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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 |

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Balancing transactional and relational goals through language; 2.3.1
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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
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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:
