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# Text Linguistics

*Prof. Andrei A. Bogatyrev*



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# Was ist ein Text?

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Text  
grammar

# Was ist ein Text?

Pragmatics

**Text  
Theory**

Discourse

*Genre  
theory*

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## Historical background of text linguistics:

Rhetoric; Stylistics; Literary Studies; Anthropology; tagmemics; sociology; discourse analysis; functional sentence perspective. Descriptive structural linguistics: system levels; Harris's discourse analysis; Coseriu's work on settings; Harweg's model of substitution; the text as a unit above the sentence. Transformational grammar: proposals of Heidolph and Isenberg; the Konstanz project; Petöfi's text-structure/world-structure theory; van Dijk's text grammars; Mel'cuk's text-meaning model; the evolving notion of transformation.

# Scientific research background

Cognitive science: the skills of rational human behaviour; language and cognition. Defining intelligence. Texts as vehicles of science. Sociology. Anthropology. Psychiatry and consulting psychology. Reading and readability.

Writing. Literary studies: de-automatization; deviation; generative poetics; literary criticism as downgrading. Translation studies: literal and free translating; equivalence of experience; literary translating. Contrastive linguistics. Foreign-language teaching. Semiotics. Computer science and artificial intelligence. Understanding understanding.

## Hermeneutics (/ˌhɜːrməˈnjuːtɪks/)

is the theory and methodology of interpretation, especially the interpretation of biblical texts, wisdom literature, and philosophical texts.

**Hermeneutics** is more than interpretative principles or methods used when immediate comprehension fails and includes the art of understanding and communication.

# Герменевтика субъекта

## Человек – существо, создающее символы

*«...Человек живет не только в физическом, но и в символическом универсуме. Язык, миф, искусство, религия – части этого символического универсума, те разные нити, из которых сплетается символическая сеть, сложная ткань человеческого опыта.*

... Вместо того, чтобы обратиться к самим вещам, человек постоянно обращен на самого себя. Он настолько погружен в языковые формы, художественные образы, мифические символы или религиозные ритуалы, что не может ничего видеть и знать без вмешательства этого искусственного посредника.

*Prof. Andrei A. Bogatyrev*

# Герменевтика субъекта

## Человек – существо, создающее символы

... Разум – слишком неадекватный термин для всеохватывающего обозначения форм человеческой культурной жизни во всем ее богатстве и разнообразии. Но все эти формы – суть символические формы. ... Мы должны, следовательно определить человека как ‘animal symbolicum’.»

*Эрнст Кассирер. Опыт о человеке: введение в философию человеческой культуры // Проблема человека в западной философии. М., 1988. – С. 28-30.*

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# Герменевтика субъекта

## Человек – существо, создающее символы

The tradition since Aristotle has defined a human being as animal rationale (a rational animal). However, Cassirer claimed that man's outstanding characteristic is not in his metaphysical or physical nature, but rather in his work. Humanity cannot be known directly, but has to be known through the analysis of the symbolic universe that man has created historically. Thus man should be defined as animal symbolicum (a symbol-making or symbolizing animal).

### References

*McLaughlin, T. & Lentricchia, F. (1990). Critical Terms for Literary Study. Chicago: The University of Chicago press*

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# Герменевтика субъекта

## Человек – существо, создающее символы

.. On this basis, Cassirer sought to understand human nature by exploring symbolic forms in all aspects of a human being's experience. His work is represented in his three-volume *Philosophie der Symbolischen Formen* (1923–9, translated as *The Philosophy of Symbolic Forms*) and is summarized in his *An Essay on Man*. W. J. T. Mitchell used this term in his essay on "representation" to say that

### References

*McLaughlin, T. & Lentricchia, F. (1990). Critical Terms for Literary Study. Chicago: The University of Chicago press*

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# Герменевтика субъекта

## Человек – существо, создающее символы

man, for many philosophers both ancient and modern, is the "representational animal," homo symbolicum [sic!], the creature whose distinctive character is the creation and manipulation of signs - things that stand for or take the place of something else."

### References

*McLaughlin, T. & Lentricchia, F. (1990). Critical Terms for Literary Study. Chicago: The University of Chicago press*

## Герменевтика субъекта

Animal symbolicum

("symbol-making" or "symbolizing animal")

is a definition for humans

proposed by the German

neo-Kantian philosopher Ernst Cassirer.

## Герменевтика текста

**Text linguistics** is a branch of linguistics that deals with texts as communication systems. Its original aims lay in uncovering and describing text grammars.

## Герменевтика текста

Text is extremely significant in communication because people communicate not by means of individual words or fragments of sentences in languages, but by means of texts.

# ГЕРМЕНЕВТИКА

В Европейской традиции  
Ориген Александрийский;  
Отцы Христианской церкви;  
Данте Алигьери;  
Ганс-Георг Гадамер; Ролан Барт; Поль Рикёр; Лев  
Семенович Выготский;  
Михаил Михайлович Бахтин;  
Георгий Исаевич Богин и др.

**Origen of Alexandria (c. 184 – c. 253),**

also known as Origen Adamantius, was an early Christian scholar, ascetic, and theologian who was born and spent the first half of his career in Alexandria.

He was a prolific writer who wrote roughly 2,000 treatises in multiple branches of theology, including textual criticism, biblical exegesis and hermeneutics, homiletics, and spirituality.



# Origen of Alexandria (c. 184 – c. 253),



**Dante Alighieri** (Italian: ['dante ali'gje:ri]) baptized Durante di Alighiero degli Alighieri and often referred to simply as Dante (/ 'da:nteɪ/), (1265 — 1321) was an Italian poet, writer and philosopher.

**His “Convivio” (“The Banquet”, 1307) includes discussion and analysis of the levels of meanings in the text.**

Mikhail Mikhailovich Bakhtin (/bʌx'tiːn/;  
Russian: Михаи́л Миха́йлович Бахти́н,  
(November 1895 –March 1975)



М. М. Бахтин  
Проблема текста в лингвистике,  
филологии и других гуманитарных науках.  
Опыт философского анализа.

**Hans-Georg Gadamer** (/ˈɡɑːdəməər/; German: [ˈɡaːdəmə]; (February, 1900 – March, 2002),  
a German philosopher of the continental tradition, best known for his 1960 magnum opus, *Truth and Method* (*Wahrheit und Methode*), on hermeneutics.

**Hans-Georg Gadamer** (/ˈɡɑːdəmə/; German: [ˈɡaːdəmə]; (February, 1900 – March, 2002),

For Gadamer, interpreting a text involves a fusion of horizons (Horizontverschmelzung). Both the text and the interpreter find themselves within a particular historical tradition, or “horizon.” Each horizon is expressed through the medium of language, and both text and interpreter belong to and participate in history and language.

## Hans-Georg Gadamer

This “belongingness” to language is the common ground between interpreter and text that makes understanding possible. As an interpreter seeks to understand a text, a common horizon emerges. This fusion of horizons does not mean the interpreter now fully understands some kind of objective meaning, but is “an event in which a world opens itself to him.” The result is a deeper understanding of the subject matter.

## Hans-Georg Gadamer

Gadamer further explains the hermeneutical experience as a dialogue. To justify this, he uses Plato's dialogues as a model for how we are to engage with written texts. To be in conversation, one must take seriously “the truth claim of the person with whom one is conversing.”

Further, each participant in the conversation relates to one another insofar as they belong to the common goal of understanding one another.

## Hans-Georg Gadamer

Ultimately, for Gadamer, the most important dynamic of conversation as a model for the interpretation of a text is “the give-and-take of question and answer.”

In other words, the interpretation of a given text will change depending on the questions the interpreter asks of the text. The "meaning" emerges not as an object that lies in the text or in the interpreter, but rather an event that results from the interaction of the two.



