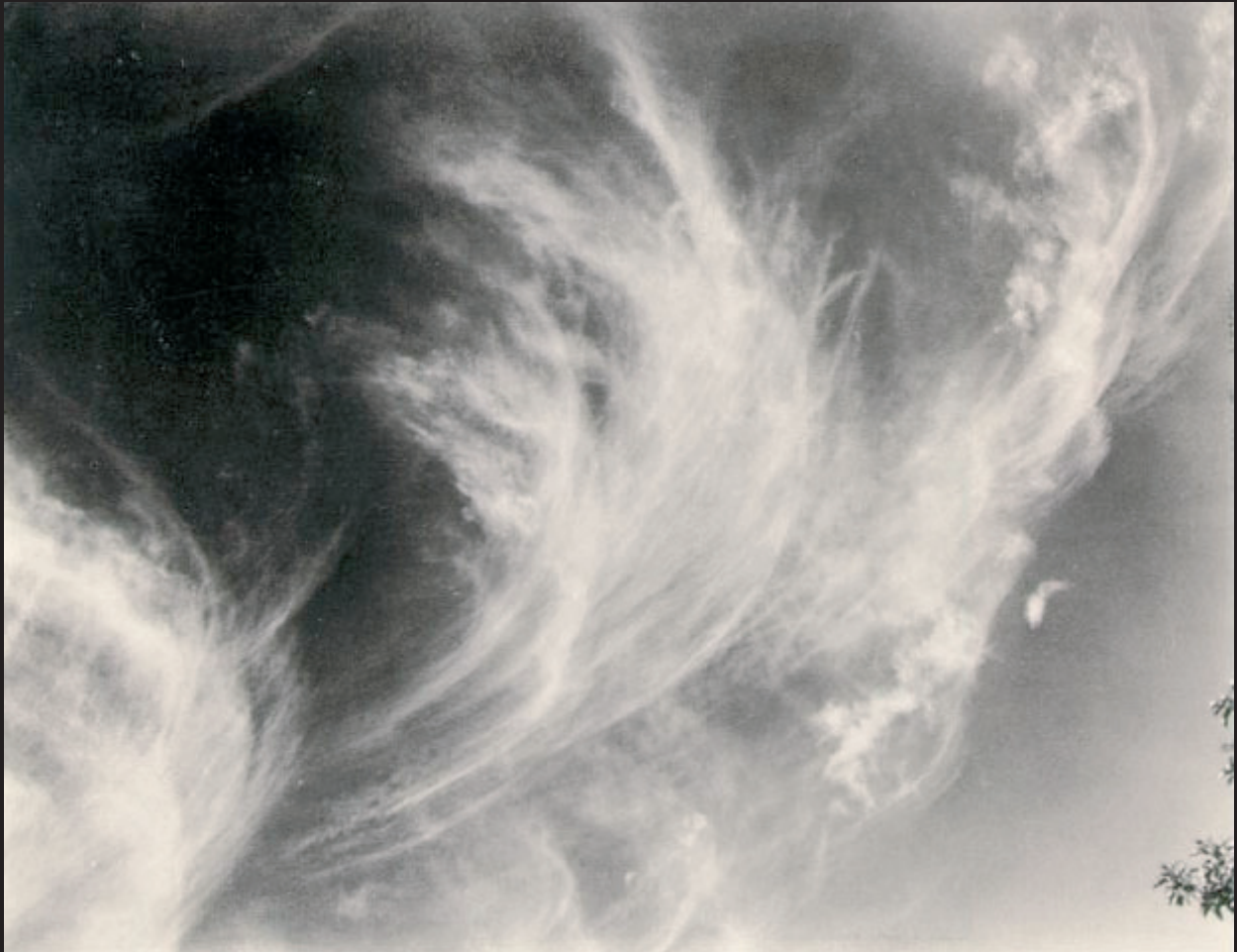


SEMIOTICS

FALL SEMESTER 2006



Alfred Stieglitz: *Equivalent*, 1930. Silver gelatin print, 12,1 x 9,5 cm

Center for Semiotics

UNIVERSITY OF AARHUS

SEMINAR

Cognitive Linguistics

Svend Østergaard

Tuesdays in seminar weeks, 12:00 - 14:00

Building I.455, room 127

The course in cognitive linguistics is concerned with four issues. 1) What are the structures of meaning? This problem is treated by means of frame semantics, schemas, and blending theory, amongst other things. 2) How are sentences combined into meaningful wholes? This concerns text semantics. 3) What do we do with language? This concerns the functional and social aspect of language. 4) How is language connected to other cognitive functions such as memory, perception, pattern recognition etc?

