culture. Stereotype as a Linguistic Subject - Theory, Methodology, Empirical Analyses]
City: Wrocław
Publisher: Towarzystwo przyjaciół Polonistyki Wrocławskiej
Volume: 12
Pages: 99-104

Keywords: (Polish) ethnolinguistics, stereotype, connotation

Abstract: The author deals with the basic concepts of the ethnolinguistic school, developed in Lublin under the leadership of J. Bartmiński. She discusses the notion of "stereotype" as it is understood within this school, criticizing the lack of a clear distinction between linguistic and mental stereotypes. It is also not clear what the difference between linguistic stereotype and connotation is. If stereotype is a linguistic category, it is then necessary to relate it to other semantic categories, such as meaning, sense, connotation, prototype, concept, etc.

She also identifies a gap between the theory and the application of these concepts in practice, in the Dictionary of Folk Linguistic Stereotypes (1980-). Theoretically, a linguistic stereotype does not cover all semantic realizations of a lexeme, but only its secondary meanings; in the Dictionary, however, stereotypes appear as full semantic characterizations of entries, covering both primary and secondary meanings.

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Author: Tolstaja, S. M.
Year: 2000

Title: Slovo v kontekste narodnoj kul'tury [The Word in the Context of Folk Culture]

Reference Type: Book Section
Book Title: Jazyk kak sredstvo transljacii kul'tury [Language as a Cultural Translation Device]
City: Moscow
Publisher: Nauka
Pages: 101-111

Keywords: Slavic languages, cultural semantics, lexicon, ritual

Abstract: In the first part of her article, the author emphasizes that relation between language and culture can be approached both from linguistic and culturological viewpoints, since language mirrors the culture standing behind it, and, on the other hand, language structure, semantics, lexicon, and syntax are shaped by culture and motivated by the image of the world to a great extent. The relationship between language and culture is bi-directional: cultural context has significant importance for etymological studies, and, in the other direction - linguistic motivation can be very useful for the reconstruction of beliefs, mythological systems and cultural stereotypes. The author especially outlines the importance of the cultural semantics of "ordinary" words, elaborating two such examples in the second part of her article: the first is the Slavic verb *najti*: apart from its basic meaning 'to find', this verb also means 'to give birth, to be born', which is explained by the ethnographic attestations of the South Slavic ritual finding of the child, in those cases when children in a family were dying. The second example is the noun *trud*, which is used both in profane and sacral situations, with the same underlying semantics of pain, passion, and great efforts. These examples show the dependence of language nominations and semantic models on people's beliefs.

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Abstract: The article presents the history, main directions and subject matter of the field of ethnolinguistics and concentrates on its tradition in Slavic studies. The connections of ethnolinguistics to American ethnology, anthropological linguistics and the ideas of Sapir and Whorf are stressed. The author offers two definitions of ethnolinguistics - a narrow one, according to which ethnolinguistics explores the relations between language on one hand, and spiritual culture and folk mentality on the other, and she also discusses their interdependence. According to a broader definition, ethnolinguistics is a complex discipline covering the whole content of culture, folk psychology and mythology, regardless of the forms of their

manifestation; for this discipline, language is not the only object of research, but it includes all forms which express collective consciousness, folk mentality and image of the world. This broader sense of the discipline, based on the idea of the unity of traditional culture, is developed in the Russian ethnolinguistic tradition. The author emphasizes that the relationship between language and culture is twofold and is the subject both of linguistics and anthropology. The main issues ethnolinguists in Russia and other Slavic countries deal with are cultural semantics and word motivation as a source of information about people's image of the world. The necessity of using extra-linguistic data for determining word motivation is emphasized, a technique, which is extensively used in many etymological studies.

Author: Tolstoj, N. I.
Year: 1992

Title: Język a kultura (Niektóre zagadnenia słowiańskiej etnolingwistyki) [Language and Culture: Some Problems of Slavic Ethnolinguistics]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 5
Pages: 15-25

Keywords: Slavic ethnolinguistics, Slavic studies, overview

Abstract: The author emphasizes the historically proven necessity for some linguistic fields such as etymology or lexicography to use cultural facts, which was clearly articulated as the so-called "Language and Culture" issue by the Austrian school "Wörter und Sachen." The idea of the unity of language and culture was also the basis for the very influential school of Sapir and Whorf in the 1930s and 1940s. Further, the author outlines the basic postulates of ethnolinguistics as developed in Russia and other Slavic countries. This discipline claims that language is the verbal code of culture and, simultaneously, the creator of culture. Russian ethnolinguistics insists on the structural equivalence of language and culture, which makes it possible for linguistic methodology and terminology to be used for exploring cultural phenomena; the interpretation of culturally relevant phenomena is usually based on the analysis of their nomination.

Authors: Triandafyllidou, A.; Wodak, R.

Year: 2003

Title: Conceptual and Methodological Questions in the Study of Collective Identities: An Introduction

Reference Type: Journal Article
Journal: Journal of Language and Politics
Volume: 2
Issue: 2
Pages: 205-223

Keywords: discourse, methodology, national identity, social identity

Abstract: The authors discuss definitions of identity and the methods used to study identity formation and change. The authors give an overview of recent theoretical and conceptual developments regarding the nature of identity in sociology, discourse studies and social psychology.

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Author: Tsitsipis, L.
Year: 1997

Title: The Construction of an "Outsider's" Voice by Low-Proficiency Speakers of Albanian Variety (Arvanitika) in Greece: Language and Ideology

Reference Type: Journal Article
Journal: International Journal of the Sociology of Language
Volume: 126
Pages: 105-121

Keywords: Arvanitika, language ideology, language shift, discourse

Abstract: The author suggests that the study of language ideology can provide us with helpful methodological and theoretical tools for the investigation of language shift related phenomena. The author uses the perspective of language ideology to study the process of language shift in Arvanitika, an Albanian variety spoken in Greece, which now faces attrition. The sociolinguistic situation conditioned the emergence of a group of low-proficiency speakers. These speakers, despite a reduced linguistic competence in Arvanitika, manipulate various discursive-generic conventions in order to express their linguistic ideology. As a social group, which is in the middle, they have to maintain good relations with both the local community and the wider society, which results in the construction of an "outsider's" voice.

Title: "What You Are Saying Sounds Very Nice and I'm Delighted to Hear It": Some Considerations on the Functions of Presenter-Initiated Simultaneous Speech in Greek Panel Discussions

Abstract: Examining a 5-hour all-male panel discussion, the author tries to identify the functions of simultaneous speech. Her findings support the general views on Greek culture as being oriented towards solidarity and positive politeness. Simultaneous speech is explained in terms of the presenters' intention to control the direction and contents of discourse.

Title: Principles of Critical Discourse Analysis

Abstract: The article aims to determine the basic principles of critical discourse

analysis, emphasizing that "critical discourse analysis can only make a significant and specific contribution to critical social or political analyses if it is able to provide an account of the role of language, language use, discourse or communicative events in the (re)production of dominance and inequality." It focuses on the dominance of elite groups and institutions, which is reproduced in text and talk. The author pays a special attention to patterns of access to public discourse for different social groups. A certain group's privileged access to discourse results in power, which involves control pertaining to action and cognition; a powerful group may limit the freedom of action of others, but also influence their minds, and managing the mind of others is essentially a function of talk and text. To be able to relate power and discourse in an explicit way, it is necessary to establish a 'cognitive interface' of models, knowledge, attitudes and ideologies, and other representations of the social mind. This argument is illustrated by an analysis of parliamentary debates concerning ethnic issues.

Author: Vasilevič, A. P.
Year: 1988

Title: Jazyk i kul'tura: Sopostavitel'nyj analiz gruppy slov-cvetooboznačenij [Language and Culture: Comparative Analysis of Color Terms]

Reference Type: Book Section
Editor: Sorokin, J. A.
Book Title: Ėtnopsicholingvistika [Ethnopsycholinguistics]
City: Moscow
Publisher: Nauka
Pages: 58-64

Keywords: Russian, English, Amharic (Ethiopia), Bamana (Mali), psycholinguistics, color terms, color perception

Abstract: The author aims to test the Sapir-Whorf hypothesis that the continuum existing in nature is segmented in language, exploring the domain of color terms in languages spoken in significantly different cultures - European and African - namely Russian, English, Amharic (Ethiopia), and Bamana (Mali). He also uses additional material obtained from bilingual speakers. If the hypothesis is valid, then the segmentation of the color domain as in the first language should also be present in a bilingual speaker's second language. The experiment showed that color perception depended much more on the historical and cultural specifics than on the particular language: although there are important dissimilarities among the European languages, their speakers perceive colors similarly.

