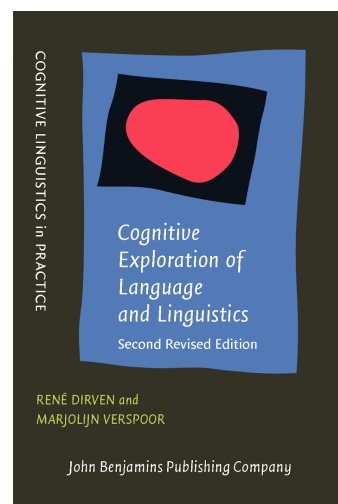# Introduction

What is a Text?

Text Linguistics

"The spoken or written evocation of an event or series of events."

(Dirven & Verspoor, *Cognitive Exploration of Language and Linguistics,* p.193)

COGNITIVE LINGUISTICS in PRACTICE

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Second Revised Edition

RENÉ DIRVEN and
MARJOLIJN VERSPOOR

John Benjamins Publishing Company

Dirven, R. & Verspoor, M. (2004). "Cognitive Exploration of Language and Linguistics". John Benjamins Publishing. Retrieved from
https://books.google.ca/books?id=OM58J4nQJaYC

What is a Text?

texere = 'to weave'

text = utterances into a perceived whole

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text = utterances coherently woven into a perceived whole

excluding

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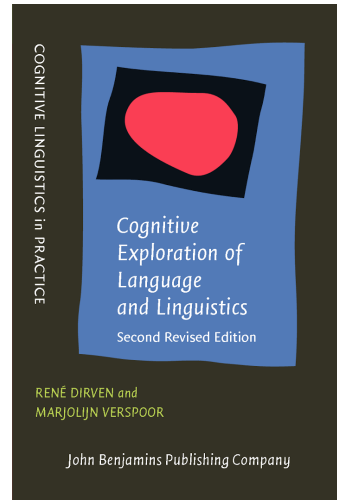- *non*verbal elements (gesture, "body language", clothing, …)

i.e., intonation, rhythm, gesture, and "body language" are excluded from the notion of text

Looking Beyond the Text

"In written communication, the text is almost all there is."

(Dirven & Verspoor, *Cognitive Exploration of Language and Linguistics,* p.194)

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Hand: Noedelhap/iStock/Thinkstock; Couple: Baluchis/iStock/Thinkstock
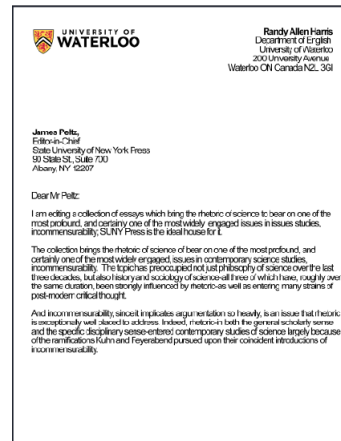
Looking Beyond the Text

Missing the typographical boat

There are all kinds of paratextual elements that condition how a text is received
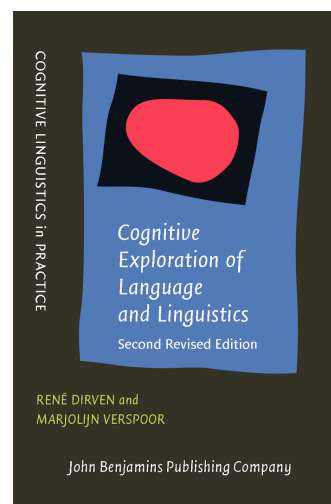
- Typeface
- Weight
- Space
- Proximity
- Shape
- Size
- Colour
- Medium

Letter: University of Waterloo

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