

The Profiling of Linguistic WorldView in Discourse

Zeng Zhou*

Faculty of Material and Energy, Southwest University, Beibei, Chongqing, China

*245383231@qq.com

Abstract

Cognitive linguistics is a new school of linguistics that emerged in the 1970s. Cognitive semantics regards semantics as the revelation of conceptual structure and explains semantics in view of the characteristics and organization of mental representation. Cognitive semantics introduces Fillmore's frame theory to describe words prominently within the framework of semantic roles. This method may effectively explain the concept, but it can not explain the different interpretations of the same concept by different ethnic and cultural groups. The method of cognitive cultural linguistics introduced in this paper is rarely studied in China, and the main ideas come from Jerzy Bartmiski's book "Aspects of Cognitive Ethnolinguistics". This school is based on the linguistic worldview, taking the viewpoint as the metalanguage, combining the concepts of field of vision, perspective and facet and form the concept of "profiling" in cognitive cultural linguistics. This paper briefly introduces the basic methods of cognitive cultural linguistics, and discusses the outline description of linguistic worldview in discourse from the perspective of viewpoint, vision, aspect and subject's cultural values. It is devoted to explaining semantic changes from the perspective of the cultural background of the subject.

Keywords

Linguistic Worldview; Ethnolinguistics; Viewpoint; Facet.

1. The Position of Linguistic Worldview in Cognitive Ethnolinguistics

1.1. From Cognitive Linguistics to Cognitive Cultural Linguistics

The "cultural" turn of cognitive linguistics is the inevitable requirement of the development of cognitive linguistics. Langacker, one of the founding figures, believes that the advent of cognitive linguistics can be seen as cultural linguistics [1]. In the past thirty or forty years, Professor Jerzy Bartmi Bartmiński of Madame Curie University in Lublin, Poland, and his team have placed the cognitive learning of language in the cultural context, so that cognitive cultural linguistics has been positioned and developed in detail. The Lublin school of culture and language was formed (Ethnolinguistic School of Lublin). Cognitive ethnolinguistics seeks to place language structures in the historical and cultural context of a particular social group, exploring how language structures relate to that group's national consciousness, behavior, and value system [2]. It focuses on the culture rooted in language. Explore cultural constructs in word meaning, phrases, word formation, syntax, and text structure.

"In anthropology, culture is regarded as a kind of knowledge learned and transmitted from generation to generation, which is transmitted through human behavior, mainly in the form of face-to-face language communication." [3]. Therefore, people are bound to be infiltrated by culture in all aspects in the process of communication. All levels of language must be rooted in culture. As the main body of cognition, people play an important role in the formation and analysis of culture, so the study of the combination of people, language and culture is bound to be the direction of future linguistic development.

1.2. Subject-oriented Discipline Spirit

Because of its own physiological structure, human beings can never objectively reflect reality. In order to produce connection, the ability of observation, imitation, trial and error is used in the process of connection to acquire the surrounding culture[4], thus producing each person's unique world view, which is reflected in language as the linguistic world view. Therefore, language world view is inevitably closely related to individual behavior, values and subjective cognition.

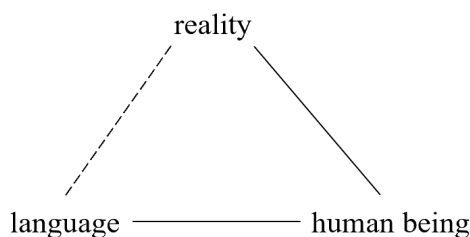


Figure 1. Human being acts as a mediator between language and reality

Language originates from human beings, and human beings participate in the construction and development of language world outlook, so the level of language world outlook is the most important starting level after we bring cultural factors into language analysis. At this level, the cognitive background of the individual occupies a central position. Because the cognitive ability of an individual includes not only the ability brought about by the basic physiological cognitive mechanism. At the same time, it is also influenced and restricted by cultural and social factors. Therefore, the study of cultural cognitive linguistics should focus on the subject of experience, the subject of action, the group and the nation, and on the values of these individuals and groups. These values not only form the linguistic world outlook through the representation of language, but also constitute the basis of language. It is the basic component of all discourse. Tomasz P. Krzeszowski, a Polish comparative linguist, once said, "the axiological criterion of language is omnipresent." The value of language is produced by people, so in the final analysis, it is the study of people and their culture.

1.3. Linguistic Worldview in Cognitive Cultural Linguistics

Linguistic worldview is a subjective interpretation of reality, similar to the second reality of "cultural reality". The picture of the world is very different.

"The linguistically shaped picture of the real world, experience an/or the conceptual world is sometimes described as the linguistic worldview[5].

In the process of our understanding of the world, language provides us with a mode of observation and interpretation, as well as a variety of linguistic world views. These different world views inspire us to get knowledge and understanding from different perspectives. Bartmi Bartmiński's definition of a linguistic worldview is a set of "value judgments" that reveal the nature of its understanding (interpretation) is not limited to "solidified" or closed "structure", providing space for the dynamic and open nature of the world view, and not inclined to use abstract "rules" in grammar and words. The concept of linguistic worldview is closely related to the cognitive and communicative revolution in contemporary linguistics, which emphasizes the cognitive and communicative functions of language. This concept has a strict semantic feature, which connects all levels of language together, although they do not reflect things on the same level. Linguistic worldview is a tool to describe language as a whole, which can link the various modules of language together.