Jean Paul Gustave Ricoeur (/rɪ'kɜːr/; French: [ʁikœʁ]; (1913 –2005) was a French philosopher best known for combining phenomenological description with hermeneutics. In *The Rule of Metaphor* and in *Time and Narrative*, vol. 1, Ricoeur argues that there exists a linguistic productive imagination that generates/regenerates meaning through the power of metaphoricity by way of stating things in novel ways and, as a consequence, he sees language as containing within itself resources that allow it to be used creatively.

*Prof. Andrei A. Bogatyrev*

Jacques Derrida (1930 –2004)

Dissemination (1972)

A text is not a text unless it hides from the first comer, from the first glance, the law of its composition and the rules of its game.

A text remains, moreover, forever imperceptible. Its law and its rules are not, however, harbored in the inaccessibility of a secret; it is simply that they can never be booked, in the present, into anything that could rigorously be called a perception.

*Prof. Andrei A. Bogatyrev*

*"Il n'y a rien en dehors du  
texte."*

In French, that mistranslated  
phrase would actually read  
*"Il n'y a rien en dehors du texte."*

“There is no outside-text.”

It is usually mistranslated as

“There is nothing outside the text”  
by Derrida’s opponents to make it  
appear that Derrida is claiming nothing  
exists beyond language

(see [Searle–Derrida debate](#)).

**Text** is the house that  
human culture has built to  
express its meanings

# Уровни текстовой содержательности

## На основе научного наследия Г.И. Богина

значения	содержания	СМЫСЛЫ
Слов и конструкций.	Сумма текстовых предикаций – о чем рассказывается в тексте.	В чем смысл текстового послания, например, для меня?
Семантизация	Когнитивная карта ситуации	<b>Деятельное</b> <b>распредмечивание</b> <b>опредмеченных в</b> <b>тексте смыслов на</b> <b>основе духовного</b> <b>труда</b>

*Prof. Andrei A. Bogatyrev*

# Уровни текстовой содержательности

## На основе научного наследия Г.И. Богина

Linguistic meanings	The content	Symbolic meanings
The meaning of words / lexemes and collocations	Meaning of words in situation, i.e. predicates and sentences in conversation.	В чем смысл текстового послания, например, для меня?
Lexical and phrase semantics <i>Prof. Andrei A. Bogatyrev</i>	Situation and the bodily meaning of its elements.	Spiritual meaning of the message in cultural context.

Велик был год и страшен год по рождестве Христовом 1918, от начала же революции второй. Был он обилен летом солнцем, а зимою снегом, и особенно высоко в небе стояли две звезды: звезда пастушеская - вечерняя Венера и красный, дрожащий Марс.

#### Цитата

*В белом плаще с кровавым подбоем,  
шаркающей кавалерийской походкой,  
ранним утром четырнадцатого числа  
весеннего месяца нисана в крытую  
колоннаду между двумя крыльями дворца  
Ирода Великого вышел прокуратор Иудеи  
Понтий Пилат.*

Rich-Language.ru



# ISOTOPISM

Register

The  
Message

Words

More  
Words

Collocations

Colligations

Utterances/  
sentences

Situations

Context

Participants

Addresser

Addressee

[ædre'si:]

# Text linguistics in blueprint

Text linguistics is a branch of linguistics that deals with texts as communication systems.

Its original aims lay in uncovering and describing text grammars.

# Text linguistics in blueprint

The application of text linguistics has, however, evolved from this approach to a point in which text is viewed in much broader terms that go beyond a mere extension of traditional grammar towards an entire text.

# Text linguistics in blueprint

Text linguistics takes into account the form of a text, but also its setting, i. e. the way in which it is situated in an interactional, communicative context.

# Text linguistics in blueprint

Both the author of a (written or spoken) text as well as its addressee [ ,ædre'si:] are taken into consideration in their respective (social and/or institutional) roles in the specific communicative context.

# Text linguistics in blueprint

In general it is an application of **discourse analysis** at the much broader level of text, rather than just a sentence or word.

# Text linguistics in blueprint

Text is extremely significant in communication because people communicate not by means of individual words or fragments of sentences in languages, but by means of texts.

# Text linguistics in blueprint

It is also the basis of various disciplines such as law, religion, medicine, science, politics, et cetera.



# Text linguistics in blueprint

At the 1976 summer meeting of the SOCIETAS LINGUISTICA EUROPAEA,

Robert de Beaugrande and Wolfgang Dressler agreed to prepare an updated translation of prof. Dressler's "Einführung in die Textlinguistik" (1972) which already had been well received.

# Text linguistics in blueprint

During the task of surveying and integrating new research since 1972, the two linguists came to realize that their plan was not realistic. In their quest for new theories and methods, recent trends have led to fundamentally changed conditions for a science of texts, rather than to a mere extension of older methods to a new object of inquiry. This evolution has been marked by interdisciplinary co-operation far more than traditional linguistics had been.

# But what was the object of study?

Text is 'A naturally occurring manifestation of language, i. e. as a communicative language event in a context. The surface text is the set of expressions actually used.'

# But what was the object of study?

‘...These expressions make some knowledge explicit, while other knowledge remains implicit, though still applied during processing.’ (Beaugrande and Dressler, 1981: 63).

# But what was the object of study?

Text:

Eine sprachliche Einheit, die mehr als einen Satz umfassen (kann). (kann auch weniger sein, z.B. „Komm“).

Übersummativer Charakter von Sätzen = es gehört mehr dazu, als nur Sätze zu verknüpfen.

**Textlinguistik:**

**Lehre vom Text = Diskursanalyse**

**Rede:** Unterschied Text - Rede wurde bis ca. 1930 gemacht, Rede wurde kaum untersucht.

**Diskurs:** moderner Begriff, um zu verdeutlichen, daß auch gesprochene Sprache dabei ist

**Dialog:** sprachliche Äußerungen zwischen mehreren Gesprächspartnern

**Text:** Eine sprachliche Einheit, die mehr als einen Satz umfassen (kann). (kann auch weniger sein, z.B. "komm").

**Übersummativer Charakter** von Sätzen = es gehört mehr dazu, als nur Sätze zu verknüpfen.

Es gibt 7 Kriterien der Textualität.

**Text linguistics:** teaching of text = discourse analysis

**Speech:** Difference between text and speech was made until around 1930, speech was hardly examined.

**Discourse:** modern term to make it clear that spoken language is also included

**Dialogue:** linguistic statements between several conversation partners

**Text:** A linguistic unit that (can contain) more than one sentence. (can also be less, e.g. "Come!").

**Oversummative character of interconnected sentences =** it means more than just linking sentences.

There are 7 criteria??? standards of textuality

# Prof. DRESSLER, WOLFGANG

Prof. DRESSLER, WOLFGANG  
(1972).

Einführung in die Textlinguistik.  
Tübingen: Niemeyer.



# Introduction to Text Linguistics (1981)

“In practice, our approach is intended more to complement traditional ones than to compete with them.”

/ Robert-Alain de Beaugrande

Universidade Federal da Paraíba,

Wolfgang Dressler,

Universität Wien, 1981.

[http://www.beaugrande.com/introduction\\_to\\_text\\_linguistics.htm](http://www.beaugrande.com/introduction_to_text_linguistics.htm)

# Introduction to Text Linguistics (1981)

”The words and sentences are reliable clues, but they cannot be the total picture. The more pressing question is how the texts function in human interaction.

