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*The Communicative Mind: A Linguistic Exploration of Conceptual  
Integration and Meaning Construction by Line Brandt*

(United Kingdom: Cambridge Scholars Publishing, 2013, Pp. 636. ISBN (10): 1-4438-4144-7, ISBN (13) 978-1-4438-4144-3)

Reviewed by

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## An Easy Read for General Reader

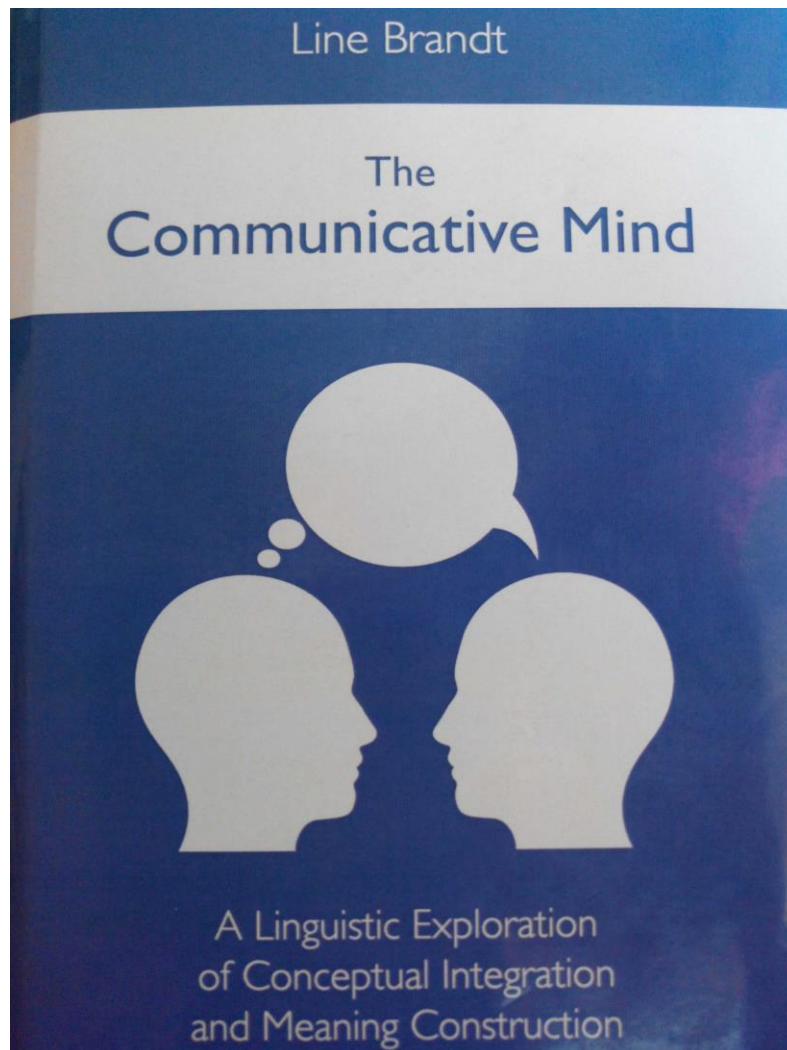
*The Communicative Mind* is the book for anyone interested in communication in general, and specifically for those interested in cognitive science, psychology, sociology, philosophy, semantics, etc. Author has made attempts to keep it an easy read for the general reader for a

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qualitative grasp. Specialists also will take the most out of it through her thorough explanations and her ideas linked with many milestone studies in the field.



### **Importance of Inter-Disciplinary Studies**

After Plato and Aristotle, the knowledge of the world has been systematically analyzed and different disciplines have come into existence. Through the formal and (mostly) non-formal way, people had engaged their curious minds inquiring into different disciplines. In the 19<sup>th</sup> and 20<sup>th</sup> centuries, tremendous explorations have taken place. And many more are engaged in explorations in recent times. We can see how scientists have become more and more specialized

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over a period of time. The lacunae that remained within this period were the negligence of related fields/factors.

Today all over the world, the need of interdisciplinary studies has been pointed out. To study any 'problem/task' better, many researchers, scientists, practitioners in related domains realized the essence of multi/ inter/ trans-disciplinary studies.

### **A Book of Cognitive Semiotics**

Similarly, Line Brandt integrates different studies in cognitive linguistics to know the linguistic behavior of the people better. She applies the methodologies and theories from humanities and cognitive linguistics to explore the meaning construction. This is basically a book of Cognitive Semiotics using *Enunciation* (communicative aspect, uttering process/speech production, basic communicative -and pragmatic tool, etc.) as basis for the study. She also attempts 'to realize the long standing ambition in Cognitive Linguistics to close the semantic-pragmatic divide' (32).

The book starts with well-arranged table of contents, followed by introductory presentation of its theme progresses further through five chapters and ends with the conclusion and future directions. The bibliography is also arranged neatly after that.

### **Introduction by Line Brandt**

In **Introduction**, Line gives along with the aims and objectives of the study, the background of this project, inter-disciplinary approach and its essence, the concept of *enunciation*, and so on. She further states that [she] 'will not be investigating individual enunciational markers, but will relate *enunciation* to various creative forms of language use ... in fiction, poetry and everyday creativity' (39). Her hypothesis is to use 'the concept of enunciation into frameworks of analyzing meaning within cognitive semantics' (39).

### **Part I: Chapter 1: Enunciation: Aspects of Subjectivity in Meaning Construction**

The chapter clarifies the scope and implications of enunciation. The chapter starts with the concept '*Enunciation*' developed by Benveniste in 1966. The chapter argues that 'the

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common-sensical and yet somewhat theoretical novel view of language as inherently dialogical and socially conditioned finds support outside of linguistics as well ... in neuroscience and in developmental psychology' (46).

The author Brandt believes enunciation to be the most basic communication tool arguing the rhythmic turn-taking behavior of infants is primary to syntax and semantics and to the conceptualization and vocal actualization of words needed for actual speech. Enunciation, she states, concerns the presence of communicating subjects in language from morpheme to discourse level. Further, she clarifies that the utterance is the product of speech, and the uttering itself is '*enunciation*'.

The author sums up that 'the study of enunciation entails systematic accounts of those conceptual categories shaping language, that are derived from representational acts of interpersonal communication, and awareness in a speaker of *other* subjectivities' (49). The personal pronouns and deictic markers are explained later, how they are important in communication and how the 'participants' posit them in the speech event.

Line Brandt tries later to explain the enunciation and viewpoint giving examples of literary and non-literary discourse. She states that a single enunciator may have a number of viewpoints embedded in it. The possible subjects of enunciation are given as: 1) the non-personified voice, 2) personal voice (singular) and 3) personal voice (plural).

## **Part II: Chapter 2: The Subjective Conceptualizer: Non-actuality in Construal**

While the first section of this chapter examines the conceptual and semiotic aspects of representing events, states or mental attitudes in terms of fictive utterances, i.e. Pascual (2002) 's *fictive interaction* , the second section is concerned with subjective/fictive motion and change.

Brandt states 'fictive interaction is typically manifested in the form of an imagined utterance whose non-actuality is signaled grammatically and accompanied, in spoken language, by intentional shifts and other expressive-gestural indices' (116). This section presents a framework for distinguishing different kind of *fictive interaction* in online meaning construction, as author suggests. Further, she explains the essence of pragmatic factors in meaning

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construction i.e. semantic-pragmatic role. She draws attention to the fact ‘that representations have meaning by virtue of their actual/potential occurrence in discourse and other expressive practices; they do not have meaning in and of themselves’ (158).

The author explains construal as an activity i.e. of meaning production and discusses further subjectivity and subjective presence in construal. In 2.2.5, she makes a critique on different notions of ‘fictivity’.

### **Chapter 3: Conceptual Integration in Semiotic Meaning Construction**

This chapter explores pragmatic minded semantics in two sections:

- 1) Mental Spaces and Meaning and
- 2) Conceptual Integration Typologies

#### **1) Mental Spaces and Meaning**

The mental spaces phenomenon was first launched in philosophy, regarding *reference* and *meaning* and Mental Space Theory was developed by Gilles Fauconnier in late 1970s, was applied to the problems of reference and presupposition and later extended to other areas. With Mark Turner, he then developed the Conceptual Integration Theory. Fauconnier’s (1994: 161) ‘mental space construction is part of natural language semantics and pragmatics’ interested in contemporary linguists like Langacker and Talmy for grammar, Fillmore for frame semantics and construction grammar, Sweetser for modality and conditionals, and Lakoff for metaphor and Idealized Cognitive Models (ICMs).

Prepositional phrases, adverbial phrases or subject + mental-verb constructions are explicit linguistic form for space building. The pragmatic aspect of enunciation also is a space builder, Brandt mentions, that was not considered in mental space literature hitherto. Brandt put forth as ‘The pragmatic feat of *enunciation* itself can be said to function as a space builder; by the act of speaking, mental content is evoked for consideration, and at the fundamental level of discourse, grounding, the enunciator and addressee share the mental space of being engaged in communication, before further spaces are set up’ (206).

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Brandt (2005) makes four parts of mental spaces like: Speech-act distance, Spatio-temporal, Modal, and Representational. In literature, Irandoust (1999) lists paragraph break, time change markers, place change markers, cast/ character/ persona change markers, change of perspective markers, and such, are common introducers of space building.

Then metaphor is treated as conceptual integration of mental spaces. Its rhetorical implications and force-dynamic logic and model meaning are discussed.

## 2) Conceptual Integration Typologies

‘Mental space construction is involved in factual, hypothetical and counterfactual reasoning. And it remains indispensable to human cognition’ (323). Semantic and syntactic integration, integration at different levels of consciousness, fusion of concepts, schematic integration, Mental Space Blends, Informative Integrations, Semiotic Blends, Performative Integration, Ludic Integrations, Expressive Integration of mental spaces, Co-temporality Integration (for example; a narrative unfolding in *chronological* and *ahistorical time*) are discussed thoroughly.

### Part III: Chapter 4: Meaning Construction in Literary Text

Cognitive Poetics is the subject matter of this chapter. Literary text has considered here as creative product of human mind; literary text is a linguistic creation, the author claims.

Literary genre like fiction is analyzed. While analyzing a text, the four sign relations should be taken into consideration like: enunciation, textual semantics, literary rhetoric, and literary interpretations.

Eco distinguishes two types of readers as: 1) The semantic reader; plot-oriented and who is interested in *what happens* (event/story) and 2) The semiotic-aesthetic reader who is interested in how *what happens* (event/story) has been narrated.

The spectrum of the Cognitive Poetics summarized as: ‘(i) primary interest in literature and poetics, (ii) split attention between cognition and literary texts, (iii) cognitive mechanism

involved in literary and general linguistics comprehension and (iv) neuro-scientific grounding of findings in literary studies' (494).

## **Chapter 5: Effects of Poetic Enunciation: Seven Types of Iconicity**

Cognitive Aesthetics is the theme of this chapter. Here, the particular effects of enunciation in poetry are examined and related to the effects of versified enunciation to the semiotics of iconic representation. These seven types of iconicity are: Phonetic, Syntactic, Linebreak, Performative, Rhythmic, Rhetorical, and Graphic iconicity.

### **Conclusion**

Line Brandt has successfully organized her ideas and methods of linguistics, semiotics, philosophy, literary studies and cognitive science having *enunciation* as a framework and has tried to integrate different conceptual and pragmatic repertoires for meaning construction.

The syntactic aspect of the *enunciation* has not been covered and has a space for further research. Language and human mind both are the most complex systems and so these complexities are also inevitable in its research. I think, more insightful studies in this regard will substantiate the arguments made by Brandt in semiotic perspective and can also overcome some assumptions in a more fruitful way.

Brandt concludes her book with wider perspective of meaning construction and direction of cognitive linguistics, as she says, 'If second-generation cognitive science locates meaning in the body and in the unconscious conceptual system, perhaps a third-generation cognitive science will locate meaning in communicative bodies and minds' (607).

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