



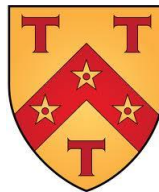
**CENTRE FOR EAST EUROPEAN
LANGUAGE BASED AREA STUDIES**
UCL School of Slavonic and East European Studies
Gower Street
London WC1E 6BT

CEELBAS WORKSHOP

School of Interdisciplinary Area Studies, University of Oxford

27-28 September 2013

**Languages, Media and Politics:
Cognitive Linguistic Methods in Discourse Analysis**



St Anthony's College, Dahrendorf Room



Social Sciences
Doctoral Training Centre

CEELBAS is an inter-university partnership of **UCL**, the universities of **Bath**, **Birmingham**, **Cambridge**, **Kent**, **Manchester**, **Oxford**, **Sheffield** and **Warwick**, and **SOAS** University of London.

CEELBAS was established as part of the UK Funding Councils' (HEFCE, ESRC, AHRC, SFC) Language-Based Area Studies (LBAS) Initiative 2006-2011 and has since received development funding from the AHRC and the British Academy.



Arts & Humanities
Research Council



Workshop Organiser

Dr Anna Pleshakova (University of Oxford, UK)

Workshop Co-organiser

Ms Ariadna Tsenina (University of Oxford)

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OVERVIEW

The workshop focuses on the application of innovative linguistic methods (qualitative and quantitative: cognitive, computational and corpus) to media and political discourse analysis. The aim is to develop the research methods skills of research students and early-career scholars at Oxford and other CEELBAS universities (www.ceelbas.ac.uk), particularly those who are using discourse analysis for interdisciplinary research, both within the social sciences or the humanities and crossing the boundaries between the social sciences and the humanities.

Although this workshop is primarily aimed at Russian and East European Area Studies researchers, it also benefits students from other social sciences and humanities programmes. The research methods introduced and discussed during the workshop will form a valuable part of the research skills 'tool kit' of every researcher engaged in discourse analysis and can easily be transferred and applied to work with discourses in any language area.

WORKSHOP PROGRAMME

Workshop Venue: St Anthony's College, Dahrendorf Room

Friday 27th September

9.00 – 10.00 Registration (Deakin Room), Coffee/tea (Fellows Dining Room)

Morning session:

10.00 – 10.30 Welcome and Introduction - Dr. Roy Allison, Chair of REES MC (University of Oxford) Dr. Anna Pleshakova (University of Oxford) and Ariadna Tsenina (University of Oxford)

10.30 – 11.30 Professor Paul Chilton (Lancaster University)

Depending on your Point of View: Spatial Cognition, Discourse and Geopolitics

11.30 – 12.30 Q&A and practical (hands-on) session

12.30 – 13.30 Lunch (Fellows Dining Room)

13.30 – 14.30 Dr. Chris Hart (Lancaster University)

Grammar, Mind and Ideology: Cognitive Linguistic Tools for Critical Discourse Research

14.30 – 15.30 Q&A and practical (hands-on) session

15.30 – 16.00 Coffee/tea break (Fellows Dining Room)

16.00 – 17.00 Dr. Gabriella Rundblad (King's College, London)

Framing the invisible: how absent words can speak louder than words

17.00 – 18.00 Q&A and practical (hands-on) session

18.00 – 19.00 Wine and Refreshments Reception (the Buttery)

19.00 – Dinner at Fellows Dining Room (for workshop speakers)

Saturday 28th September

Morning Session:

9.00 – 10.00 Dr Steven Clancy (Harvard University)

Visualization and Quantitative Analysis of Linguistic Data

10.00 – 11.00 Q&A and practical (hands-on) session

11.00-11.30 Coffee/tea break (Fellows Dining Room)

11.30 – 12.30 Professor Seana Coulson (University of California San Diego)

Constructing Conceptual Blending Analyses

12.30 – 13.30 Q&A and practical (hands-on) session

13.30 – 14.30 Lunch (Fellows Dining Room)

Afternoon Session:

14.30 – 15.30 Professor Mark Turner (Case Western Reserve University)

Fitting the Social World to the Human Mind, or, How Can Our Local Minds Have Such Vast Ideas?

15.30 – 16.30 Q&A and practical (hands-on) session

16.30 – 17.30 Round Table

Workshop Speakers: brief research profiles

Professor Paul Chilton (Lancaster University, UK)

Professor Chilton is a prominent scholar in the fields of political linguistics, critical discourse analysis, cognitive linguistics and social theory. He is the author of numerous scholarly publications – books and articles - and some journalistic ones, arising from historical currents and crises of the time: the division of Europe, nuclear weapons, racism. In the past few years Paul Chilton developed a theoretical model called Deictic Space Theory. His views on cognitive linguistics in critical discourse analysis are laid out in a forthcoming book: *Language and Critique: Rethinking Critical Discourse Analysis*, Cambridge University Press. For more information see: <http://www.ling.lancs.ac.uk/profiles/Paul-Chilton/>

Dr. Christopher Hart (Lancaster University, UK)

Dr. Hart is a renowned expert in the field of the cognitive linguistic approach to critical discourse analysis. He is currently using the cognitive linguistic approach to investigate discourse in media domains, specifically representations of violence in news reports of political protests. Other areas of his interest include cognitive pragmatics and corpus linguistics. For more information see: <http://www.hartcda.org.uk/>

Dr. Gabriella Rundblad (King's College, London, UK)

Dr. Rundblad is an Applied Linguist who works on the interface between language and cognition in a range of fields. I manage research projects and consult I also work with children and adults with/without language disorders, investigating their language and cognitive development. She is one of the leading scholars in cognitive discourse analysis, currently focusing on public health communication, media communication on health and consumer perceptions/behaviour in the UK, the US and Germany.

Dr. Steven Clancy (Harvard University, USA)

Dr. Clancy is one of the leading scholars in the field of Slavic cognitive linguistics and second-language acquisition. His research interests include cognitive linguistics and corpus linguistics. His primary languages of interest are Russian, Czech, and Polish. He is an expert in Slavic verbal semantics utilizing various quantitative methods, including Multidimensional Scaling (MDS) and quantitative corpus linguistics.

Professor Seana Coulson (University of California San Diego, USA).

Professor Coulson is a prominent scholar in the fields of cognitive linguistics and discourse analysis. Her main research interest is in meaning construction: how people deploy their cognitive resources in order to understand and interpret objects, activities, events, and natural language utterances. A lot of her work has concerned the implications of the theory of conceptual blending, also known as conceptual integration for a variety of issues related to language comprehension and discourse analysis, including their interaction with culture and ideology. For more information see: <http://www.cogsci.ucsd.edu/~coulson/>

Professor Mark Turner (Case Western Reserve University, USA).

Professor Turner is a prominent cognitive scientist, linguist and the author of numerous scholarly publications. Professor Turner's research focuses on the mental operations that make it possible for cognitively modern human beings to be so astoundingly creative as a species and to have such remarkable higher-order cognition. His research particularly emphasizes cognitively modern abilities for mapping and conceptual integration. Together with Gilles Fauconnier, Mark Turner developed the theory of Conceptual Blending - a general theory of cognition. The key concepts are laid out in their book - Fauconnier, G., M. Turner. 2002. *The Way We Think: Conceptual Blending and the Mind's Hidden Complexities*. New York: Basic Books. For more information see: <http://markturner.org/> and <http://markturner.org/blending.html>

ABSTRACTS OF WORKSHOP TALKS

Professor Paul Chilton

Depending on your Point of View: Spatial Cognition, Discourse and Geopolitics

This talk will begin with some introductory remarks about the cognitive turn in linguistics and discourse analysis, referring in particular to the key ideas of frame, metaphor, blending and perspective. However, the main focus will be on perspective (or point of view) – and on the approach that I am developing called Discourse Space Theory (a discourse-based variant of Deictic Space Theory). This is an analytical tool that depends on the notion of deixis and which can be theorised by using simple geometrical ideas of coordinates and their transformations. The general claim is that analysis of deixis and point of view provides a tool that is helpful in laying bare the ways in which discourse can manipulate conceptualisations of ‘self’ and ‘other’, producing cognitively real (though not necessarily permanent) changes in a reader’s or hearer’s view of the world.

I shall refer mainly to three examples. The first is the now historical example of the dysfunctional metaphor ‘common European house’, promoted by Mikhail Gorbachev c. 1990. The second, is a text by the economic historian Robert Skidelsky that demonstrates complex embeddings of perspective in a bipolar conceptualisation of Russia and the West. The third example is the recent op ed text in the NYT by Vladimir Putin, an example that shows manipulations of the deictic centre and an attempt to align conceptual perspectives.

Dr. Chris Hart

Grammar, Mind and Ideology: Cognitive Linguistic Tools for Critical Discourse Research

This talk will introduce a Cognitive Linguistic Approach to Critical Discourse Analysis (CDA) and illustrate the utility of Cognitive Grammar in particular as a tool for critical discourse research. We will start by outlining the key theoretical principles of Cognitive Grammar. We will then go on to discuss what Cognitive Grammar means for CDA theoretically and how it can be practically operationalized as a methodology in critical discourse research. We will explore all of this by way of a case study concerning media representations of political protests. During the talk, data will come from UK media representations of two major protests to have recently taken place in the UK. Students will then be invited to apply the same tools to analyse UK media representations of a number of recent, high profile protests in Russia. The aim is to consider how Cognitive Grammar can reveal ideological differences in text which might be indicative of wider conceptions of State and Citizen relations in alternative political contexts.

Dr. Gabriella Rundblad

Framing the invisible: how absent words can speak louder than words

Public health messages rely heavily on media exposure in order to reach its intended audience (which could be the general public as a whole, or a sub-group such as people with underlying health conditions), for example the “annual flu jab” campaigns. But media also play a pivotal role in communication around health science, though for that role they are commonly criticised, since the language and messages are seen as sensationalist, as in the MMR-debate in the UK.