A text will be defined as a communicative occurrence which meets seven standards of textuality. ”

[http://www.beaugrande.com/introduction\\_to\\_text\\_linguistics.htm](http://www.beaugrande.com/introduction_to_text_linguistics.htm)

**Now come**  
**the 7 standards of textuality**

## °Was ist ein Text?¶

### Die 7 Kriterien der Textualität: °

- Kohäsion ¶
- Kohärenz ¶
- Intentionalität ¶
- Akzeptabilität ¶
- Informativität ¶
- Situationalität ¶
- Intertextualität °

## TEXTUALITY

- 1. cohesion;**
- 2. coherence;**
- 3. intentionality;**
- 4. acceptability;**
- 5. informativity;**
- 6. situationality;**
- 7. intertextuality.**

# 1. COHESION

Cohesion concerns the ways in which the components of the surface text are connected within a sequence. Grammatical forms and conventions are adhered to by surface components and therefore cohesion rests upon grammatical dependencies. The grammatical dependencies in surface texts are major signals for sorting out meanings and uses. Cohesion encompasses all of the functions that can be used to signal relations among surface elements.

# 1. COHESION

The function of syntax. The surface text in active storage. Closely-knit patterns: phrase, clause, and sentence. Augmented transition networks. Grammatical dependencies. Rules as procedures. Micro-states and macro-states. Re-using patterns: *recurrence*; partial recurrence; *parallelism*; *paraphrase*. Compacting patterns: *pro-forms*; *anaphora* and *cataphora*; *ellipsis*; trade-off between compactness and clarity. Signalling relations: tense and aspect; updating; junction: conjunction, disjunction, contrajunction, and subordination; modality. Functional sentence perspective. Intonation.

# 1.0 Kohäsion



- 1.1 Rekurrenz
- 1.2. Substitution
- 1.3. Proformen
- 1.4. Deixis
- 1.5. Ellipse
- 1.6. consecutio temporum
- 1.7. Konjunktionen (und, weil, seit... ).
- 1.8. Metakommunikation



# 01. Cohesion [kəu'hi:z(ə)n]

- 1.1 Recurrence
- 1.2. Substitution
- 1.3. Pro-forms
- 1.4. Deixis
- 1.5. Ellipse
- 1.6. CONSECUTIO TEMPORUM
- 1.7. conjunctions / kən'dʒʌŋkʃən / and connectors
- 1.8. Meta-communication

# 1. COHESION



## 1.4. Deixis mit bestimmtem Artikel verweisen wir auf bereits Bekanntes

anaphorische Verknüpfung:	Verweis zurück auf ein im Text früher genanntes Textelement	Anna bringt Wein mit. Das macht sie immer.
kataphorische Verknüpfung:	Verknüpfung nach vorne	Wenn sie überhaupt kommt, bringt Kata Wein mit.

# 1. COHESION

## 1.4. Deixis

Choice of Article can also contribute to text linking

With an indefinite article, we are introducing new actors ("into a basket of apples that an old woman is selling") with a **definite article**, we refer to what is already known.

**Situation deixis** "Ruth comes to Germersheim. She wants to visit the famous university here."

"Ruth, where's the house key? Oh God, maybe somewhere there."

**World knowledge deixis**

Knowledge base: on Ascension Day, in Dresden (proper name); the moon has risen (unique); the street boys (expected); the Chernobyl nuclear accident (well known);

Attention: The **definite article** can mean knowledge or text deixis!

# 1. COHESION

## 1.4. Deixis

**Anaphorical connection:** reference back to a text element previously mentioned in the text

*Anna brings wine. She always does that.*

**Cataphorical connection:** connection to the front

*If Katya comes at all, she will bring some wine.*

# 1. COHESION



## Anaphora [ə'næf(ə)rə]

- 1) Grammar: the use of a word referring to or replacing a word used earlier in a sentence, to avoid repetition, such as do in I like it and so do they
- 2) Rhetoric: the repetition of a word or phrase at the beginning of successive clauses

*The music stopped, and that upset everyone.*

# 1. COHESION



## Cataphora [kə'æf (ə)rə]

In linguistics, **cataphora** is the use of an expression or word that co-refers with a later, more specific, expression in the discourse.

The preceding expression, whose meaning is determined or specified by the later expression, may be called a cataphor.

## 1. COHESION



Cataphora (derives from the Greek Kataphora, Kata “downward,” and phero “I carry” meaning “a downward motion”), is a stylistic device by which an element is used in an earlier clause or phrase to specify, modify, refer or describe another element mentioned in subsequent clause in the same sentence.

## 1. COHESION



### Cataphora

Too scared to buy before **they** sell, *some brokers* aim for a trade.

Because **it** receives so little rain, *Death Valley* is a desert.

A few days before **he** left, *Uncle Mike* gave me a fancy gift.



## 1. COHESION



Cataphora is in evidence in the next example,

•which is typical of the opening sentences of books:

Students (not unlike yourselves) compelled to buy paperback copies of *his* novels--notably the first, *Travel Light*, though there has lately been some academic interest in *his* more surreal and 'existential' and perhaps even 'anarchist' second novel, *Brother Pig* – or encountering some essay from *When the Saints* in a shiny heavy anthology of mid-century literature costing \$12.50, imagine that **Henry Bech**, like thousands less famous than he, is rich. He is not.  
*[John Updike, "Rich in Russia." Bech: A Book, 1970]*

# 1. COHESION



- 1.1 Recurrence (same words occur)
- 1.2. Substitution (Стагирит = Аристотель )
- 1.3. Pro-forms (местоимения и про-формы: Yes, it is.)
- 1.4. Deixis (here and there; these and those)
- 1.5. Ellipse (Where? In the Classroom? Why?)
- 1.6. consecutio temporum  
(Don't do the exercise before you have read the task!)
- 1.7. conjunctions / kən'dʒʌŋkʃən /  
and connectors (In this connection... and ...  
After that... Despite the fact... but...either ... or ...)
- 1.8. Meta-communication (E.G. Firstly..., Secondly..)

# COHESION ISSUES



- The function of syntax. The surface text in active storage. Closely-knit patterns: phrase, clause, and sentence. Augmented transition networks. Grammatical dependencies. Rules as procedures. Micro-states and macro-states. Hold stack.
- **Re- using patterns:** recurrence; partial recurrence; parallelism; paraphrase.
- **Compacting patterns:** pro-forms; anaphora and cataphora; ellipsis; trade-off between compactness and clarity.
- **Signalling relations:** tense and aspect; updating; junction: conjunction, disjunction, contrajunction, and subordination; modality. Functional sentence perspective. Intonation.

# EMPATHY FOCUS

- A. A CLOUD APPROACHED THE HILL.
- D. THE CLOUD APPROACHED A HILL.



## THE YACHT IS APPROACHING AN ISLAND

*Prof. Andrei A. Bogatyrev*

# COHERENCE ISSUES



Meaning versus sense. Non-determinacy, ambiguity, and polyvalence. Continuity of senses. Textual worlds. Concepts and relations. Strength of linkage: determinate, typical, and accidental knowledge. Decomposition. Procedural semantics. Activation. Chunks and global patterns. Spreading activation. Episodic and semantic memory. Economy. Frames, schemas, plans, and scripts. Inheritance. Primary and secondary concepts. Operators. Building a text-world model. Inferencing. The world-knowledge correlate. Reference

## COHESION versus COHERENCE



“Probabilistic models are more adequate and realistic than deterministic ones.

Dynamic accounts of structure-building operations will be more productive than static descriptions of the structures themselves. We should look to discover regularities, strategies, motivations, preferences, and defaults rather than rules and laws.

Dominances can offer more realistic classifications than can strict categories.

Acceptability and appropriateness are more crucial standards for texts than grammaticality and well-formedness. Human reasoning processes are more essential to using and conveying knowledge in texts than are logical proofs.”

