

Między słowem a obrazem



obrazowanie w komunikacji

Pod redakcją

Justyny Winiarskiej

Anety Załazińskiej

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Abstracts

Aneta Załazińska, Justyna Winiarska

Cognitive and Anthropological Determinants of Language in the Light of Contemporary Research Approaches

The article sets language in the context of its biological determinants regarding at the same time role of culture in the development of human communication. It is shown how language became audio-visual hybrid, inextricably connected with seeing and viewing. Contemporary linguistic theories take into account both biological and cultural roots of language. The differences and similarities of such approaches are shown on the examples of cognitive linguistics and research concerned with the linguistic picture of the world.

Keywords: orality, literacy, visuality, anthropological linguistics, cognitive linguistics

Jolanta Antas, Izabela Kraśnicka-Wilk

Gestural Metonymy

The article deals with the issue of meanings expressed by gestures, taking into account the relationships that connect two figures of thought - metaphor and metonymy - whose presence in the gestures accompanying speech is discussed vividly in the literature on the subject. The authors assume that there is a close correlation between the word and the gesture in creating the semantics of an utterance, putting forward the thesis that the gestures accompanying metaphorical linguistic expressions refer to a metonymic basis, i.e. they visually point to the bodily-manual experiential sources of verbal metaphors. The research material used in the analysis are political television programs, as well as entertainment and educational programs. On selected examples, the authors show that as a result of the cooperation of two semiotic modes, i.e. the verbal metaphor and the gestures

that accompany it, the process of de-metaphorizing the word takes place because it is in the gesture that the metonymic source of the metaphorical linguistic expression is depicted, which disambiguates the interpretation of the statement.

Keywords: metaphor, metonymy, gestures, semiotic modes

Jerzy Bartmiński

On Semantic (A)symmetry of Sight and Hearing

The author points out that although seeing and hearing are commonly perceived as equally important activities, and the lexical and semantic fields relating to sight and hearing, eye and ear, seeing and looking at, are largely symmetrical, at the same time 1/ more information about the world is acquired through the visual canal than through the auditory one, 2/ the quality of information transmitted through the visual and auditory routes is different. This is because the verbs of seeing combine sensory meanings (to see: 'to perceive visual impressions') with mental (to see: 'to understand, imagine') and psycho-social ones (to see: 'to evaluate'), and the verbs of hearing integrate sensory meanings (to hear: 'to perceive sound impressions') with ethics (to listen to someone: 'to act as someone wishes, according to the rules imposed'). This relationship between *śluchanie* ('listening') – and, respectively, preaching and speaking – and the sphere of ethics is linguistically established, for example in the etymology of such Polish words as *słowo* ('word'), *śluchać* ('listen'), *posłuszny* ('obedient'), *śluszy* ('right, correct'), *śluszenie* ('right, correctly') or *śluszość* ('right, righteousness'), and it has also been confirmed for centuries by the most important cultural texts of our civilization (the Bible).

Keywords: linguistic symmetry and asymmetry of sight and hearing; seeing as the transmission of knowledge about the outside world; listening as transmission of (internal) ethical principles

Anna Chudzik

The Image of Politics as a Game in Internet Memes

The article focuses on the image of politics in internet memes as a ludic form of communication. Its main goal is to present the image of politics dominating in memes as different types of games (*mimicry*, *agon*, *ilinx*) and to discuss the elements that build this image. The author discusses theoretical issues of the internet meme as a genre, mediatization as a process of shaping information about public life (including politics) today, and ludicity as a dominant function in contemporary new media broadcasts. The author then examines the elements of the

image of politics as a meme-game, illustrating the analysis with selected examples. The article concludes with a summary of possible consequences of the popularisation of perceiving and thinking about politics through memes.

Keywords: meme, ludicity, game, politics, new media

Dorota Korwin-Piotrowska

The Linguistic Image of Emotions, Cognitive Readiness and Eutoric

The article consists of three parts. The first one reflects on the “linguistic image of emotions” in relation to the “linguistic image of the world” and the “cultural image of the world”. The context is the psychological, sociological and anthropological perspective related to emotions. The second part is devoted to emotions in rhetoric and eristic, which is the background for the last part, which deals with eutoric. Eutoric is a branch of rhetoric dealing with good speech and dialogue, based on cooperation and mutual care and conducted in the spirit of responsibility for the other person and the course of the conversation. These eutoric strategies and the linguistic image of caring confirm that care is a principle emotion connected with good conversations.

Keywords: emotions, eutoric, linguistic image of emotions, linguistic image of the world, rhetoric

Małgorzata Lisowska-Magdziarz

Read in Layers! A Multimodal Analysis of the Media Imagery

In the world of interactive media, the covers of the printed press have extended their marketing, communicative, ideological and identification roles. There is a peculiar cover war raging in the media market. Illustrated magazines compete in covers, particularly when some sensational news appears or a controversial issue resurfaces to public attention. For a semiologist, a cover is a paradigmatic example of multimodal communication; it is, therefore, proper material for testing theories and perfecting analytical tools. This paper is devoted to the analysis of the communication strategies used on the covers, using the integrated, diversified semiotic resources, inter-textual implicatures, and narrative formulas. These strategies serve in steering the processes of perception, understanding and interpretation of covers. Depending on needs, they give saliency to referential, explicit, implicit, or symptomatic interpretations.

Keywords: visual communication, illustrated magazine, methodology, cover, semiology, multimodality

Andrzej Pawelec

Imagery and the Nature of Language: Iconicity and Mimesis. Some Reflections on the Debate between Karl Bühler and Heinz Werner

A historical debate between two outstanding German psychologists – Karl Bühler and Heinz Werner – serves as the point of departure for my discussion of iconicity and its role in language. Against Bühler's position, I argue that iconic motivation is indispensable not only in language genesis since iconicity also plays an important role in shaping the „symbolic field”. Against Werner's position, I claim that a live connection between symbolic vehicles and physiognomic perception of entities – in other words, an awareness of iconic motivation in language use – is not necessary. This debate is placed in a contemporary context of research on the evolution of language, especially the notion of „mimesis” as developed by Merlin Donald.

Keywords: iconicity, Karl Bühler, Heinz Werner, mimesis, Merlin Donald

Katarzyna Skowronek

Visual Representations of Contemporary Science. An Analysis of the Covers of Popular Science Books in Astronomy, Astrophysics and Cosmology

The purpose of this article is to describe and interpret visual representations of science on the covers of popular science books in the fields of astronomy, astrophysics and cosmology. A visual analysis has shown that the popular iconosphere of these sciences selectively uses various iconographic, scientific, para-scientific and everyday traditions as well as secular and religious themes. The visual themes present on the covers draw on the ideas and concepts that function in European culture, such as the beauty and order of the universe, and the relationship between man and the universe. Many of them are intertextual in nature, are quotations from ancient cosmic iconography or refer to contemporary photos taken with astronomical telescopes. Elements of old and modern ideas about the universe are reinterpreted and synthesized in a new, popularizing and pop-cultural context.

Keywords: scientific visual culture, popular science discourse, visual analysis, *imago mundi*, anthropologization of the universe

Oddajemy w Państwa ręce tom *Między słowem a obrazem*: trzeci z serii *Obrazowanie w komunikacji*. Składające się nań teksty dążą do uchwycenia różnych aspektów zjawisk komunikacyjnych, pokazując ich wielowymiarowość – czy to w sensie wielomodalności komunikacji, czy to w sensie osadzenia języka w percepcyjnym: wzrokowym i słuchowym doświadczeniu. Przeplatające się perspektywy badawcze językoznawstwa kognitywnego oraz lingwistyki antropologicznej pozwalają na ogląd fascynujących zjawisk, jakimi są język i komunikacja z różnych punktów widzenia.

Justyna Winiarska i Aneta Załazińska

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