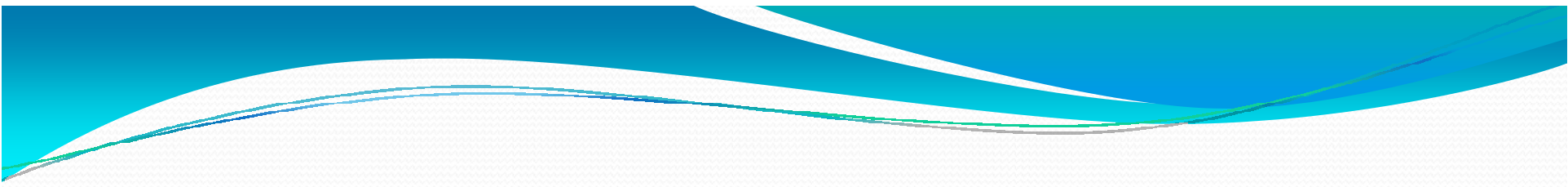


The central question

How are culture, cognition and language related?



We try to address this issue from the perspective of
cognitive linguistics



Let's clear a few things first, before
getting into the middle of nowhere called
cognitive linguistics, *and its attempt to
say few things about culture and , hold
your breath, Cognition.*



What is **cognition**? It is a term referring to mental processes involved in gaining knowledge, involving...

- *Attention*
- *Perception*
- *Memory*
- *Knowledge representation: Concepts and Categories*
- *Schematization (cultural conceptualization)*
- *Problem solving*
- *Reasoning*
- *Decision making*
- *language*



what is mind?

- What faculties make up the mind?

Mind is not unitary, from the beginning of study of mind, it has been understood to be composed of parts/aspects, which are called faculties of mind.

Reason-thought-thinking; Morality; Emotion; willing-volition

and

LANGUAGE !!!!!!!



How are these aspects governed?

- Unified theory of cognition: mind has a global structure
- Modularity of cognition: the mind has modules each governed by a different set of cognitive processes.



Reality and its relation to mind

- Most part of *Knowledge* refers to *reality*
- *Reality* refers to the idea of the world
- Does the world come in structured or un structured form?



Mind



Reality

- ❖ reality is structured: reality exists already structured independent of human mind, the mind merely reflects reality.
- ❖ Reality is unstructured: reality is a mass that gains structure through the cognitive processes of the human mind.



Mind and body

What is the relationship between mind and body?

- ❖ Transcendent mind: the mind is independent of the body, and is abstract and goes way beyond the body
- ❖ Mind is based on the body ---embodiment..embodied cognition



Language


The dominant schools:

- I. language is best understood as a structured set of forms and manipulation of abstract symbols, analogous to computers.
 - II. predominantly a process devoted to conceptualization and communication of meaning.
- What is unique about language?
 - Language is the real time perception and production of a temporal sequence of discrete, structured symbolic units
 - This particular configuration of the cognitive abilities
 - But,
 - Not the component cognitive skills



Language and cognition: backstage mechanisms

- ❖ Meaning construction and its dynamics--- intensive study of cognition that lies behind language use and goes far beyond it, but which language reflects.
- ❖ Language is only the tip of the iceberg that is cognition
- ❖ Any language activity draws unconsciously on vast cognitive resources like referring to innumerable models, set up multiple connections, co ordinate large arrays of information, engage in creative mappings, transfers and elaborations.

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- ❖ Backstage cognition includes viewpoints and reference points, figure-ground/ profile-base/landmark-trajector organization, metaphorical, analogical and other mappings, framing, conceptual blending, fictive motion, metonymy so on and so forth.
 - ❖ Brevity of linguistic form and wealth of corresponding meaning construction
 - ❖ Backstage cognition operates uniformly at all levels of linguistic structure—frames, schemas, figure/ground and view point organization operates from word level to sentence level and even at semantic level.
 - ❖ Framing, prototype structures, pragmatic functions etc which are part of meaning generation are also part of other cognitive operations



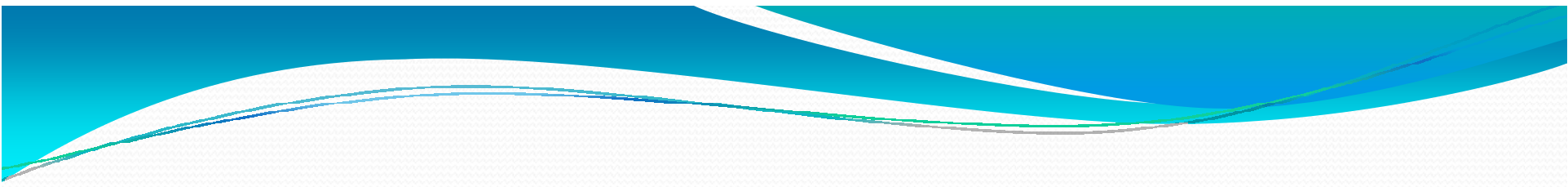
Cognitive linguistics

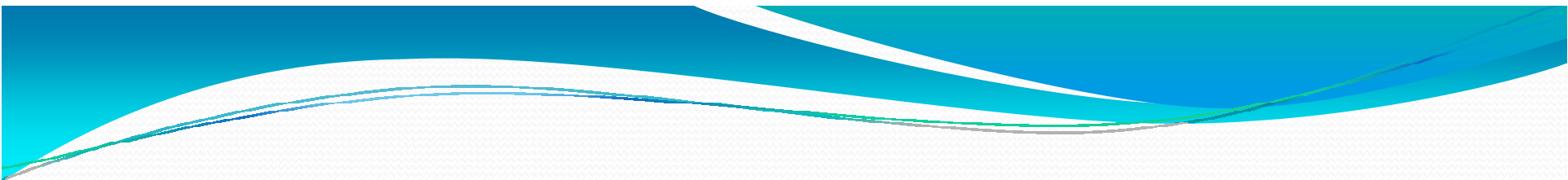
- A relatively new field of linguistics
- Initiated a flood of work relating language to cognition
- Syntactic validity of utterances could not be judged without referring to non linguistic concepts
- Description of linguistic structures needs to take into account aspects of general cognition like how meaning is construed etc.



Cognitive linguistics

- Cognitive Linguistics relates language to conceptualization and human experience. Meaning is said to reside in conceptualization, and grammar is not seen as autonomous
- Takes meaning as the central issue in language study
- Offers a unified account of meaning in language
- And can give meaningful account of meaning in wide variety of social and cultural phenomena
- This account of meaning is based and dependent on the cognitive capacities of human species, that is independent of linguistic abilities

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- There is no objective, disembodied truth, and consequently the world is not objectively reflected in language. Language is much more than just a mirror, it describes our individual and collective experiences of the world. Conceptual and linguistic universals arise from the fact that we have similar bodies and brains, that we inhabit similar environments and that we communicate with each other

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- Human conceptual categories, the meaning of words and sentences and the meaning of linguistic structures at any level, are not a set of universal abstract features. They are motivated and grounded more or less directly in experience, in our bodily, physical, social and cultural experiences.
 - Cognitive processing plays an important role in this model, and basic cognitive abilities such as viewing, distancing and scanning are incorporated into the theory.