This presentation will explore how conceptualisations around health are presented linguistically in media, whether for the public good or hype. Through discourse analysis, we can determine the rhetorical strategies favoured. In addition, by employing cognitive linguistic theories on frames and scripts, we can also track what is missing from the texts and how that potentially affects the reader.

Dr. Steven J. Clancy

Visualization and Quantitative Analysis of Linguistic Data

Потому что все оттенки смысла умное число передает.

Николай Гумилев

Because all shades of meaning are conveyed by the intelligent number.

Nikolai Gumilev

Statistical methods for visualizing and analyzing linguistic data through inputs from language corpora now provide linguists with rigorously defined methods for revealing structure in language in a way that closely matches the qualitative analyses of cognitive linguistics. Furthermore, quantitative methods allow one to tackle large-scale problems, insoluble by introspection alone, and provide a means of confirming and challenging previous analyses, while acknowledging their achievements and refining their conclusions. These approaches give teeth to the powerful insights of contemporary cognitive linguistic theory and find application among the many branches of linguistic enquiry.

In accord with the theme of the workshop, this session will focus on providing participants with an introduction to various visualization and computational tools that can be applied to questions of media, literature, and political discourse analysis for interdisciplinary research crossing the boundaries between social sciences and humanities. There are many compelling reasons for linguists to turn to more quantitative methods in their research, yet, as Gumilev notes in his poem, “Слово/The Word”, one can truly wonder about the limits of the Number amidst the power of the Word and the stretching of linguistics from philological and humanistic origins into a quantitative science.

Professor Seana Coulson

Constructing Conceptual Blending Analyses

Conceptual blending theory describes a set of principles for combining dynamic cognitive models in a network of mental spaces, or partitions of speakers' referential representations. Blending theory assumes many of the same claims as conceptual metaphor theory, such as the idea that metaphor is a conceptual as well as a linguistic phenomenon, and that it involves the systematic projection of language, imagery, and inferential structure between domains. Blending theory also reveals connections between the cognitive underpinnings of metaphor and a variety of other linguistic phenomena handled by mental space theory (conditionals, counterfactuals, metonymy, etc.), making it especially amenable to the characterization of rhetorical discourse broadly construed. In this workshop, I will introduce the basic concepts in conceptual blending theory and the way in which blending analyses proceed. I will demonstrate blending analyses of a small number of "visual" examples, including advertisements and political cartoons, as well demonstrating the application of conceptual blending theory to textual examples.

Professor Mark Turner

Fitting the Social World to the Human Mind, or, How Can Our Local Minds Have Such Vast Ideas?

Human thought is always a matter of local biological operations in local environments, but human beings are able to achieve vast ideas at grand scope, arching over time, space, causation, and agency. This is particularly noticeable in concepts in politics, economics, and law. We will explore the mental mechanisms for achieving vast ideas by looking at the way the mind compresses vast mental webs of ideas to tight, often highly inventive versions that help us manage and improve those vast mental webs, which would otherwise be intractable to thought. We will additionally look at the particular case of compressions of social concepts in broadcast network news.

Workshop Participants:

Jack Reilly, SSEES UCL
Iryna Clark, University of Manchester
Malgorzata Jakimow, University of Manchester
Ilya Yablokov, University of Manchester
Vsevolod Samokhvalov, University of Cambridge
Shirin Shafaie, SOAS University of London
Aleksandra Rychilcka, SSEES UCL
Floriana Fossato, SSEES UCL
Helen Carr, University of Oxford
Fee Tamm, SSEES UCL
Ali Lantukh, University of Oxford
Alexander Kalgin, University of Birmingham
Dario Brentin, SSEES UCL
Rahma Al Busafi, University of Birmingham
Sam Jansen, Research in Official Discourse on Russian State TV
Katerina Tertytchnaya, University of Oxford
Nina Kruglikova, University of Oxford
Gayle Lonergan, University of Oxford
Max Smeets, University of Oxford
Anna Alekseyeva, University of Oxford
Nikolay Nikolov, SSEES UCL
Cameron Westwood, University of Oxford
Evgenia Ivanova, University of Oxford
Johana Vamberska, University of Oxford
Verity Robins, University of Oxford
Sophie Gleizes, University of Oxford
Idriss Jebari, University of Oxford
Laura Hodsdon, University of Oxford
Rumena Filipova, University of Oxford
Tina Schivatcheva, University of Cambridge
Galina Miazhevich, University of Leicester
Kseniya Tyshkevych, University of Cambridge
Teresa Wigglesworth-Baker, University of Sheffield
Stephanie Cohen, University of Oxford
Molly McParland, University of Oxford
Chris Kutarna, University of Oxford
Nathan Oesch, University of Oxford
Kristen Perrin, SSEES UCL
Ammar Akbar, University of Oxford
Piotr Godzisz, SSEES UCL
Kristina Prismantaite, University of Manchester
Olena Podolian, Sodertorn University, Sweden
Amalia Khachatryan, University of Oxford
Marianna Poberezhskaya, University of Nottingham