Author: Vendina, T. I.
Year: 1998

Title: Ėtnolingvistika, aksiologija i slovoobrazovanie [Ethnolinguistics, Axiology and Word Formation]

Reference Type: Book Section
Editor: Agapkina, T. A.
Book Title: Slovo i kul'tura [Word and Culture]
City: Moscow
Publisher: Indrik
Volume: Vol. 1
Number of Volumes: 2
Pages: 39-48

Keywords: Russian, word formation, word motivation, axiology, lexicon

Abstract: Starting with the assumption that language reflects the system of values of its speakers, the author argues that word formation can be a reliable source of information about the basic values of a group sharing the same culture. Since the formation of a new word implies that the object or idea designated by that word has an importance for the speakers of a specific language, word formation is the field in which the connection of axiology and language structure is most clear.

Author: Vendina, T. I.
Year: 1999

Title: Prostranstvo i vremja kak parametry diskretizacii makrokosma [Space and Time as Parameters of Macrocosm Discretization]

Reference Type: Book Section
Editors: Levkievskaja, E. E.; Vinogradova, L. N.; Agapkina, T. A.; Plotnikova, A. A.
Book Title: Slavjanskie etjudy. Sbornik k jubileju S. M. Tolstoj [Slavic Studies. Collection Dedicated to Svetlana Tolstaja's Anniversary]
City: Moscow
Publisher: Indrik
Pages: 136-140

Keywords: Russian, vocabulary, word formation, word motivation, time, space,

image of the world

Abstract: The categories of time and space, which form the basis for any concept of the world, significantly affect the motivation of terms designating natural phenomena. Analyzing the Russian lexicon, the author comes to conclusion that the space category predominantly determines "wild" nature, which is far from speakers' experience, whereas the time category determines the motivation of words designating objects and phenomena closer to them. She explains these facts with the assertion that the perception of space precedes the perception of time. Such motivational division is also based on the pragmatic nature of word formation: in the domain of everyday life, it is more often necessary to specify "when" than "where" (spatial organization is already well-known and self-evident). Therefore, temporal categories are used as a motivation for terms, e.g. time of the year for cattle breeding, sowing or harvesting, time of birth and age for domestic animals, etc. Through word formation, universal notions of time and space form a network of coordinates in every culture, enabling people to perceive reality and establish an image of the world.

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Abstract: Two types of Dutch causative constructions are analyzed in the article: those marked with *doen* 'do' and those marked with *laten* 'let'; these two types can respectively be categorized in terms of direct vs. indirect causation. According to the authors, the difference between these two verbs reflects a folk worldview in which the mental world is seen as separate from the psychical, each having distinct causal properties. Another cultural cognitive model relevant to the use of *doen* vs. *laten* is the folk model of the mind, which governs understanding processes such as perception and belief. Choosing between these two verbs, speakers strive at particular effects, e.g. attribute particular causal powers to certain referents (such as God or state administration). The study aims to show

the close relation between cognitive models, pragmatic contextual factors, and lexical semantics.

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Author: Verschueren, J.
Year: 1996

Title: Contrastive Ideology Research: Aspects of a Pragmatic Methodology

Reference Type: Journal Article
Journal: Language Sciences
Volume: 18
Issue: 3-4
Pages: 589-603

Keywords: language ideology, contrastive pragmatics

Abstract: The article investigates methodological issues arising from the discourse-oriented research of societal ideologies. The author argues that a pragmatic concept of contrastiveness should be introduced to capture forms of variability that are not only to be found between languages, but also within a single language, within one language variety, within one text, and even in a single sentence.

For Verschueren, the pragmatic notion of contrastiveness is a necessary tool in discourse-centered ideology research. In his analysis of the discourse on interethnic conflicts, the construction of ethnic and national identities, and nation-building processes in a number of European countries, he finds examples in which the same linguistic means are used to describe or account for fundamentally different aspects of reality. He also points at the opposite direction of contrastive patterns, in which the same phenomenon receives different descriptions at the intra-textual level.