Linguistic worldview is solidified in language and has the nature of interpretation. It is not a reflection of reality, but a series of forms of judgment about the world. These judgments are rooted in language, grammatical forms, vocabulary and "fixed" texts. Words such as "sun", "moon", "water", "heart" and "cornflower" are not just labels referring to objective things. At the same time, it also expresses definite semantic content (connotative meaning). These semantic contents are guided by different perspectives and are based on human distinction and categorization of phenomena. People of different cultures have different perspectives and different worldviews, which can be reflected in different interpretations of the same concept.

2. How the Linguistic Worldview Emerges in the Text

2.1. Profiling of Concept

The action of the profiling takes place within a concept. Categorization occurs at the level of outline description, and different categorization factors (perspectives) lead to different ways of profiling, showing different horizons and different ways of expression. Different contour descriptions do not represent different meanings, they are ways of arranging semantic content within meanings. Guided by a different perspective. They arise in meaning and are formed through the derivation of a series of open semantic features. Under the anthropological model, the profiling is a series of concepts related to the subject, consisting of subjective elements: rational types, knowledge of the world, value systems, and especially the Subject-oriented perspective and the world outlook generated by this perspective. Profiling is a subjective variant creation of world outlook in a specific place and from a specific angle. The semantics obtained from the profiling are related to the "environment of the subject" (subject's circumstances), including the attitude and intention of the subject, and emerge in the text as the characteristics of style and genre. At a more general level, it is reflected in culture.

The Subject-oriented description of semantics provides a new way of thinking for "holistic description". We can pay less attention to the semantic decomposition of the word itself and take the background of the subject as the main means of analysis. Subject context includes the concepts of viewpoint/point of view, perspective, description, or aspect.

2.2. Viewpoint, Facet, Perspective

2.2.1. Viewpoint

The two concepts closely related to the linguistic worldview are perspective and horizon. Michael Tomasello wrote: "Linguistic structures are special types of linguistic signs" Learning this complete language structure has a guiding effect on children, guiding them to all aspects of their own experience, which would not be the case if it were not for language. The specific guiding functions are as follows. Observing events from different perspectives, which are more or less related to the current joint attention situation. Since childhood, human beings have learned to find different perspectives from the structure of language, to observe from different perspectives, and to use different perspectives for semantic guidance. The angle of view is the point at which the subject observes, the choice of observation point is closely related to the degree of subjectivity. Bartminski understands perspective as a "subjective-cultural factor that determines the way objects are described, and its applications include the process of categorization, the choice of a nominal basis for the creation of a name, and the choice of characteristics to be attributed to a thing in a particular discourse."

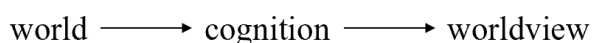


Figure 2. Cognition filters the world so as to form the worldview

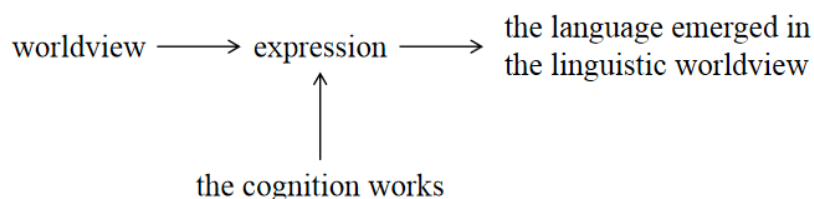


Figure 3. Cognition works when the expression being emerged in the linguistic worldview is formed

The third figure is that the perspective acts on the thinking process before expression and the process of expression, and finally forms the Subject-oriented judgment. First of all, in the process of categorization before expression, different perspectives will get different categorizations, forming different pictures under the same concept. For example, the word cornflower is defined as "cornflower is blue" from the perspective of color. From the perspective of function, the definition of "cornflower is weed" is obtained. Although different perspectives bring different definitions, but the meaning of the word doesn't change.

Secondly, in the process of naming, the choice of name basis reflects different perspectives. For example, in the word "rainbow", "rain" and "bow" reflect the cognitive perspective and visual perspective respectively. Finally, what features (word semantics) are to be highlighted in the discourse event is also guided by the perspective. The selection of multiple perspectives provides the basis for semantic interpretation. Let the subject become the core of semantic construction. The analysis of perspective maintains a balance between cognitive objectivism and subjectivism, which emphasizes the positive features of human cognition and language about the world.

The transformation of perspective can realize the transformation of semantics. For example, the concept of "seeing" in English, when the perspective is a physical place, has the explanation of "someone sees something"; When the perspective is transformed into a broader cognitive and psychological point, there are concepts such as "encounter" and "understanding". When the perspective changes from the space-time plane to the psychological, value and social plane, the semantics have also changed.

2.2.2. Facet

When we start from a perspective, we are approaching a definition that is the basic building block of a structure. Parts are called aspects. Aspects reflect the way and orientation of concept definition. Aristotle's classical category classification is no longer the scope of our investigation. What we need to investigate is the definition guided by the experience, emotion and intuition of ordinary people with cultural representativeness. Although the human-oriented arrangement and organization of aspects increase the length of the definition of cognitive structure, the definitional schema based on certain categories still exists. For example, for the definition of a cup, there are "function", "material", "appearance", "size" and "use". As for the concept of mice, there are "characteristics", "origin" and "residence". "Size," "behavior," "attitude toward people," etc. The choice of visible aspects has a direct effect on the definitional structure of a word; Through the selection of aspects, we can form different pictures of words, that is, the profiling of words.

2.2.3. Field of Vision

Field of vision is the field of vision of a subject, which is outlined on the basis of perspective. Angle of view is the field of vision.

The anchor point, the field of vision is the content and picture under the perspective. Jerzy Bartmi Bartmiński understands the field of view as the characteristics of the semantic structure of a series of words, and by identifying these characteristics, the receiver of an

utterance can identify the perspective held by the speaker. For example, in the definition of cornflower, "the cornflower is blue" is a visual feature from a perceptual perspective, and "the cornflower is a weed" is a functional feature from a functional perspective.

"The cornflower grows in corn" "comes from a relational perspective. Perspective, as a metalanguage, participates in the process of categorization and forms the object in the linguistic worldview of the field of vision. In the field of view, we first have to consider a series of "facets" of the object, the order of which is not fixed. These aspects form a specific construct and form the outline of the concept.

3. The Profiling of Linguistic Worldview in the Text

The collection of different perspectives constitutes the category of perspectives, which is related to the subject and determines the form of linguistic worldview.

Tense and the way in which it is outlined in the text. The investigation of the profiling is the investigation of the subject's perspective. The angle of view is subjective and varies with the degree of subjectivity of the subject. The subject can be a tree, a dog, or a person. Natsume Soseki's novel "I am a cat" is from the perspective of a cat. It gives a profound description of Japanese society on the basis of giving it subjectivity. Therefore, the investigation of perspective is the investigation of the psychological, social and cultural background of the subject behind the perspective, which reflects the world outlook of the subject. The category of perspective can create texts of various styles and genres, and it is mostly used in public discourse. Traditional cultural linguistics focuses on two dimensions, namely, the cultural dimension and the textual dimension [6]. Cognitive cultural linguistics also focuses more on the textual dimension. Among the few relevant studies, the study of public discourse is the main one. In public discourse, the perspective can also be a general whole. For example, the Chinese perspective, the German perspective, the perspective of a political group and so on. Through the analysis of these general perspectives, we can get different cultural value systems that affect these perspectives, and we can analyze and compare the psychology, values and world outlook of different cultures and nations, which is closer to the original intention of cognitive cultural linguistics. In Poland, for example, The concepts of "left wing" and "right wing" in discourse have slowly changed over time, and the distinction between "left wing" representing bad people and "right wing" representing good people has gradually blurred. This shows that in the process of rewriting the concept, the Polish value system has changed, affecting the perspective of the subject. The perspective also changes, which brings about changes in the internal organization of semantics and the use of words.

4. Conclusion

Because traditional cognitive linguistics can not explain the existence and change of some semantics, cognitive cultural linguistics emerges as the times require. More and more studies have shown that language research can not be separated from cognitive and cultural orientation. This method realizes the profiling of language world view in the text through the identification of perspective, the selection of aspects and the establishment of vision. Perspective, as the most important concept in this method, forms a two-way exploration mechanism: to explore the subject behind the perspective and the subject's culture, values and social background. Outward exploration of the semantic and contour descriptions generated by the perspective; It provides a new way of thinking and a new vision for the overall study of cognitive linguistics.

References

- [1] Li Heng, Li Fuyin. Cultural Reflection in Cognitive Linguistics: Cultural Conceptualization and Language: a Theory On Framework and Application [J]. Social Sciences Abroad, Issue 6, 2012.
- [2] Jerzy Bartmiński. Aspects of Cognitive Ethnolinguistics. Ed. Benjamin K. Bergen, Vyvyan Evans, Jörg Zinken, Equinox Publishing Ltd. 2009.
- [3] Alessandro Duranti. An Anthropological Interpretation of Linguistics. Beijing: Peking University Press, 2001.
- [4] The Cultural Origin of Human Cognition/Michael Tomasello, translated by Zhang Dunmin, Beijing: China Social Sciences Press, November 2011.
- [5] Of triangles, trapeziums and ethnolinguists: The linguistic worldview revisited, From Conceptual Metaphor Theory to Cognitive Ethnolinguistics, Peter Lang Edition, 2014.
- [6] Leng Hui, Dong Guangcai, Li Yanan. Cognitive Discourse Analysis from the Perspective of Cultural Linguistics. Journal of Liaoning Normal University (Social Science Edition), No.1, 2010.