These questions are mainly treated from the perspective of cognitive linguistics and key authors are, among others, George Lakoff, Len Talmy, William Croft, Adel Goldberg, René Dirven, Michael Tomasello and Mark Turner. A basic book is René Dirven/Marjolin Verspoor: *Cognitive Exploration of Language and Linguistics*. However, the topic is also treated from the philosophy of language perspective and the main reference is here John R. Searle: *Mind, Language and Society, Philosophy in the Real World*. During the course literary examples will be used.

SEMINAR, COGNITION & SEMIOTICS

The schematic basis of meaning: schemas in perception, language and action

Peer F. Bundgård

Wednesdays in seminar weeks, 12:00 - 14:00

Building I.453, room 229

The course on Cognition and Semiotics introduces to the fundamental concepts and foundational issues of Cognitive Semiotics. One of the main assumptions in this domain is that we conceptualize, categorize and grasp meaning in our sensuous experiences in typical ways and according to typical meaning organizing structures. These structures, which underpin our meaningful perceptual and linguistic interactions with our surroundings, are generally called schemas. The course will therefore provide the students with a definition of what a schema is; what the schematic basis of meaning is; how schemas emerge from interaction with the phenomenal world; and how schemas can be shown to be active in many different semiotic domains (perception, language, literature and the arts).

Syllabus will be available on the Center for Semiotic web site.

Please notice: As a rule the texts are available on FIRST CLASS; file: SEM FÆLLES, file: COGNITION AND SEMIOTICS "FALL 2006". Exceptions are mentioned below.

September 13:

INTRODUCTION TO THE COURSE:
THE SCHEMATIC BASIS OF MEANING – SCHEMAS IN PERCEPTION, LANGUAGE AND ACTION

There is no particular text to read, which means that you are invited to read as much as you can of the stuff from the "Indispensable Literature"-list (see below).

September 27:

THE FOUNDING PRINCIPLES OF
LAKOFF & JOHNSON'S METAPHOR THEORY

George Lakoff & Mark Johnson: *Metaphors We Live By*, Chicago University Press, chapters 1-6 + chapters 24-30.

George Lakoff & Mark Johnson: *Philosophy in the Flesh*, Basic Books, chapters 1-4.

Other relevant literature:

George Lakoff: "The contemporary theory of metaphor". In A. Norton (ed.) *Metaphor and Thought*, Cambridge University Press: 202-251. MASTERCOPY AVAILABLE.

Contrasting/critical literature:

Marina Rakova: "The philosophy of embodied realism: A high price to pay?", *Cognitive Linguistics* (13-3), 2002: 215-244.

Beate Hampe: "When down is not bad, and up is not good enough...", *Cognitive Linguistics* (16-1): 81-112.

S. Glucksberg et al.: "Metaphor Understanding and Accessing Conceptual Schema", *Psychological review* (99-3): 578-581.

John Searle: "Metaphor". In A. Norton (ed.) *Metaphor and Thought*, Cambridge University Press: 83-111.

October 11:

EXTENSIONS OF THE METAPHOR THEORY: FOUNDATIONAL ISSUES

Joseph Grady: "Primary metaphors as input to conceptual integration", *Journal of Pragmatics* (37), 2005: 1595-1614.

Joseph Grady: "Image schemas and perception: refining a definition". In Beate Hampe (ed.), *From Perception to Meaning—Image Schemas in Cognitive Linguistics*, Mouton de Gruyter, 2005: 35-55. MASTERCOPY AVAILABLE.