## 2.0 Kohärenz



1. Isotopie (Isotopie = semantische Kohäsion)
2. scenes and frames
3. Prasuppositionen: was unser Gesprächspartner glaubt, daß man weiß
4. Thema - Rhema - Strukturierung
5. assoziative Verknüpfung



## 2.0 Kohärenz



1. isotopy, (isotopism = semantic cohesion)
2. scenes and frames
3. Presuppositions:
4. Theme - Rheme Progression
5. associative ties and inferences
- .

## 2. COHERENCE

[kə(u)'hɪər(ə)n(t)s]

Meaning versus sense. Non-determinacy, ambiguity, and polyvalence. Continuity of senses. Textual worlds. Concepts and relations. Strength of linkage: determinate, typical, and accidental knowledge. Decomposition. Procedural semantics. Activation. Chunks and global patterns. Spreading activation. Episodic and semantic memory. Economy. Frames, schemas, plans, and scripts. Inheritance. Primary and secondary concepts. Operators. Building a text-world model. Inferencing. The world-knowledge correlate. Reference.

## 2. Coherence

Coherence concerns the ways in which concepts and relations, which underlie the surface text, are linked, relevant and used, to achieve efficient communication.

## 2. Coherence

A concept is a cognitive content which can be retrieved or triggered with a high degree of consistency in the mind.

## 2. Coherence

Relations are the links between concepts within a text, with each link identified with the concept that it connects to.

## 2. Coherence

Surface texts may not always express relations explicitly therefore people supply as many relations as are needed to make sense out of any particular text

## 2. Coherence

Types of relations include:

I. Causality:

II. Enablement:

III. Reason:

IV. Purpose:

"Old Mother Hubbard went to the cupboard to get her poor dog a bone."

V. Time.

# Coherence and connectedness

This is the horse and the hound and the horn  
That belonged to the farmer sowing his corn  
That kept the cock that crowed in the morn  
That waked the priest all shaven and shorn  
That married the man all tattered and torn  
That kissed the maiden all forlorn  
That milked the cow with the crumpled horn  
That tossed the dog that worried the cat  
That killed the rat that ate the malt  
That lay in the house that Jack built.



Young Goodman Brown came forth, at sunset, into the street of Salem village, but put his head back, after crossing the threshold, to exchange a parting kiss with his young wife.

And Faith, as the wife was aptly named, thrust her own pretty head into the street, letting the wind play with the pink ribbons of her cap, while she called to Goodman Brown.

Story-telling Mechanisms  
versus  
Story-spinning Mechanisms

Retardation

Alliteration

Repetition

Ambiguity

Triggers	
Stoppers	
Distractors	
Fascinators	

Content	centred
Author (expressive)	centred
Culture	centred
Pragmatic	
Target audience	centred
Recipient design	- biased
Experimental (pure art)	

# 3. Intentionality

Intentionality concerns the text producer's attitude and intentions as the text producer uses cohesion and coherence to attain a goal specified in a plan.

Without cohesion and coherence, intended goals may not be achieved due to a breakdown of communication.

# 3. Intentionality

Intentionality. Reduced cohesion. Reduced coherence.

The notion of intention across the disciplines. Speech act theory. Performatives. Grice's conversational maxims: cooperation, quantity, quality, relation, and manner.

The notions of action and discourse action. Plans and goals. Scripts. Interactive planning. Monitoring and mediation.



# 3-4. Intentionality and acceptability

Intentionality. Reduced cohesion. Reduced coherence.  
The notion of intention across the disciplines.

Speech act theory. Performatives. Grice's conversational maxims: cooperation, quantity, quality, relation, and manner.

The notions of action and discourse action.

Plans and goals. Scripts. Interactive planning. Monitoring and mediation. Acceptability. Judging sentences.  
Relationships between acceptability and grammaticality.  
Acceptance of plans and goals. .

# 4. Acceptability

Fähigkeit des Empfängers,  
den Text auch so zu verstehen

Ability of the recipient to share understanding  
the text as such

# 4. Acceptability

Acceptability.

Judging sentences.

Relationships between acceptability  
and grammaticality.

Acceptance of plans and goals.

## 4. Acceptability

Acceptability concerns the text receiver's attitude that the text should constitute useful or relevant details or information such that it is worth accepting. Text type, the desirability of goals and the political and sociocultural setting, as well as cohesion and coherence are important in influencing the acceptability of a text.

# 5. Informativity

Attention. Information theory. The Markov chain. Statistical versus contextual probability. Three orders of informativity. Triviality, defaults, and preferences. Upgrading and downgrading. Discontinuities and discrepancies. Motivation search. Directionality. Strength of linkage. Removal and restoration of stability. Classifying expectations: the real world; facts and beliefs; normal ordering strategies; the organization of language; surface formatting; text types; immediate context. Negation. Definiteness. A newspaper article and a sonnet. Expectations on multiple levels. Motivations of non-expectedness.

# 6. Situationality

## 6.0. Situationalität

Eingehen auf hic et nunc / hier und jetzt / Ort und Zeit +  
Vorwissen, Weltwissen

die Einbeziehung erfolgt durch deitische Mittel, mittels der  
Deixis

Going into here and now / place and time + previous  
knowledge, world knowledge inclusion takes place through  
deitic means, through the Deixis

# 6. Situationality

Situation models. Mediation and evidence.  
Monitoring versus managing. Dominances. Noticing.  
Normal ordering strategies. Frequency. Salience.  
Negotiation. Exophora. Managing. Plans and scripts.  
Planboxes and planbox escalation.

A trade-off between efficiency and effectiveness.  
Strategies for monitoring and managing a situation.

# 7. Intertextuality

Text types versus linguistic typology. Functional definitions: descriptive, narrative, and argumentative texts; literary and poetic texts; scientific and didactic texts. Using and referring to well-known texts. The organization of conversation. Problems and variables. Monitoring and managing. Reichman's coherence relations. Discourse-world models. Recalling textual content. Effects of the schema. Trace abstraction, construction, and reconstruction. Inferencing and spreading activation. Mental imagery and scenes. Interactions between text-presented knowledge and stored world-knowledge. Textuality in recall experiments.



# Intertextuality

Intertextuality describes the way that texts draw on, or are connected to, other texts and this relationship is an important aspect in interpretation and meaning.

Intertextuality describes how texts interact with one another.

# Intertextuality

In advertisements, for example, intertextuality can function as a device to 'hook' readers, making them feel knowledgeable because they have spotted the texts that the advertisement draws on.

# Intertextuality

Succumbing to the 'hooking' device involves a level of engagement and interaction with the text: the reader becomes part of the text in various ways.

# Intertextuality

Isn't there  
nothing beyond  
language?

An additional function is that the advertisement can make use of what the previous text means. As Talbot (2007, p.71) reminds us, in order to engage with written or spoken texts we have to use rather more than our ability to understand language.

# Intertextuality

We must draw on knowledge and resources from outside of the text, in other words, our knowledge and understanding of other texts for interpretation.

# The Ideal Reader

The ideal reader is the reader the text constructs, rather than the actual or real reader who is reading the text (see Montgomery et al., 2012, Chapter 15).

an important aspect in interpretation and meaning. Intertextuality describes how texts interact with one another.

# The Ideal Reader

– the ideal reader would draw on their knowledge of the Dr Who series from the 1970s in order to derive meaning (the advertisers hope!) in their interpretation of the advertisement.

an important aspect in interpretation and meaning. Intertextuality describes how texts interact with one another.

