

1. Record Nr.	UNINA9910158565603321
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Titolo	The Semiotics of X : chiasmus, cognition and extreme body memory // Jamin Pelkey
Pubbl/distr/stampa	London ; , New York : , Bloomsbury Academic, an imprint of Bloomsbury Publishing Plc, , [2017]
ISBN	9781474273862 1474273866 9781474273855 1474273858 9781474273831 1474273831
Descrizione fisica	1 online resource (xvi, 262 pages) : illustrations
Collana	Bloomsbury advances in Semiotics ; ; 20
Classificazione	801.2 302.2
Disciplina	302.2
Soggetti	Anthropological linguistics Language and culture Nonverbal communication - Social aspects Semiotics - Social aspects Signs and symbols - Social aspects Visual communication - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Paleo-gesture and the Vitruvian man -- Spread-eagle in sports and torture -- Spread-eagle brand marks -- Through the hourglass -- Semiotic squares and double-binds -- Foot fingers and arm thighs -- XXX: All alone in the solipsistic crowd -- XOXOXO: Figure meets ground.
Sommario/riassunto	"The X figure is ubiquitous in contemporary culture, but attempts to explain our fixation with X are rare. This book argues that the origins and meanings of X go far beyond alphabets and archetypes to remembered feelings of body movements - movements best typified in the performance of "spread-eagle" as a posture or gesture. These body

memories are then projected onto other patterns and dynamics to help us make sense of the world. The argument is accomplished using a blend of insights from linguistic anthropology, cognitive linguistics, rhetoric culture and process semiotics to bring together revealing clues from languages, cultures and thinkers around the world. Chief among the uses and experiences of X are its tendencies to involve us in surprising reversals and blends. In ancient times the X-pattern was discussed as "chiasmus", a figure which, according to Maurice Merleau-Ponty, informs the most basic elements of our bodily experience, calling into question polarized dichotomies such as subject versus object. Pushed to extremes, presumed opposites like these tend to reverse suddenly. Likewise, blended experiences of our bodily extremities - arms and legs, toes and fingers, hands and feet - provide a plausible source of grounding for unique human abilities like analogy and double-scope conceptual integration. The book illustrates these dynamics by drawing attention to uses of X in history, prehistory and daily life, from sports and advertising to world mythology and languages around the world. The Semiotics of X is the first step towards developing a larger argument on the important but neglected role that chiasmus plays in cognition. It aims to inspire continued exploration on the figure, with the full expectation that chiasmus will become for the 21st century what metaphor became for the 20th century: a revolution in thinking about the way we think."--Bloomsbury Publishing.