Other relevant literature:

Gilles Fauconnier & Mark Turner: "Conceptual integration networks", *Cognitive Science* (22-2), 1998: 133-187. Web-version: <http://markturner.org/cin.web/cin.html>

Danish version in Bundgård et al., *Kognitiv Semiotik*, Haase & Søn, 2003, chapter 14.

October 25:

MARK JOHNSON ON IMAGE SCHEMAS

Mark Johnson: *The Body in the Mind*, Chicago University Press, chapters 2 & 4-5.

November 8:

IMAGE SCHEMAS EXTENDED

Jean Mandler: "How to build a baby II", *Psychological Review* (99), 1992: 587-604.

Jean Mandler, "How to build a baby III". In Beate Hampe (ed.), *From Perception to Meaning—Image Schemas in Cognitive Linguistics*, Mouton de Gruyter, 2005: 137-163. MASTERCOPY AVAILABLE.

November 22:

FRAME SEMANTICS

Charles Fillmore: "Frame Semantics" (article), 1982. MASTERCOPY AVAILABLE.

Other relevant literature:

Peer F. Bundgård, "Principles of linguistic composition below and beyond the clause", *Cognition and Pragmatics*. Web-version available on my homepage: <http://www.hum.au.dk/semiotics/docs2/faculty.html>

Miriam Petruck: "Frame semantics"

December 6:

FRAME SEMANTICS EXTENDED

(applied to Discourse Analysis)

George Lakoff & Sam Ferguson: "The framing of immigration".

Luntz, Maslansky Strategic Research: *Framing of immigration* (a document)

George Lakoff: "A cognitive scientist looks at Daubert", *American Journal of Public Health* (95-S1), Supplement 1, 2005: S114-S120.

George Lakoff: "Metaphor and war".

December 20:

IMAGE SCHEMAS AND SPATIAL RELATIONS IN PERCEPTION AND LANGUAGE

Len Talmy: "How language structures space", *Toward a Cognitive Semantics*, 2000, chapter 3. MASTERCOPY AVAILABLE.

Len Talmy: "The fundamental system of spatial schemas in language". In Beate Hampe (ed.), *From Perception to Meaning—Image Schemas in Cognitive Linguistics*, Mouton de Gruyter, 2005: 199-234. MASTERCOPY AVAILABLE.

Other relevant literature:

Ellen Dodge & George Lakoff: "Image schemas: From linguistic analysis to neural grounding". In Beate Hampe (ed.), *From Perception to Meaning—Image Schemas in Cognitive Linguistics*, Mouton de Gruyter, 2005: 57-91. MASTERCOPY AVAILABLE.

Lawrence W. Barsalou, "Perceptual symbol systems", *Behavioral and Brain Sciences* (22), 1999: 577-660.

INDISPENSABLE LITERATURE:

George Lakoff & Mark Johnson, *Metaphors We Live By*, The University of Chicago Press, 1980

George Lakoff & Mark Johnson, *Philosophy in the Flesh*, Basic Books, 1999.

Mark Johnson, *The Body in the Mind*, The University of Chicago Press, 1987.

HIGHLY RECOMMENDED:

Andrew Ortony (ed.), *Metaphor and Thought*, Cambridge University Press.

George Lakoff, *Women Fire and Dangerous Things*, The University of Chicago Press, 1987.

F. Ungerer & H.J. Schmid: *An Introduction to Cognitive Linguistics*, Longman.

Peer Bundgård et al. (eds.), *Kognitiv Semiotik*, Haase & Søn, 2003.

The Means of Meaning Construction in Art

Peer F. Bundgaard

Thursdays in seminar weeks, 12:00-14:00
Building 1.467, room 415

There are as many divergent conceptions of and opinions about art as there are cheeses in France, that is to say: somewhere between a lot and too many. There is, however, a level on which art can be approached independently of all highbrow metaphysical considerations about its ultimate purpose and deepest sense.

Moreover this level constitutes an indispensable stage of analysis for anyone claiming anything about a specific work of art. We will call this level the semiotic level. The point is the following: whenever we consider a work of art, we experience it as making sense in some respect (it's about this and that, it is sad or joyful, it expresses the fragility of human existence, it's ironical etc.); our task in Academia, but also in everyday life, is to motivate our judgments and impressions; in the case of aesthetic experience, it is therefore important to show exactly how the kind of meaning we think the artwork expresses is concretely inscribed in the object. This course will introduce to some important and pervasive means of meaning construction in art and try to establish the link between perceptual meaningfulness and aesthetic meaningfulness. We will pay special attention to composition and thus gestalt structure.

Syllabus will be available on the Center for Semiotic web site.

NB: As a rule, the texts will be available either as master copies or on First Class, folder: Cognitive Aesthetics.

September 14:

INTRODUCTION TO THE COURSE

September 28:

ELEMENTS OF GESTALT THEORY

Barry Smith: "Gestalt Theory: an essay in philosophy". In B. Smith (ed.), *Foundations of Gestalt Theory*, Philosophia Verlag, 1988: 11-80.

Max Wertheimer, "Laws of organization in perception" (1923): available on this site: <http://psychclassics.yorku.ca/Wertheimer/Forms/forms.htm>

Related literature:

Peer F. Bundgaard, "Presentation and representation in art"; available on my web-site: <http://www.hum.au.dk/semiotics/docs2/faculty.html>

October 12:

RUDOLDF ARNHEIM: PERCEPTION AND AESTHETIC EXPERIENCE I

Rudolf Arnheim, Chapter "Shape" & "Dynamics", in *Art and Visual Perception*, University of California Press, 1974.
MASTERCOPY AVAILABLE.

October 26:

RUDOLD ARNHEIM: PERCEPTION AND AESTHETIC EXPERIENCE II

Rudolf Arnheim, Chapters 2-3 ("The Intelligence of Perception I/II), in *Visual Thinking*, University of California Press, 1969.
MASTERCOPY AVAILABLE.

November 9:

A NEUROBIOLOGICAL APPROACH TO THE ESSENCE OF AESTHETIC EXPERIENCE

Ramashandran & Hirstein: "The Science of Art", *Journal of Consciousness Studies* (6/6-7), 1999.

November 23:

VISUAL PROCESSING OF PARTS AND WHOLE

Excerpts from Donald D. Hoffman, *Visual Intelligence*, Norton, 1998. MASTERCOPY AVAILABLE.

Donald D. Hoffman, "The saliency of parts"

December 7:

SYMMETRY AND ASYMMETRY IN ART

Michael Leyton, "Chapter 8" in *Symmetry, Causality, Mind*, MIT PRESS. MASTERCOPY AVAILABLE.

Michael Leyton: excerpts from *The Structure of Paintings*. MASTERCOPY AVAILABLE.

December 21:

SUMMING UP

Recommended literature:

Rudolf Arnheim, *Art and Visual Perception*, University of California Press, 1974.

D.D. Hoffman, *Visual Intelligence*, Norton, 1998.

Peer F. Bundgård, *Kunst — Semiotiske beskrivelser af æstetisk betydning og oplevelse*.

SEMINAR

Mind & Cognition

Svend Østergaard

Thursdays in seminar weeks, 14:00-16:00

Building 1.467, room 415

This course deals with social cognition. Using Michael Tomasello: *The cultural origins of human cognition*, we want to answer the following question: what sorts of cognitive capacities are necessary in order to develop a social organization as we know it today? The main assumption in the course is that social organization and language are inseparable and we will therefore pursue the parallel problem: what sorts of cognitive capacities are necessary in order to evolve language?

Finally, once language is developed we want to discuss its impact on cognition. Besides Tomasello, we will approach the problems from a more philosophical perspective. The main reference is in that regard John R. Searle: *The Construction of Social Reality*.

Practical Exercises

Peer F. Bundgård & Svend Østergaard

Wednesdays in seminar weeks, 14:00-16:00

Building 1.453, room 229

In the practical exercises the students will have to prepare small papers on topics discussed in the courses Cognition and Semiotics and Cognitive Linguistics and make textual analyses applying methods and concepts from the same courses.

