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Construal of ideas – How to approach planning discourse from Cognitive Linguistic perspective

Abstract:

The paper develops theoretical grounding and methodology for studying planning discourse from Cognitive Linguistic perspective. Planning discourse, i.e. linguistic and multi-modal interaction that is frequent in industrial design, is a central medium for design process as mediated, intersubjective thinking-aloud (Saariluoma et al. 2016). Hence, planning discourse provides a promising empirical context for studying linguistic processes that drive development of new abstract concepts and, by implication, novel linguistic meanings.

The methodology developed here is based on the notion of Construal (Langacker 2008, Verhagen 2007), i.e. the linguistic ability to portray the same state-of-affairs in various ways. More specifically, methodology is developed to analyze Patterns of Construal (PoC) in planning discourse. PoCs are context-sensitive semantic patterns that the speaker relies on in order to develop arguments, create cohesion and introduce novel ideas to the conversation.

In planning discourse, intersubjectively produced PoCs are means for producing complex concepts. Construal may therefore be analyzed as the direct linguistic correlate for joint thinking in high-expertise environments.

The present approach stems from a socio-cognitivist notion of Construal (Möttönen 2016) and case studies that suggest the applicability of construal on discourse (e.g. Jaakola et al. 2014). In the context of planning discourse, Construal makes a promising candidate for analyzing the relationship between the interlocutors’ linguistic resources and thinking as a mediated process.

References:


