

hufscogling & DISCOG Workshop on Cognitive Linguistics

**"Prospects of Mental-Spaces Theory:
Fictivity and Viewpoints"**

Invited Speaker:

Esther Pascual, Ph.D.

(Shanghai International Studies Univ.)

13:30, April, 26, 2024

Rm#6209, Grad School bldg., HUFS, Seoul



<< Program

Registration >>



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“Prospects of Mental-Spaces Theory: Fictivity and Viewpoints”**

- Time: April 26, 2024 (Fri)
- Venue: Rm#6209, Graduate School Bldg., HUFS, Seoul Campus

13:30-14:00	Registration
14:00-14:30	Opening Remarks: Prospects of Mental-Spaces Theory Iksoo Kwon (Hankuk University of Foreign Studies)
14:30-15:30	[Invited talk] Shifting Viewpoints in Mental Space Configurations: Fictive Interaction Blends as Argumentative Tactic Esther Pascual (Shanghai International Studies University)
15:30-15:50	Coffee Break
15:50-16:35	A usage-based study of an English nominal <i>New Normal</i> with regard to COVID-19 outbreak Ji-in Kang (HUFS)
16:35-17:30	Viewpoints in Multilayered Meaning Constructions: A case study of <i>My Body My Choice</i> picket signs Lumi Kang (HUFS)
17:30-17:40	Concluding Remarks Iksoo Kwon (HUFS)

*All talks will be delivered **in English**; Coffees and snacks are provided. For those who wish to join us, please RSVP by filling in a google form survey at the following link by 12pm, April 18, 2024:

<https://forms.gle/Ton9siby2tvVfUgf8>

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Shifting Viewpoints in Mental Space Configurations: Fictive Interaction Blends as Argumentative Tactic

Dr. Esther Pascual

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Mental space theory started as a theory of reference, aimed at providing a parsimonious, umbrella account of numerous phenomena related to knowledge representation that had long baffled logicians, linguists, and philosophers of language alike (Fauconnier [1985] 1994, 1997). Recent developments in the theory, as well as in its daughter, Conceptual integration Theory (Fauconnier & Turner 1998, 2002), have shown the importance of intersubjectivity in mental space and blending configurations. Indeed, language is not only used to refer to entities in different ontological realities (e.g. the girl’s eyes in the painting vs. in actuality; the elderly lady now vs. the baby girl then). We also use language to set up Viewpoint Spaces that express someone’s perspective on something (Fauconnier 1997), either through giving someone else’s voice, as in a quote, or by shifting our audience to ‘addressing’ a given individual or group, who may not be able to listen, for rhetorical effect.

In this talk I will discuss what I call *fictive interaction blends*, namely simplex conceptual integration networks involving the frame of ordinary conversation (Pascual 2002, 2008a, 2008b, Pascual & Oakley 2017). These may serve to structure: the conceptualization of reality (dance construed as dialogue between dancers, a good walk presented as the answer to headache); discourse organization (monologue structured as a verbal exchange with the silent audience); and grammar (direct speech compounds, e.g. “*why me?* attitude” or “*I do!* ring”, Pascual 2014). Specifically, I will present two case studies on different types of fictive interaction blends in two fundamentally different discourses: (i) an ancient Chinese philosophical text, i.e. the *Zhuangzi* (Xiang 2016, Xiang & Pascual 2016, Xiang, Pascual & Ma 2022) and (ii) a modern American satirical-news spoken discourse, i.e. *The Daily Show with Jon Stewart* (Fonseca, Pascual & Oakley 2020). I will show that these two influential discourses make use of imagined conversations involving speakers and addressees, some of whom may be absent, long-deceased, or even fictional, in order to convince the ultimate audience of the way to approach something that is very real, i.e. one’s life choices in the case of the philosophical text and recent political issues in the case of the satirical-news show. I will focus on the complex conceptual configurations underlying pieces of discourse that display viewpoint shifts as a rhetoric tactic of argumentation. These include the discussion of expository and rhetorical questions (emerging from the author’s split self, merged with the anticipated reader) as well as the setting up of intricate chains of embedded mental spaces, each construed within a different Viewpoint.

Through discussion of these two radically different discourses, I will reflect on three basic foundational tenets of Cognitive Linguistics: (i) the usage-based view of language according to which grammar emerges from specific instances of usage (Langacker 1997, 2000), (ii) the idea that language is constituted by a set of form-meaning pairs and thus that given grammatical forms set up given mental representations (Goldberg 1995, 2003), and (iii) the assumption that fictive language comes from factive language (Talmy [1996] 2000). More specifically, I will suggest that fictive interaction (Pascual 2002, 2014, Pascual & Sandler 2016) is a fundamental cognitive phenomenon, a possibly universal linguistic construction, and a successful rhetorical device. I hope to show that the intimate relation between language and interaction is reflected in cognition, discourse, and grammar, and thus that the theory of Mental Spaces and Blending, as well as Cognitive Linguistics in general, need to fully integrate intersubjectivity into their analyses and theoretical discussion.

Quoted references

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Dr Esther Pascual (PhD VU Amsterdam, 2003) is an Associate Research Professor at the Institute of Linguistics of Shanghai International Studies University. She is mainly working on what she has labeled ‘fictive interaction’, as in her 2014 monograph *Fictive Interaction* and her 2016 co-edited volume *The Conversation Frame*, both published by John Benjamins. Dr Pascual has published in numerous international SSCI indexed journals, such as *Cognition*, *Cognitive Linguistics*, *Review of Cognitive Linguistics*, *Text & Talk*, *Pragmatics*, and *Pragmatics & Cognition*. Pascual has also received various prestigious research grants from the Fulbright foundation and the Netherlands Organisation for Scientific Research. She is Co-Editor-In-Chief of the *International Journal of Language and Culture* and founding Co-Editor-In-Chief of the international peer-reviewed journal *Language Under Discussion*, as well as an editorial board member of *Journal of Linguistics* (SSCI), *Journal of Cultural Cognitive Science* (SCOPUS), and the book series *Human Cognitive Processes* (John Benjamins). She has served as President of the *International Association for Cognitive Semiotics*, and is currently elected member of the International Organizing Committee of the *Language, Culture, and Mind* conference series, and permanent member of the scientific committee of the *Spanish Association of Cognitive Linguistics*. More information on Dr. Pascual's work can be found at: <http://estherpascual.com/>.