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The book offers a completely new view of language and of languages such as Russian, Chinese, Bulgarian, Georgian, Danish and English by dividing them into three supertypes on the basis of a step-by-step examination of their relationship to perception and cognition, their representation of situations and their use in oral and written discourse. The dynamic processing of visual stimuli involves three stages: input (experience), intake (understanding) and outcome (a combination). The very choice among three modalities of existence gives a language a certain voice -- either the voice of reality based on situations, the speaker's voice involving experiences or the hearer's voice grounded on information. This makes grammar a prime index: all symbols are static and impotent and need a vehicle, i.e. grammar, which can bring them to the proper point of reference. Language is shown to be a living organism with a determinant category, aspect, mood or tense, which conquers territory from other potential competitors trying to create harmony between verbal and nominal categories. It is demonstrated that the communication processes are different in the three supertypes, although in all three cases the speaker must choose between a public and a private voice before the grammar is put into use.

This book provides an extensive overview and analysis of current work on semiotics that is being pursued globally in the areas of literature, the visual arts, cultural studies, media, the humanities, natural sciences and social sciences. Semiotics—also known as structuralism—is one of the major theoretical movements of the 20th century and its influence as a way to conduct analyses of cultural products and human practices has been immense. This is a comprehensive volume that brings together many otherwise fragmented academic disciplines and currents, uniting them in the framework of semiotics. Addressing a longstanding need, it provides a global perspective on recent and ongoing semiotic research across a broad range of disciplines. The handbook is intended for all researchers interested in applying semiotics as a critical lens for inquiry across diverse disciplines.

Bringing together contributions from a group of prominent researchers, within a cognitive-linguistic framework, this volume sheds light on linguistic structures and usages characteristic of the Chinese language, including noun-verb inclusion, the conceptual spatialization of actions, existential constructions, conceptual structures and coherence, idioms and metaphors, language acquisition of caused motion, etc. The contributions are committed to the principle of "converging evidence" that has been advocated in Cognitive Linguistics since its inception. Some studies in this volume combine introspective methods with theoretical analysis, while others rely on corpus-based, experimental and neuroscientific methods. Featuring diverse topics and multiple methods, this collection will be useful to readers who are interested in the grammatical and conceptual structure of Chinese, as well as in the state-of-the-art of Cognitive Linguistics in China.

Notions of home are of increasing concern to persons who are interested in the unfolding narratives of inhabitation, displacement and dislocation, and exile. Home is viewed as a multidimensional theoretical concept that can have contradictory meanings; homes may be understood as spaces as well as places, and be associated with feelings, practices, and active states of being and moving in the world. In this book, we offer a window into the distinct ways that home is theorized and conceptualized across disciplines. The essays in this volume pose and answer the following critical and communicative questions about home: 1) How do people “speak” and “story” home in their everyday lives? And why? 2) Why and how is home—as a material presence, as a sense and feeling, or as an absence—central to our notion of who we are, or who we want to become as individuals, and in relation to others? 3) What is the theoretical purchase in making home as a “unit of analysis” in our fields of study? This collection engages home from diverse contexts and disparate philosophical underpinnings; at the same time the essays converse with each other by centering their foci on the relationship between home, place, identity, and exile. Home—how we experience it and what it that says about the “selves” we come to occupy—is an exigent question of our contemporary moment. *Place, Identity, Exile: Storying Home Spaces* delivers timely and critical perspectives on these important questions.

This book presents an interpretation of pharmaceutical, surgical and psychotherapeutic interventions based on a univalent metalanguage: biosemiotics. It proposes that a metalanguage for the physical, mental, social, and cultural aspects of health and medicine could bring all parts and aspects of human life together and thus shape a picture of the human being as a whole, made up from the heterogeneous images of the vast variety of sciences and technologies in medicine discourse. The book adopts a biosemiotics clinical model of thinking because, similar to the ancient principle of alchemy, *tam ethice quam physice*, everything in this model is physical as much as it is mental. Signs in the forms of vibrations, molecules, cells, words, images, reflections and rites conform cultural, mental, physical, and social phenomena. The book decodes healing, dealing with health, illness and therapy by emphasizing the first-person experience as well as objective events. It allows readers to follow the energy-information flows through and between embodied minds and to see how they form physiological functions such as our emotions and narratives.

Presenting original, detailed studies of keywords of Danish, this book breaks new ground for the study of language and cultural values. Based on evidence from the semantic categories of everyday language, such as the Danish concept of *hygge* (roughly meaning, ‘pleasant togetherness’), the book provides an integrative socio-cognitive framework for studying and understanding language-particular universes. It is argued that the worlds we live in are not linguistically and conceptually neutral, but rather that speakers who live by Danish concepts are likely to pay attention to their world in ways suggested by central Danish keywords and lexical grids. By means of a sophisticated semantic methodology, the author accounts for the meanings of even highly culture-specific and untranslatable linguistic concepts. The book offers new tools for comparative research into the diversity of semantic and cultural systems in contemporary Europe. Additionally, it contributes to the emerging discipline of cultural semantics, and to the ongoing debates of linguistic diversity, metalanguage, and the use of linguistic evidence in studies of culture and social cognition.

This book considers how language users express and understand literal and metaphorical spatial meaning not only in language but also through gesture and pointing. Researchers explore the ways in which theoretical developments in language and cognition, new empirical techniques, and new computational facilities have led to a greater understanding of the relationship between physical space and mental space as expressed in human communication.

This book examines the issues surrounding the problematic perpetuation of dominant sign systems through the framework of ‘semioethics’. Semioethics is concerned with using semiotics as a powerful tool to critique the status quo and move beyond the reproduction of the dominant order of communication. The aim is to present semioethics as a method to engage semiotics in an active rethink of our ability as humans to affect change.

This book offers an innovative, unified theoretical model for better understanding the processes underpinning naming and framing and the power that words exert over human minds. The volume integrates theoretical paradigms and empirical insights from across a broad array of research disciplines, several of which have not been combined before, and uses this foundation as a point of departure for introducing its four-layered model of distinct but connected levels of analysis. Bringing together insights from cognitive linguistics and psycholinguistics together with multimodal perspectives, Smith establishes new cross-disciplinary links, further integrating work from neighbouring fields such as marketing, health communication, and political communication, that indicate paths for future research and implications for communicative ethics. This book will be of particular interest to students and scholars in multimodality, communication, semiotics, cognitive psychology, and linguistics, as well as those in related disciplines such as marketing, political communication, and health communication.

This book critically analyses the important role of radio in public life in post-apartheid South Africa. As the most widespread and popular form of communication in the country, radio occupies an essential space in the deliberation and the construction of public opinion in South Africa. From just a few state-controlled stations during the apartheid era, there are now more than 100 radio stations, reaching vast swathes of the population and providing an important space for citizens to air their views and take part in significant socio-economic and political issues of the country. The

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various contributors to this book demonstrate that whilst print and television media often serve elite interests and audiences, the low cost and flexibility of radio has helped it to create a 'common' space for national dialogue and deliberation. The book also investigates the ways in which digital technologies have enhanced the consumption of radio and produced a sense of imagined community for citizens, including those in marginalised communities and rural areas. This book will be of interest to researchers with an interest in media, politics and culture in South Africa specifically, as well as those with an interest in broadcast media more generally.

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