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Author: Verschueren, J.
Year: 2001

Title: Zametki o roli metapragmaticheskoj osvedomlennosti v ispol'zovanii jazyka [Notes on the Role of Metapragmatic Awareness in Language Use]

Reference Type: Journal Article
Journal: Kritika i semiotika [Critics and Semiotics]

Abstract: The author discusses the notions of metapragmatics and metapragmatic awareness, stressing the twofold function of the indicators of metapragmatic awareness: they enable linguistic form to be contextualized during language use, and they are also signals of speakers' linguistic reflexivity. He also deals with some social implications of metapragmatics, in particular with the interrelation of metapragmatic awareness on the one hand, and language ideology and identity construction on the other.

Author: Verspoor, M.
Year of Conference: 1998

Title: Colorful Bits of Experience that Count

Abstract: The article examines what kinds of experience are important for English speakers in terms of the motivation of expressions involving the colors *red*, *blue*, and *black*. The analysis shows that besides visually salient things, common world or cultural knowledge plays an important role in naming things by using these color terms. Even though color terms have universal meanings, many such terms are culturally or ethnically specific. Some of them come from the common knowledge based on a particular folk theory, the origins of which may be forgotten with time. E.g. *blue blood*, which refers to people of noble birth, apparently originated from the era in which Spain's nobility was often of Germanic descent, with lighter skin than native Spaniards, through which their veins transpired, so that they were thought to have blue blood.

Author: Vlajić-Popović, J.
Year: 1997

Title: Sh. *olovina* "starinsko piće nalik pivu" [SrCr. *Olovina* 'an Old-Fashioned Beer-Like Drink']

Reference Type: Journal Article
Journal: Kodovi slovenskih kultura [Codes of Slavic Cultures]
Volume: 2
Pages: 163-169

Keywords: Serbo-Croatian, etymology, terminology, Proto-Slavs, material culture

Abstract: The term *olovina* designates the ancient beer-like beverage of the old Slavs. Using hitherto unknown attestations of this term in South-Eastern Serbia, the author proves that this beverage existed in the central part of the South Slavic area.

Author: Waszakowa, K.
Year: 2000

Title: Konotacje semantyczne i kulturowe polskiej nazwy barwy zielonej i jej odpowiedników w języku ukraińskim, szwedzkim i wietnamskim [Semantic and Cultural Connotations of Polish *zielony* 'Green' and its Equivalents in Ukrainian, Swedish, and Vietnamese]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 12
Pages: 221-232
Abstract source: Etnolingwistyka 12

Keywords: Polish, Swedish, Ukrainian, Vietnamese, color terms, semantics, connotation

Abstract: The article discusses the connotations of the terms for 'green' in four languages: Polish, Ukrainian, Swedish, and Vietnamese. The terms under investigation exhibit considerable valence reflecting various profiles of

prototypical meaning relating to plant life. On the other hand, the semantic and cultural connotations of Polish *zielony*, Ukrainian *zelenyi*, Swedish *grön* and Vietnamese *xanh* are rather diverse. This is taken by the author as a corroboration of the hypothesis that there are certain cultural patterns that are basic to human perception and conceptualization.

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Abstract: In the last two decades, there has been intensive and very influential work in the area of folk-biological categorization, but it still suffers from a conceptual confusion. This is due to the fact that folk-biological taxonomies are frequently studied in abstract terms, without the support of linguistic tests and linguistic evidence. Because of the lack of attention to linguistic evidence, scientific concepts, such as 'mammal' or 'quadruped', continue to be confused with folk concepts, such as 'animal'. The scientific meanings of words like *animal* and *plant* are not distinguished from their everyday sense, just as categories thought of as polytypic, such as *bird* or *tree*, continue to be undistinguished from categories that are not treated as polytypic at all (such as *bush*, *grass*, or *moss*) in everyday language.

The author tries to show the usefulness of a linguistic approach to some basic issues in ethnobiology. She proposes a number of linguistic tests in order to reveal different aspects of conceptual organization as reflected in language and argues that important evidence concerning the human conceptualization of the world can be derived from: a) ways of referring (e.g. *Look at that plant/animal!*); b) grammatical congruity (e.g. *three pigs* vs. *three livestocks); c) morphological structure (e.g. *blue spruce* vs. *tulip tree*); d) collocations and metaphors (e.g. *social butterfly*, *breed like rabbits*), and e) lexical structure (e.g. *Siamese/Siamese cat* vs. *dog/*spaniel dog*).

This reveals the crucial role of the hierarchical taxonomic organization in the domain of living kinds (in contrast to other conceptual domains) and helps clarify

the concept of life form.

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Author: Wierzbicka, A.
Year: 1996

Title: Między modlitwą a prekłeństwem: *O Jezu!* i podobne wyrażenia na tle porównawczym [Between Praying and Swearing: a Comparative Study of *O Jezu!* 'Jesus!' and Other Expressions]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 8
Pages: 25-39

Keywords: Polish, German, pragmatics, interjections, emotions, semantics, religion, history

Abstract: Contrary to the common opinion that interjections such as Polish *Mój Boże, O Jezu* are marginal and semantically empty, the article aims to show that rich analyzable semantics is attributed to them and, comparing the Polish *Mój Boże* and the German *Mein Gott*, it poses a range of questions regarding the correlation between conventionalized interjections on one hand, and culture, history and religion on the other.

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Author: Wierzbicka, A.
Year: 1997

Title: Understanding Cultures Through Their Key Words (English, Russian, Polish, German and Japanese)

Reference Type: Book
City: New York - Oxford
Publisher: Oxford University Press
Number of Pages: 328

Keywords: English, Russian, Polish, German, Japanese, pragmatics, semantics, axiology, vocabulary, cultural keywords

Abstract: The author's aim is to prove that cultural patterns can be studied in a verifiable and non-speculative way on the basis of linguistic semantics.

Vocabulary is the language layer to which the relevance of semantics is most obvious. Analyzing the use of certain lexical items (*friendship*, *freedom*, *homeland / fatherland*) in several languages, Wierzbicka tries to show that every language has its keywords describing mayor concepts and reflecting the core values of a given culture.

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Abstract: The author analyzes changes that have occurred in the German way of speaking and in the society's basic cultural values. The analysis is based on the following assumptions: a) in different societies and different communities people speak differently, and not just in terms of lexicon and grammar; b) these differences in the ways of speaking are profound and systematic; c) they reflect different cultural values, or at least different hierarchies of values; d) ways of speaking, which are characteristic of a given speech community, constitute a behavioral manifestation of a tacit system of "cultural rules" or, as the author calls them, "cultural scripts", and e) to be able to understand these "cultural scripts", we need a universal, language-independent perspective.

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Abstract: The article represents a response to critique by Ramson (2001), and also addresses the issue of Australian culture and its relation to Australian English. It is stressed that there cannot be modern lexicography without a solid semantic analysis and semantic methodology. The author argues that new ways of thinking, new attitudes, and new values are reflected in the peculiarly Australian way of speaking. In her opinion, the close study of Australian English speech over the last two centuries (in terms of vocabulary, collocations, conversational routines and grammatical innovations) does suggest a number of distinctive and, for the most part, fairly stable 'Australian cultural scripts'. Cultural scripts as language specific concepts (such as *dob in* and *whinge* in Australian English) reflect the way the people whose attitudes are being investigated think without the intervention of any questions formulated by researchers.

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Author: Wierzbicka, A.
Year: 2002

Title: English Causative Constructions in an Ethnosyntactic Perspective: Focusing on *let*

Abstract: The author stresses that not only words, but also grammatical forms encode meaning. She shows that the English causative *let* is semantically different from the German causative *lassen*, explaining this distinction by cultural differences; further, she explores the ways in which the meaning of Eng. *let* changes in different syntactic contexts, contrasting the range of constructions containing *let* with those containing *lassen* in German and *dat'* in Russian. She shows that the meanings of constructions are related to their cultural motivation, and stresses the importance of semantic analysis of the cultural dimensions of grammar. Emphasis is also placed on the need for a consistent semantic

metalanguage for "describing and comparing all meanings - whether they are encoded in the lexicon or in grammar."

