

Tekst in professionele communicatie: tekst en cognitie
[Discourse in Professional Communication: Discourse and Cognition]

Instructor Dr. E. Pascual
Level Master
Language Dutch
Credits 10

Description This course deals with three different genres of professional discourse: humoristic, persuasive, and journalistic discourse. Each of these discourse genres has its own main communicative goal (entertain, persuade, inform). Still, the three of them use the same basic cognitive strategy in greater or lesser extent: the conceptual fusion of two or more concepts, events, or scenarios in order to shed new light onto a given concept, event, or scenario. Instances of so-called ‘conceptual integration’ in professional discourse will be analyzed vis-à-vis their particular communicative goals.

The following issues will be discussed:

1. Conceptual integration in humoristic discourse: cartoons and jokes (“What do tornadoes and marriage have in common? It all starts with a lot of heat, but then ...”)
2. Conceptual integration in persuasive discourse: advertising and argumentation (“Obama is the Martin Luther King of our time”)
3. Conceptual integration in journalistic discourse: humoristic and ideological headlines (“Keulen: Germany’s Amsterdam”)

These topics will be treated through the analysis of naturalistic data from e.g. political cartoons, television commercials, trial lawyer’s closing arguments, and news articles. Both verbal and audiovisual material will be studied.

This course’s goal is twofold:

- (i) acquiring knowledge of and insight in theories on the relation between discourse (both text and image) and cognition, in particular the theory of conceptual integration;
- (ii) acquiring or increasing knowledge of and insight into on the ways in which discourse (both text and image) can set up given conceptual configurations that can help reach given communicative goals, especially in the genres listed above.

Hours a week
Teaching form Classical teaching + workshop + individual supervision
Evaluation Individual essay