SEMINAR

The Dynamics of Form

Peer Bundgård & Svend Østergaard

Fridays in seminar weeks, 10:00 - 12:00.

Building 1.467, room 415

This seminar is an introduction to cognitive theories that investigate the dynamical-interactive nature of meaning structures. Such an approach is twofold by essence. On the one hand, it aims at determining the emergence of meaning structures in and through human beings' perceptual interaction with the natural world of forms, processes and events and social interaction with each other. On the other hand, it also considers and attempts to model the dynamics of cognitive processing itself, i.e. how the cognitive system performs meaning construction (at different levels form, say, the lowest neural level of sense data-processing to higher order intentional, attentional and propositional levels).

We will read and comment on scholars who, in different ways, have come to grips with this issue, among which: René Thom, Jean Petitot, different Gestalt-theoreticians (Koffka, Köhler, Kanizsa), Terrence Deacon, Michael Tomasello.

Student Symposia

Organized by the students

Fridays in seminar weeks, 13:00 - 15:00.

Building 1.467, room 415

The Student Symposia offer the students the opportunity to present their current research interests within the diverse field of Cognitive Semiotics and hereby try themselves on an oral presentation among fellow students. With issues ranging from Cognitive Semantics, Musicology and Interface Design to Cognitive Psychology, Neurolinguistics and Neuroaesthetics, the Student Symposia always give rise to fruitful discussions triggered by the application of theory to real-life phenomena. Through open discussions, the students are allowed to share their research interests, readjust their focus and, most importantly, develop new ideas for future papers.

Guest Lectures

Thursdays, Sep. 14; Oct. 12, Nov. 9 & Dec. 7, 16:00 - 18:00.

Building 1.467, room 415

In this series of guest lectures we present researchers working with problems related to cognition and especially neuro-cognition. Frederik Stjernfelt's presentation will be on general cognition. Mikkel Wallentin and Kristian Tylén will present experimental designs that can tell us about how the brain solve different cognitive task, and show how brain research can help us to make better theories and models of human cognition.

Sep. 14:

Frederik Stjernfelt, professor, Learning Lab Denmark, Copenhagen

Oct. 12:

Kristian Tylén, PhD student, SDU, Odense

Nov. 9:

Mikkel Wallentin, Post Doc, CfIN, Aarhus

Dec. 7:

to be announced

SEMINAR CALENDAR · FALL 2006

SEPTEMBER

Tuesday 12	12-14: Cognitive Linguistics		
Wednesday 13	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 14	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	16-18: Guest Lecture
Friday 15	10-12: The Dynamics of Form	13-15: Student Symposium	
Tuesday 26	12-14: Cognitive Linguistics		
Wednesday 27	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 28	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	
Friday 29	10-12: The Dynamics of Form	13-15: Student Symposium	

OCTOBER

Tuesday 10	12-14: Cognitive Linguistics		
Wednesday 11	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 12	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	16-18: Guest Lecture
Friday 13	10-12: The Dynamics of Form	13-15: Student Symposium	
Tuesday 24	12-14: Cognitive Linguistics		
Wednesday 25	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 26	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	
Friday 27	10-12: The Dynamics of Form	13-15: Student Symposium	

NOVEMBER

Tuesday 7	12-14: Cognitive Linguistics		
Wednesday 8	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 9	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	16-18: Guest Lecture
Friday 10	10-12: The Dynamics of Form	13-15: Student Symposium	
Tuesday 21	12-14: Cognitive Linguistics		
Wednesday 22	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 23	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	
Friday 24	10-12: The Dynamics of Form	13-15: Student Symposium	

DECEMBER

Tuesday 5	12-14: Cognitive Linguistics		
Wednesday 6	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 7	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	16-18: Guest Lecture
Friday 8	10-12: The Dynamics of Form	13-15: Student Symposium	
Tuesday 19	12-14: Cognitive Linguistics		
Wednesday 20	12-14: Cognition and Semiotics	14-16: Practical Exercises	
Thursday 21	12-14: Cognitive Aesthetics	14-16: Mind & Cognition	
Friday 22	10-12: The Dynamics of Form	13-15: Student Symposium	

Center for Semiotics

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