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Author: Wierzbicka, A.
Year: 2003

Title: Podwójne życie człowieka dwujęzycznego [The Double Life of a Bilingual Person]

Reference Type: Book Section
Editors: Bartmiński, J.; Szadura, J.
Book Title: Warianty języka [Language Varieties]
City: Lublin
Publisher: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej
Volume: **2**
Pages: 17-28
Series Title: Współczesna polszczyzna [Contemporary Polish Language]
Original Publication: Polish People and Culture in Australia, R. Sussex and Zubrzycki (eds.), Canberra 1985; Polish translation in: Język polski w świecie [Polish Language in the World], W. Miodunka (ed.), Warszawa-Kraków 1990, pp. 71-104

Keywords: semantic orientation, cultural orientation, bilingualism

Abstract: On the basis of her own experience, the author argues that the parallel usage of two languages implies a parallel life in two different sociocultural spaces. This is conditioned by the fact that each language has its own semantic orientation, which mirrors the cultural orientation of a society using this particular language. She speaks Polish and English every day, and finds proof for the different semantic orientations of the two languages in the following domains of language structure and use: a) forms of address (Polish opposition *pan*, *pani* and *ty* vs. English *you*); b) ethnosyntax (Polish category "dative of accident / unhappiness" and its absence in English); c) speech acts (differences in English and Polish when asking, giving orders, usage of conditionals etc.), and d) language formulae (usage of typically Polish conventional formulae in the other language).

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Author: Wierzbicka, A.
Year: 2003

Title: Singapore English: A Semantic and Cultural Perspective

Abstract: The author argues that it makes sense to speak of a "Singaporean culture", which is evolving and heterogeneous, but still possesses distinct, identifiable features. This Singaporean culture is reflected in Singapore English, the shared language of Singaporean society. She focuses on some distinct features of Singapore English, which carry language-specific meanings and attest to culture-specific ways of thinking. These culture-specific ways of thinking can best be documented and understood through painstaking semantic analysis of culture-specific meanings encoded in language, and particularly through analysis of a) forms of address; b) conversational routines; c) discourse markers; d) names for categories people perceive as distinctive, and e) words and expressions designating values and attitudes perceived as either "good" or "bad"; these words can be regarded as "cultural keywords."

She proposes the use of the natural semantic metalanguage (NSM) as a suitable tool for the analysis of culture-specific meanings. The NSM, which is based on lexical universals, can be seen as a language-independent culture notation, suitable for representing any society's "cultural unconsciousness". The author argues that the use of this metalanguage can clarify differences between cultures as well as the nature of variation within a culture.

The author further analyzes what is perhaps the most salient Singaporean "cultural keyword" *kiasu*, literally 'afraid to lose', the usage of particles in Singapore English, the key Singaporean value concept of 'filial piety', as well as the Singaporean social categories of *ang moh* 'Singapore Europeans', *cheena* and *ah beng* 'Chinese'.

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Authors: Wodak, R.; Schultz, M.
Year: 1991

Title: My Mom and I Are the Best Friends

Abstract: In their study of mother-daughter relationships, the authors use essays written by 12-year old school children on the subject of "My Mother and I", and try to interpret and compare two cultures (Austrian and American) and two cities (Vienna and Los Angeles). Since the analyzed texts manifest the children's perceived reality and the experience of their worlds, the authors use the concepts of pragmatics in a much broader sense than "linguistic context only". The layers of discourse and text are considered against the background of the social, cognitive, and emotional context in which the text was produced. The authors argue that only such a broad perspective allows them to capture the cross-cultural values, attitudes, and linguistic concepts embodied in essays.

In the conclusion, Wodak and Schultz point out that the pragmalinguistic analysis of the written data provides insights into significant differences in the social development, ideologies, and myths of the European and American cultures.

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Title: 'We Are Dealing with People Whose Origins One Can Clearly Tell Just by Looking': Critical Discourse Analysis and the Study of Neo-Racism in Contemporary Austria

Abstract: The authors analyze the discourse of neo-racism towards foreigners in

Austria between 1989 and 1991. Considering the inclusion of a historical perspective into the framework of critical discourse analysis essential, since social processes are dynamic, the authors introduce their own discourse-historical approach and, analyzing various examples of discourse, they come to the following conclusions: a) anti-Semitism has remained a part of the collective tradition and memory in Austria; b) the linguistic structures of neo-racist prejudices are the same, even though topics vary according to the groups involved; c) several prejudices cluster together: peoples' racist categorization of their social experience may influence their views on women and various minority groups defined by categories other than race.