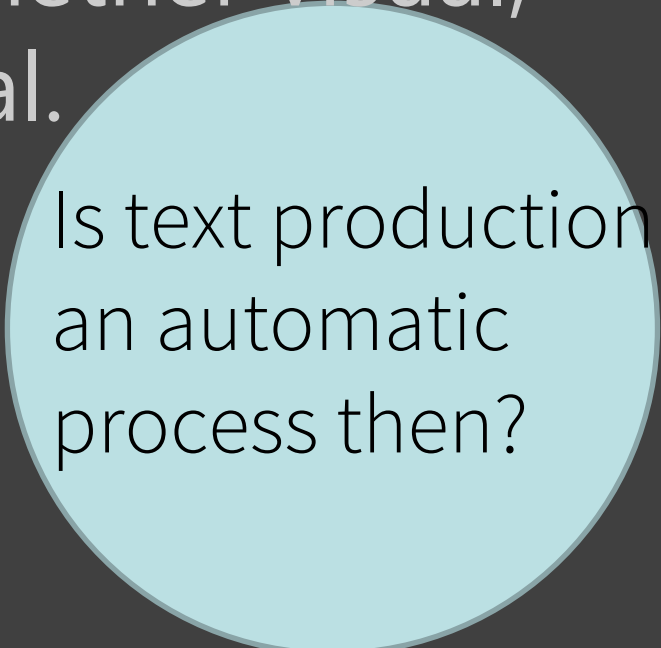
# The authorship is dead?

Drawing on structuralists (???) such as Barthes (1977) and Kristeva (1980), Chandler (2007, p.198) reminds us that concepts like 'authorship' and 'plagiarism' have only existed since modern times and are associated with ideologies (ways of thinking) which prioritise individualism, creativity and originality.



# The authorship is dead?

In an influential essay, Barthes (1977, p.148) argued that writing (and this extends more widely to the construction of any type of text, whether visual, verbal, written, spoken) is never original. Texts are made up of many different writings from many cultures.

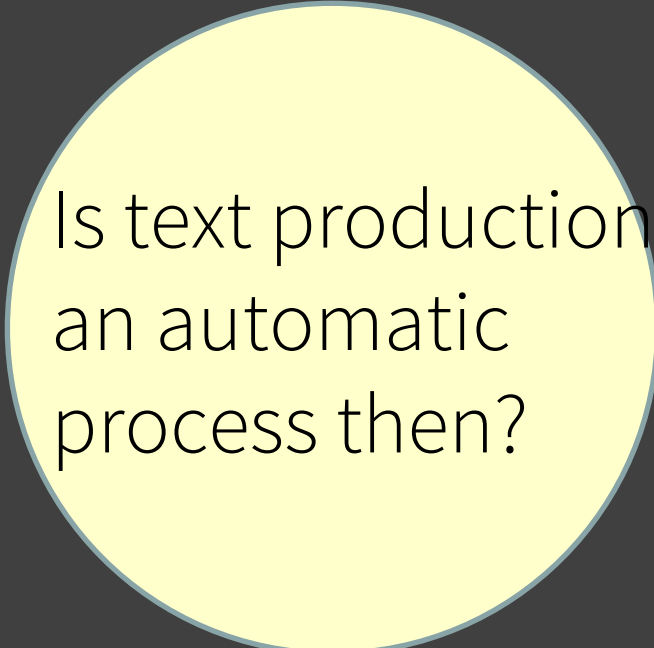


Is text production an automatic process then?

# The authorship is dead?

The way readers and viewers engage with texts highlights the **dialogic** nature of texts. You read and engage with a text, interpreting it in a particular way, responding to it in some way: perhaps in your thoughts or expression, perhaps verbally, perhaps in writing. And within a text itself it is possible **to identify multiple voices** as the text draws on other identities and styles in its construction.

**Dialogism** is thus a fundamental part of textuality and intertextuality (see Thwaites et al., 2002, p.111). Finally, you should also note that intertextuality is a broad term which overlaps with others, such as **allusion**. It can also involve concepts such as: **parody** or **satire**.



Is text production an automatic process then?

# Texture

Texture is the basis for unity and semantic interdependence within text. Any text that lacks texture would simply be a bunch of isolated sentences that have no relationship to each other. (Crane, 1994) A feature of texture is “sequential implicativeness”;, as suggested by Schegloff and Sacks (1974).

# Texture

This refers to the property of language such that each line in a text is linked from or linked to the previous line. As such, language contains a linear sequence and this linear progression of text creates a context of meaning. This contextual meaning, at the paragraph level is referred to as “coherence”;; while the internal properties of meaning are referred to as “cohesion”. (Eggins, 1994: 85).

# Texture

There are two aspects of coherence, namely, 'situational'; coherence and **generic** coherence.

# Texture

There is **situational coherence** when field, tenor, and mode can be identified for a certain group of clauses. On the other hand, there is generic coherence when the text can be recognized as belonging to a certain genre. Thereby, cohesion is the result of semantic ties';, which refers to the dependent links between items within a text. These ties come together to create meaning.

Texture is, therefore, created within text when the properties of coherence and cohesion are present.

## TEXTUALITY

1. cohesion;
2. coherence;
3. intentionality;
4. acceptability;
5. informativity;
6. situationality;
7. intertextuality.

# Theme - Rheme

Have you ever heard the terms “theme” and “rheme” (= focus – background/presupposition)?

**Theme** (in some sources, also “topic,” “background,” or “presupposition”) is the semantic point of departure of a clause (or more broadly, discourse) about which some information is provided:

- 1) Tom likes travelling.
- 2) Our friends have invited us.



# Theme - Rheme

In these examples, **theme** (Tom/our friends) is in the initial position. This is the most common position for theme in English. Due to SVO (subject-verb-object) structure of a typical English sentence, theme is often the subject of the sentence; however, passive voice violates this rule. It is worth mentioning that in some other languages (e.g. Japanese), the common place for theme is the end of a sentence. In languages with free word order (e.g. Slavonic), theme can be found in the middle of a sentence.

# Theme - Rheme

**Rheme** (in some sources, also “comment,” “focus,” or “pre dictation”) is the destination where the presentation moves after the departure point:

- 3) Tom likes travelling.
- 4) Smoking is harmful for our health.

# Theme - Rheme

In examples 3 and 4, rheme is represented by “like travelling” and “is harmful for our health”. Structurally, rheme usually follows theme in English. Theme – rheme relationship produce cohesion (Bussmann, 1998) making parts of a sentence a communicative whole.

