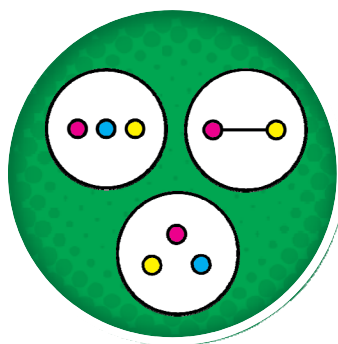


# Iconicity

## Introduction



Sequential order

Distance

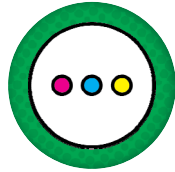
Quantity

Reduplication

Tendency to inherit meaning through a relationship of resemblance.

Icons: University of Waterloo

## Principle of Sequential Order



Unless marked, the order of words (by default) mirrors the order of events.

'He kicked sand in my face, and I got mad.'

'I got mad and he kicked sand in my face.'

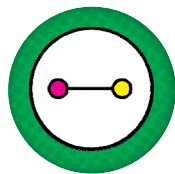
'Before I got mad, he kicked sand in my face.'

'I got mad after he kicked sand in my face.'

} proximity (cause and effect)

Icon: University of Waterloo

## Principle of Distance



Linguistic distance (proximity) tends to mirror conceptual distance.

'I made him leave the beach.'

'I asked him to leave the beach.'

'I wished that he would leave the beach.'

**Strong**

causal  
linkage

**Weak**

'She kissed me.'

'She gave me a kiss.'

'She gave a kiss to me.'

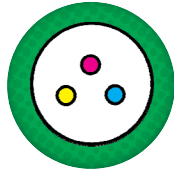
**Strong**

causal  
linkage

**Weak**

Icon: University of Waterloo

## Principle of Quantity



Length of utterance correlates with (speaker's perception of) quantity of concept.

'Dinosaurs lived a l o o o n g time ago.'

'Dinosaurs lived a long, long, long, ... time ago.'

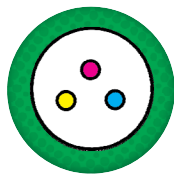
Lawyerese

- Long words
- Long sentences
- Broad gestures



Icon: University of Waterloo; Oriana with dinosaurs: Randy Harris

## Principle of Quantity



### Reduplication

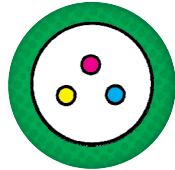
Japanese

**Hito** 'person'

**Hitobito** 'group of people'

Icon: University of Waterloo

## Principle of Quantity



### Conceptual Reduplication

Trinidad and Tobago

[jeswij] - Emphatic confirmation, agreement; interjective intensifier

- Yes-we?
- Yes-whee?
- Yes-oui!


Icon: University of Waterloo

## Quantity or Distance?

Politeness

'No smoking.'

'Please, don't smoke.'

'Would you mind not smoking?' 

'I would appreciate it if you wouldn't smoke.'

'Customers are requested to refrain from smoking if they can.'



Sign: etraveler/iStock/Thinkstock; Hand: Noedelhap/iStock/Thinkstock