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Authors: Wodak, R.; Reisigl, M.
Year: 1999

Title: Discourse and Racism: European Perspectives

Reference Type: Journal Article
Journal: Annual Review of Anthropology
Volume: 28
Pages: 175-199

Keywords: critical discourse analysis, racism, Europe

Abstract: The authors provide an overview of the most important approaches to the discourse analysis of racist language. They discuss the notions of race and racism in a historical perspective and present five discourse-analytical approaches to racism: the approach viewing racism as set of prejudices and stereotypes, the socio-cognitive approach, the discourse-historical approach, the approach focusing on discourse strands and collective symbols, and the sociopsychological approach (the Loghbourgh group).

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Author: Woolard, K. A.
Year: 1998

Title: Introduction: Language Ideology as a Field of Inquiry

Reference Type: Book Section
Editors: Schieffelin, B. B. ; Woolard, K. A.; Kroskity, P. V.
Book Title: Language Ideologies. Practice and Theory
City: New York - Oxford

Publisher: Oxford University Press
Pages: 3-47
Series Editor: Bright, W.
Series Title: Oxford Studies in Anthropological Linguistics

Keywords: language ideology, overview

Abstract: Language ideology, which is understood as representations, whether explicit or implicit at the intersection of language and human beings in a social world, provides a promising bridge between linguistic and social theory. It allows the micro-culture of political action to be related to political and economic considerations of power and social inequality, macro-social constraints on language behavior to be confronted, and discourse to be connected with lived experiences.

Presenting an overview of the work on linguistic ideologies, the author stresses that at least three scholarly disciplines explicitly invoke "linguistic ideology" or "language ideology", sometimes without mutual awareness: 1) Linguistic anthropology concentrates on the relation of linguistic ideology to linguistic structures; 2) Sociology of language deals with "purist ideology" and "ideologies of standardization"; and 3) The historiography of public discourses on language focuses explicitly on ideologies of language, including the "scientific" ideologies of professional linguists.

Apart from research that explicitly invokes the term "ideology", there are numerous studies addressing cultural conceptions of language, dealing with issues such as metalinguistics, attitudes, prestige, standards, aesthetics, etc. The author argues that it would be beneficial to rethink this material within an explicitly social-theoretical frame of ideology analysis.

Author: Yemenici, A.
Year: 2001

Title: Analysis of the Use of Politeness Maxims in Interruptions in Turkish Political Debates

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88

Pages: 307-340
Series Title: Pragmatics and Beyond New Series

Keywords: Turkish, politeness, interruptions

Abstract: On the basis of recorded TV interviews, the author examines interruptions in Turkish, finding that interruptions made by the interviewer often are of cooperative nature, while when interviewees interrupt each other they are highly impolite. Thus interviewees and interviewers use interruptions as a strategy for achieving different aims.

Authors: Yiakoumetti, A.; Papapavlou, A.
Year: 2002

Title: Evaluation of Cultural Universality with Reference to Culture-Specific Lexicon in Greek

Reference Type: Book Section
Editor: Makri-Tsilipakou, M.
Book Title: Selected Papers on Theoretical and Applied Linguistics
City: Thessaloniki
Publisher: University Studio Press
Pages: 412-421

Keywords: Greek, cultural terms, semantic primitives, language specific vs. universal, A. Wierzbicka

Abstract: The authors analyze seven most frequently identified Greek culture-specific words (those meaning 'country', 'religion', 'family', 'hospitable', 'fine, upstanding fellow', 'evil eye', and 'merrymaking') through the primes defined in Wierzbicka's natural semantic metalanguage. They demonstrate that Wierzbicka's method failed to prove the claim that the cultural terms of any language can fully be explained through the use of semantic primitives, since when cultural terms are so defined, significant components of the concepts making them culturally specific are lost.

Author: Zeyrek, D.
Year: 2001

Title: Politeness in Turkish and Its Linguistic Manifestations: A Socio-Cultural

Perspective

Reference Type: Book Section
Editors: Bayraktaroğlu, A.; Sifianou, M.
Book Title: Linguistic Politeness Across Boundaries: The Case of Greek and Turkish
City: Amsterdam
Publisher: John Benjamins Publishing Company
Volume: 88
Pages: 43-74
Series Title: Pragmatics and Beyond New Series

Keywords: Turkish, politeness, social network, collectivism

Abstract: The author provides an overview of socio-cultural values, communication and polite language in Turkish and comes to the conclusion that Turkish culture can be characterized as a culture of "relatedness": family members, neighbors, friends and colleagues are identified as the most important network shaping communicative behavior in Turkish culture. Turkish society is collectivist in nature, and family and country are on the top of its value system, according to which individuals are expected to place group interests before personal ones.