# Theme - Rheme

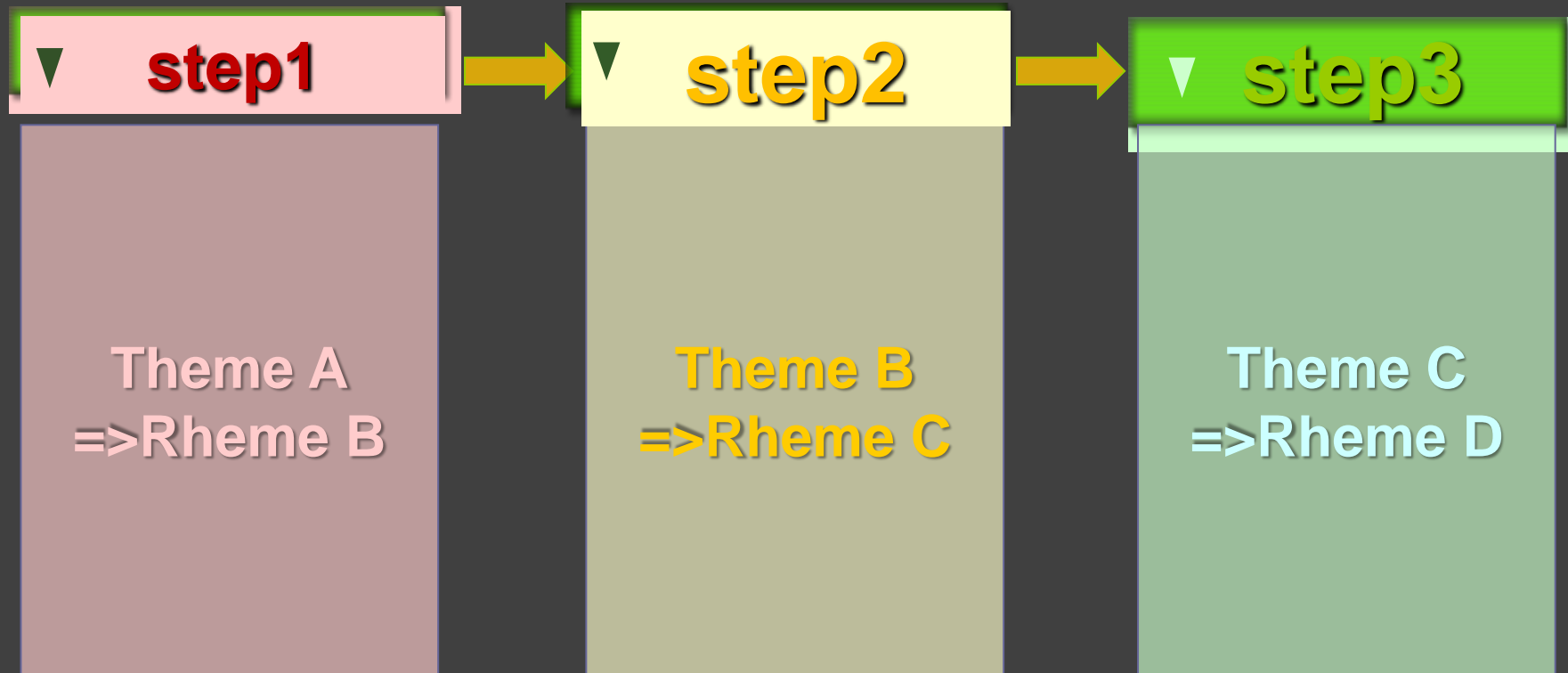
An interesting application of the theory was realized by Djonov (2005; 2007; 2008) who used theme – rheme relationships to analyze website navigation. Successful Web navigation, according to her, should be cohesive, similar to theme and rheme in verbal texts. Links on one page, in this case, represent the theme of the website while the destination page represents its rheme. In conclusion, the distinction between theme and rheme is useful in that it allows conducting semantic analysis of single sentences and bigger texts.

# Theme - Rheme

In conclusion, the distinction between theme and rheme is useful in that it allows conducting semantic analysis of single sentences and bigger texts.

This is possible because these notions are oriented not only to the structural aspect of discourse, but also to its semantics which enables us to go beyond the level of a sentence and to explore theme – rheme relationships on a larger scale such as websites and, possibly, other multimodal texts.

# Theme to Rheme progression



Progression is the process of developing gradually towards a more advanced state

# Theme to Rheme progression

Progression is the process of developing gradually towards a more advanced state

Progression is the process of developing gradually towards a more advanced state

*Prof. Andrei A. Bogatyrev*

# Theme to Rheme progression in a story-T

everybody called her

a little country girl

a certain village

once upon a time

there lived in

Little Red Riding-Hood

ЗАДАНИЕ

Расставьте  
фрагменты текста в  
правильной  
последовательност  
и и (выявите и )  
объясните правила,  
которыми вы  
руководствовались.



# Theme to Rheme progression in a story-T

everybody called her

a little country girl

a certain village

once upon a time

there lived in

Little Red Riding-Hood.

# Три черты

В отечественной филологической традиции текст характеризуется тем, что содержит три ведущие черты:

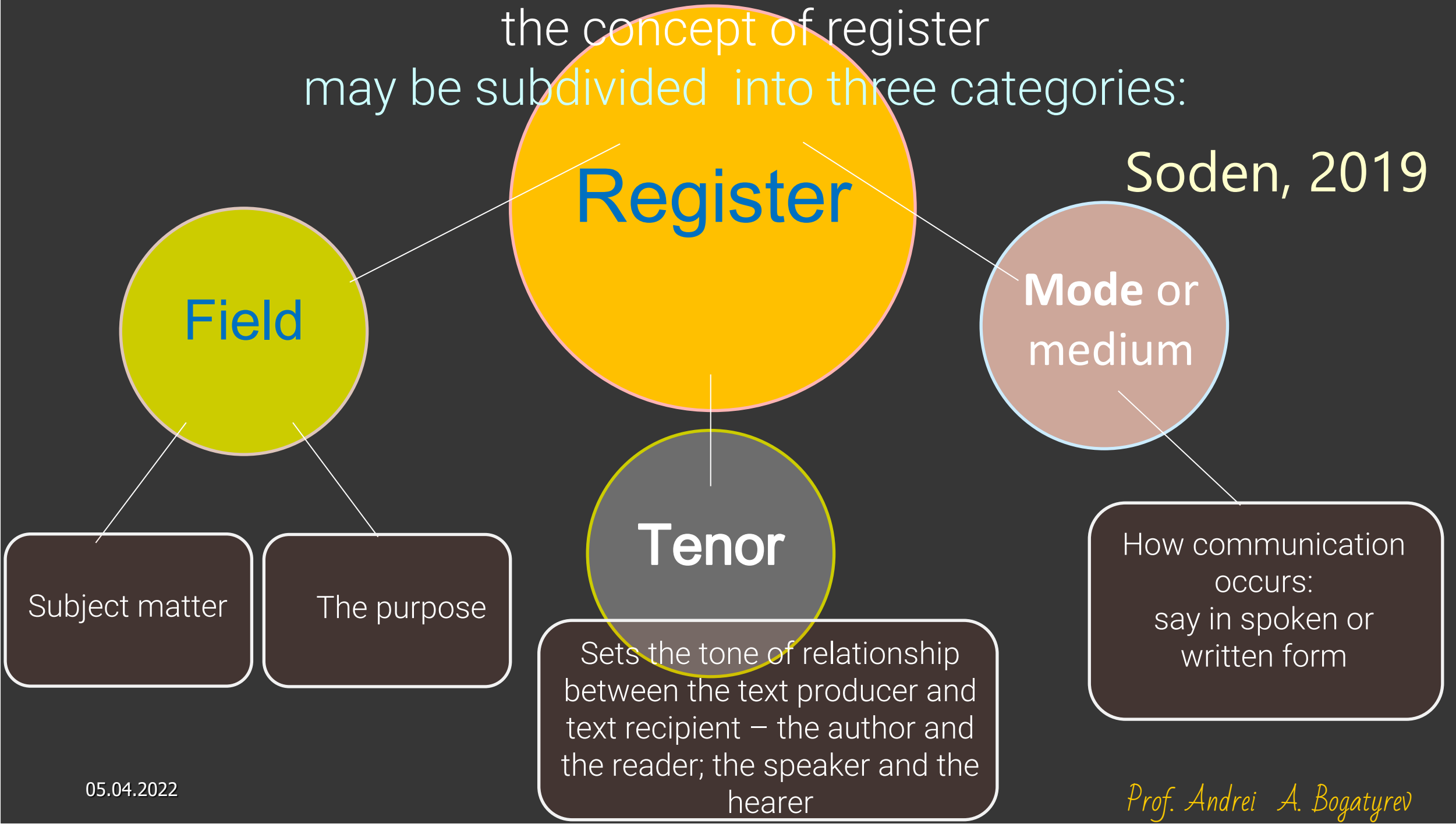
- Цельность
- Связность
- Эмотивность

# GLOSSARY

*Prof. Andrei A. Bogatyrev*

the concept of register  
may be subdivided into three categories:

Soden, 2019



## WHO IS MY AUDIENCE?

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---

What content will I be writing about? Is the content common sense or specialised? If the content is specialised, what technical terms will I be using?

