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Nota di contenuto	Creating Social Orientation Through Language; Editorial page; Title page; LCC data; Table of contents; Acknowledgments; List of figures and tables; Conventions of data presentation; Tourist-information data; Forum-discussion data; Introduction; 0.1 Social orientation - A vital phenomenon; 0.2 Bridging cognitive-linguistic and social-interactional approaches to situated meaning-construction - A theoretical challenge and lacuna; 0.3 The data - Instances of creative social positioning in tourist-information and online workgroups 0.4 Towards a theory of creative social positioning through languagePart I. Social meaning; Chapter 1. Charting the dimensions of social meaning; 1.1 Dimensions of social meaning; 1.2 Dimensions of social meaning in eHistLing; 1.3 The social ecology of the tourist-information office; Chapter 2. Social meaning and language; 2.1 Joint actions and practices - The interactional arenas for the construction of social meaning; 2.1.1 Social processes and their management through

joint actions; 2.1.2 Institutional practices - The social-normative background for social engagement

2.2 Language as a tool for the construction of social orientation

2.3 Balancing transactional and relational goals through language; 2.3.1 Linguistic tools to focus on social meaning and relational goals; 2.4 Linguistic practices and social meaning in the social environments of eHistLing and the tourist-information office; 2.4.1 Electing a moderator in eHistLing - Social goals and communicative implementation processes; 2.4.2 Creating the image of service at the tourist-information front-desk

Chapter 3. How to integrate cognitive and interactional views of social sense-making? Towards a blueprint for a socio-cognitive model of social orientation

3.1 Social cognition - The cognitive construction of 'social reality'; 3.1.1 A cognitive model of social sense-making; 3.1.2 The cognitivist view of mental processing; 3.2 Conversation analysis, ethnomethodology and their praxeological critique of cognitivism; 3.2.1 Meaning and cognition in CA and ethnomethodology; 3.2.2 Can we do without cognitive modelling?; 3.3 Desiderata for a socio-cognitive theory of creative social positioning

Part II. Towards a socio-cognitive theory of situated social sense-making

Chapter 4. Dynamic cognition in social practice; 4.1 Cognition in its socio-cultural ecology; 4.1.1 The embodiment of cognition in cultural worlds of experience; 4.1.2 The socio-cultural embodiment of conceptualization and categorization; 4.2 Conceptualization in action; 4.2.1 Actions and conceptualizations; 4.2.2 The tourist-information transaction as an action-based conceptualization practice; 4.3.1 Barsalou's model of situated conceptualization; 4.3 Dynamic conceptualization

4.3.2 The construction and modulation of situated conceptualizations through blending

Sommario/riassunto

This monograph develops a new socio-cognitive theory of sense-making for analyzing the creative management of situated social meaning. Drawing on cognitive-linguistic and social-interactional heuristics in an innovative way, the book both theorizes and demonstrates how embodied cognizers create complex situated conceptualizations of self and other, which guide and support their interactions. It shows how these sense-making processes are managed through the coordinated social interaction of two (or more) communicative partners. To illustrate the theory, the book draws on two distinct data sets:
