

1. Record Nr.	UNINA9910967792903321
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Titolo	Linguistic creativity in Japanese discourse : exploring the multiplicity of self, perspective, and voice / / Senko K. Maynard
Pubbl/distr/stampa	Philadelphia, : J. Benjamins Pub. Co., c2007
ISBN	9786612152931 9781282152939 1282152939 9789027292285 9027292280
Edizione	[1st ed.]
Descrizione fisica	1 online resource (378 p.)
Collana	Pragmatics & beyond. New series, 0922-842x ; ; v. 159
Classificazione	EI 4600
Disciplina	495.6/0141
Soggetti	Creativity (Linguistics) Discourse analysis Language and languages - Style Japanese language - Discourse analysis Japanese language - Style
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
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Sommario/riassunto

Using theoretical concepts of self, perspective, and voice as an interpretive guide, and based on the Place of Negotiation theory, this volume explores the phenomenon of linguistic creativity in Japanese discourse, i.e., the use of language in specific ways for foregrounding personalized expressive meanings. Personalized expressive meanings include psychological, emotive, interpersonal, and rhetorical aspects of communication, encompassing broad meanings such as feelings of intimacy or distance, emotion, empathy, humor, playfulness, persona, sense of self, identity, rhetorical effects, and so on. Nine analysis chapters explore the meanings, functions, and effects observable in the indices of linguistic creativity, focusing on discourse creativity (style mixture, borrowing others' styles, genre mixture), rhetorical creativity (puns, metaphors, metaphors in multimodal discourse), and grammatical creativity (negatives, demonstratives, first-person references). Based on the analysis of verbal and visual data drawn from multiple genres of contemporary cultural discourse, this work reveals that by creatively expressing in language we share our worlds from multiple perspectives, we speak in self's and others' many voices, and we endlessly create personalized expressive meanings as testimony to our own sense of being.