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---

What is the relationship between me as the author and my audience?

- Expert (me) to novice (audience)
- Equal
- Novice (me) to expert (audience)

Is the relationship personal or impersonal?

- Personal
- Impersonal

Is the relationship formal or informal?

- Formal
- Informal

Will I be writing in first person, second person and/or third person?

- First person
- Second person
- Third person

Will I be using formal language, colloquial language and/or slang?

- Formal language
- Colloquial
- Slang

Will my text be spoken-like or written-like?

- Spoken-like
- Written-like

How will I make it sound spoken-like or written-like?

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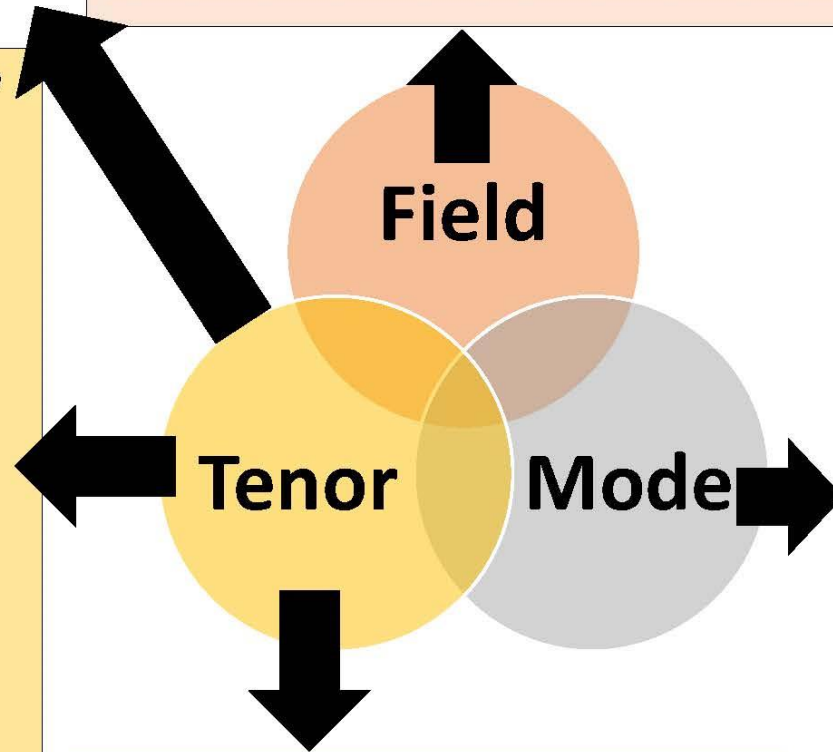
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Will my text be planned or spontaneous?

- Planned
- Spontaneous

How will my text be published?

- Written report
- Multimedia presentation
- Speech
- Other



# Register

# Discourse analysis in linguistics

## Discourse analysis Structure of News

### The first component

The **information** itself, and the way that information is fixed. It may be either in **written** or **oral** form

### The second component

The way someone **understands** and **gets** this information

**What is discourse?** A stretch of language in use, of any length, and in any mood which achieves meaning and coherence for those involved (Routledge's book)

**What is discourse analysis?** Discourse analysis can be defined as the use and development of theories and methods which elucidate how this meaning and coherence is achieved.

**Early AL DA** In the 1950s DA was seen and understood as a theoretical and structural linguistics as the potential extension in language analysis beyond the level of single sentences to discover the distributional principles between sentences as well as within them (Harris 1952).

## Discourses

Discourses can exert a tremendous power over us by creating constraints regarding how certain things can be talked about and what counts as 'knowledge' in particular contexts.



## Conversation

Conversations happen when multiple actions are put together to form activities: we chat, we debate, we flirt, we counsel, we gossip, we commiserate, and we do many other things in our conversations.

## Conversation Analysis

This one comes out of a tradition in sociology called **Ethnomethodology**, which focuses on the 'methods' ordinary members of a society use to interact with one another and interpret their experience.

## Conversational strategies

The methods we use to engage in the former negotiations (debating, flirting, commiserating, etc).

In response to theoretical stimuli, the 1970s and the 1980s saw a major works on DA emerging from AL perspective. The concern of DA in language teaching is related to some treatments in language teaching and learning.

TEXT, CONTEXT, AND DISCOURSE • Much early DA work in AL saw text (the linguistic element in communication) as essentially distinct from context (the non linguistic elements) and discourse as the two in interaction to create meaning.

TEXT • "Text" is written material. We discuss the text when we study a novel, drama, or short story. You might even call a letter to someone a text.

CONTEXT • Context variously included consideration of such factors as: • the situation or immediate environment of communication; • the participants and their intentions, knowledge, beliefs, and feelings, as well as their roles, relations, and status;

## Relationships

We construct relationships through words we choose to express things like certainty and obligation (known as the system of modality in a language). The traditional priest, for example, typically says “you may now kiss the bride,” rather than “kiss the bride”.

## Intertextuality

It is the relationship texts create with other texts.

\*Intertextuality is another important way ideologies are promoted in discourse.

\* All texts involve some degree of intertextuality. We cannot speak or write, he argues, without borrowing the words and ideas of other people.

## Cultural Models

Cultural models are sets of expectation that we have about how different kinds of people should behave and communicate in different situations. They serve an important role in helping us make sense of the texts and the situations that we encounter in our lives.

“you may now kiss the bride,” then, does not just enforce a theory about how brides and grooms are supposed to act during a marriage ceremony, but also invokes broader theories about marriage gender relations, love, sex, morality and economics. All of these theories are part of a system of discourse which we might call the ‘Discourse of marriage’.

## Pragmatics

**The study of how people use words to accomplish actions in their conversations: actions like requesting, threatening and apologizing.**

**\*Two basic kinds of conversational strategies:**

**Face Strategies:**

have to do primarily with showing who we are and what kind of relationship **we** have with the people with whom we are talking.

**Framing Strategies:**

have more to do with showing what we are doing in the conversation, whether we are, for example, arguing, teasing, flirting or gossiping.

## **Face Strategies:**

have to do primarily with showing who we are and what kind of relationship **we** have with the people with whom we are talking.

**Face** can be defined as 'the negotiated public image mutually granted to each other by participants in a communicative event'

**There are three important aspects to this definition:**

1-is that one's face is one's public image rather than one's true self.

2-is result of a kind of give and take with the person or people with whom we are interaction.

3-is successfully presenting a certain face in interaction depends on the people with whom we are interaction cooperation with us.

## Face Strategies:

There are two kinds of face strategies:

**1-Involvement strategies:** strategies we use to establish or maintain 'closeness' with the people to show them that we consider them our friends.

\*Like calling people by their first names or using nicknames.

**2-Independence strategies:** strategies we use to establish or maintain distance from the people with whom we are interacting either because we are not their friends or we wish to show them respect.

\*Like using more formal language and terms of address.'



# GLOSSARY

## Involvement

Using first names or nicknames( hi , Nono)

Using informal language( Gotta, minute)

Being direct( let's go to cinema)

Talking about ( us)

Being voluble ( talking a lot)

## Independence

Using titles ( mr. , professor, good morning)

Using formal language( excuse me, can you help me)

Being indirect( I wonder if I can borrow your pen)

Talking about things other than (us)

Being taciturn( not talking a lot)

## **Framing Strategies:**

have more to do with showing what we are doing in the conversation, whether we are, for example, arguing, teasing, flirting or gossiping.

## **Framing strategies:**

Sets of expectations about what kinds of things will be said and how those things ought to be interpreted for different kinds of activities.

## **Primary framework:**

It is a Set of expectations about the overall activity in which we will be engaged.