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Author: Zinken, J.
Year: 2000

Title: Nie mam nic przeciwko obcym, ale ci obcy nie są stąd. Konceptualizacja obcości w dyskursie prasowym w Polsce i w Niemczech [I don't Mind Foreigners, but They Aren't from Here. Conceptualization of Foreignness in Journalistic Discourse in Poland and Germany]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 12
Pages: 53-61

Keywords: Polish, German, critical discourse analysis, political discourse

Abstract: Using the methodology of critical discourse analysis, the author analyzes the opposition 'us' vs. 'them', which he considers fundamental for the linguistic worldview, in selected texts of Polish and German political discourse. Political discourse is characterized by the establishment and reproduction of the distinction between one's group and other groups, in the same time legitimizing

the actions and beliefs of one's own group while de-legitimizing the actions and beliefs of other groups. Such conceptualization of the 'us' vs. 'them' opposition is accepted in popular Polish and German magazines.

Abstract: The article explores the role that metaphors play in the ideological interpretation of events. In the cognitive theory of metaphor, our minds are regarded as working the way they do because of the ways our bodies experience the world. The author argues that although in this theory experience should not be understood as individual's body experience alone, but also as sociocultural experience, the subject's cultural situatedness has hardly been modeled by cognitive linguists. As a step towards the integration of cultural experience into the experientalist framework in cognitive metaphor research, the author proposes differentiation of two ideal types of motivation of metaphor: correlation and intertextuality. The correlational metaphor represents knowledge patterns from the foundations of cognition, which are projected onto abstract conceptual domains. The intertextual metaphor does not project physical experience onto abstract domains, but rather seems to be culturally grounded. It originates in semiotic experience: stereotypes, culturally salient texts, films, (masterpieces of) art, school knowledge, etc. Intertextual metaphors are highly important in the linguistic interpretation of the world and are the product of the specific cultural situatedness of the metaphor producer. They are motivated by the speaker's adaptation to a certain cultural structure or substructure. The author gives evidence for the important role that intertextual metaphors play in ideological discourse by analyzing Polish newspaper discourse on the tenth anniversary since the end of communism.

Author: Žujkova, M.
Year: 1997/1998

Title: Nominacija smerti i archaičeskoe myšlenie [Terms for 'Death' and Archaic Thinking]

Reference Type: Journal Article
Journal: Etnolingwistyka [Ethnolinguistics]
Volume: 9/10
Pages: 67-80

Keywords: Slavic languages, etymology, semantic evolution, mythology

Abstract: Starting with the assumption that terms for death are culturally determined in the Slavic languages, the author presents two series of names and two different interpretations of death, which have been preserved in the Slavic languages and cultures. The first one is the notion of "good" death, which is prepared and natural, and the other one is the notion of "bad", unnatural and often unexpected death. These two concepts of death are linguistically marked by lexical means: vocabulary descending from Proto-Slavic *mer-/*mr-/*mir-* and *gyb-/*gub-,* respectively.

Author: Žuravlev, A. F.
Year: 2003

Title: Dialektnyj slovar' i kul'turnye rekonstrukcii [Regional Vocabulary and Cultural Reconstruction]

Reference Type: Book Section
Editors: Živov, V. M.; Moldovan, A. M.; Nikolaeva, T. M.
Book Title: Slavjanskoe jazykoznanie. XIII Mezdunarodnzyj s"ezd slavistov, Ljubljana 2003. Doklady rossijskoj delegacii [Slavic Linguistics. XIII International Congress of Slavicists, Ljubljana 2003. Papers of the Russian Delegation]
City: Moscow
Publisher: Indrik
Pages: 176-189

Keywords: lexicon, etymology, semantics, cultural reconstruction

Abstract: The author argues that it is not possible to explore or reconstruct any aspect of traditional culture and the "naive" image of the world without using dictionaries of the local language varieties. In Russia, however, these dictionaries

are currently completely unknown to ethnographers.

The author gives several examples showing that semantic motivation and etymology are essential for cultural reconstruction. He concludes that linguistic data, and the regional vocabulary in particular, are an inevitable source of information for those exploring cultural phenomena.

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