## **Example:**

When we are a patient in a medical examination, we expect that the doctor will touch us, and we interpret this behavior as a method for diagnosing our particular Medical problem.

**Framing Strategies:**

have more to do with showing what we are doing in the conversation, whether we are, for example, arguing, teasing, flirting or gossiping.

**Framing strategies:**

Sets of expectations about what kinds of things will be said and how those things ought to be interpreted for different kinds of activities.

**\*however, hardly ever involves just one activity. We often engage in a variety of different activities within the primary framework.**

**Example:**

**While lecturing, a lecturer might give explanations, tell jokes, or even rebuke members of the audience if they are not paying attention.**

## Context

It could mean practically anything from the place and time of day of an utterance, to speakers' political views or religious beliefs.

Context can be divided into a number of components:

1. The relevant features of participants, persons, personalities
2. The relevant objects in the situation
3. The effect of the verbal action
4. Setting and time
5. The field or the social where the action take place

## Context

It could mean practically anything from the place and time of day of an utterance, to speakers' political views or religious beliefs.

The relationship between context and competence:

Knowledge or mastery of the linguistic system alone is not sufficient for successful communication. People also need to know and master various rules, norms and conventions regarding what to say to whom, when, where, and how — which is called communicative competence. **Ethos, Logos, Pathos, Kairos**

\*There may be persons whose English I can grammatically identify but whose messages escape me.

## Context

Context variously included consideration of such factors as:

1. the situation or immediate environment of communication;
2. the participants and their intentions, knowledge, beliefs, and feelings, as well as their roles, relations, and status;
3. the cultural and ideological **norms and assumptions** against which a given communication occurs;
4. **language** which precedes or follows that under analysis, sometimes referred to as **'co-text'**
5. **other texts evoked** for the participants and affecting their interpretation – sometimes referred to as **'intertext'**

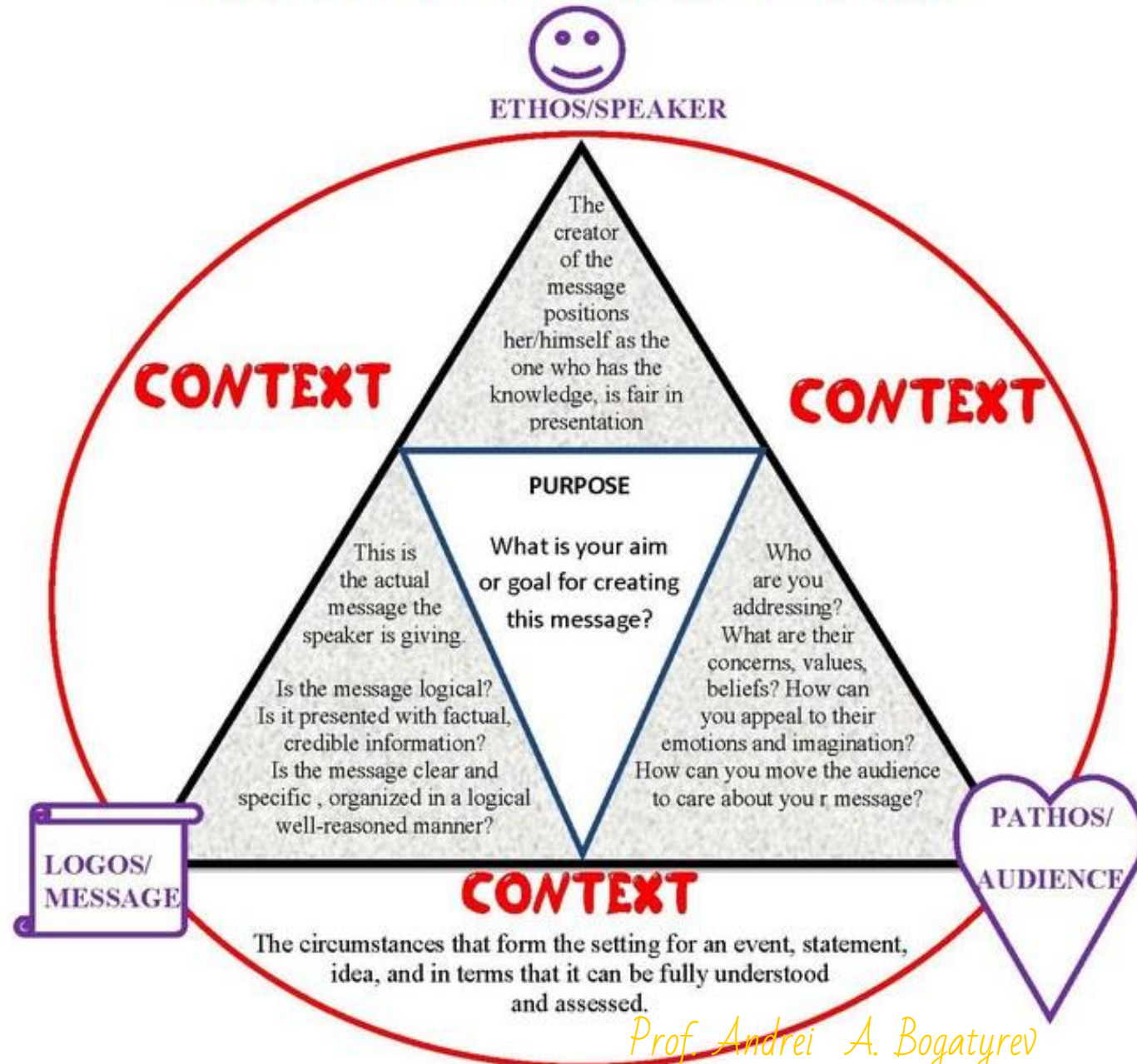
## Context

Context variously included consideration of such factors as:

6. **non-linguistic meaningful communicative behaviour**, i.e. paralanguage, such as voice quality, gestures, and facial expressions
7. use of other **modes of communication** accompanying the use of language, such **as music and pictures**;
8. **the physical medium of communication**, such as speech, writing, print, telephone, computer.

The binary **opposition of text and context**, however, and the itemization of contextual components, has come to be seen as problematic. If context and text are separate, then the status of text itself becomes precarious.

# Aristotle's Rhetorical Triangle



*Prof. Andrei A. Bogatyrev*



# List of Terms

1. Levels and layers of language and discourse;	9. Text grammar: proposition – sentence – utterance; deep and surface structures;	31. superstructures and macro-structures; Frames – Scenes – Scripts; anaphora	27. text interpretation; presuppositions; implications; implicit meanings; inference;	38. Speech act structure: invention; locution; illocution; perlocution.
2. Language versus Speech versus discourse	10. cohesion;	18. Substitution	isotopy, (isotopism = semantic cohesion);	17. Recurrence (same words occur);
3. Signs and symbols;	11. coherence;	19. Pro-forms (Yes, it is. All Ladies Do It (1992);	26. scenes and frames;	35. Narrative text structure;
4. Monologue – dialogue – soliloquy;	12. intentionality;	20. Deixis (these here and those there);	28. Theme - Rheme Progression;	36. Narrative text functions;
5. Hermeneutics, hermeneutic circle;	13. acceptability;	21. Ellipse;	29. associative ties and inferences;;	37. Narrative techniques;
6. Decomposition and deconstruction of text.	14. informativity;	22. sequence of tenses;	25. meta-communication;	39. ETHOS - LOGOS – PATHOS
7. Text theory versus Text Linguistics;	15. situationality;	23. conjunctions and connectors;	33. Texture;	40. Field – Tenor – Mode
8. Textuality;	16. intertextuality (in text linguistics);	24. meta-communication;	32. cataphora	34. Empathy;

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