

**hufscogling &  
DISCOG Workshop  
on Cognitive  
Linguistics**

**"Prospects of Mental-Spaces Theory:  
Fictivity and Viewpoints"**

**Esther Pascual, Ph.D.**  
**(Shanghai International Studies Univ.)**

**14:00, April, 26, 2024**

**Rm#6209, Grad School bldg., HUFS, Seoul**



**<< Program**

**Registration >>**



# **hufscogling** & DISCOG Workshop on Cognitive Linguistics\*, “Prospects of Mental-Spaces Theory: Fictivity and Viewpoints”\*\*

- Time: April 26, 2024 (Fri)
- Venue: Rm#6209, Graduate School Bldg., HUFS, Seoul Campus

13:30-14:00	Registration
14:00-14:30	Opening Remarks: Prospects of Mental-Spaces Theory
	Iksoo Kwon (Hankuk University of Foreign Studies)
14:30-15:30	[Invited talk] Shifting Viewpoints in Mental Space Configurations: Fictive Interaction Blends as Argumentative Tactic
	Esther Pascual (Shanghai International Studies University)
15:30-15:50	Coffee Break
15:50-16:35	A usage-based study of an English nominal <i>New Normal</i> with regard to COVID-19 outbreak
	Ji-in Kang (HUFS)
16:35-17:30	Viewpoints in Multilayered Meaning Constructions: A case study of <i>My Body My Choice</i> picket signs
	Lumi Kang (HUFS)
17:30-17:40	Concluding Remarks
	Iksoo Kwon (HUFS)

\*All talks will be delivered **in English**; Coffees and snacks are provided. For those who wish to join us, please RSVP by filling in a google form survey at the following link by 12pm, April 18, 2024:

<https://forms.gle/Ton9siby2tvVfUgf8>

\*\*This academic event is supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2022S1A5A2A01039242); It is also supported by the Discourse and Cognitive Linguistics Society, Korea (DISCOG).



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## Shifting Viewpoints in Mental Space Configurations: Fictive Interaction Blends as Argumentative Tactic

Dr. Esther Pascual

Shanghai International Studies University

[esther@estherpascual.com](mailto:esther@estherpascual.com)

Mental space theory started as a theory of reference, aimed at providing a parsimonious, umbrella account of numerous phenomena related to knowledge representation that had long baffled logicians, linguists, and philosophers of language alike (Fauconnier [1985] 1994, 1997). Recent developments in the theory, as well as in its daughter, Conceptual Integration Theory (Fauconnier & Turner 1998, 2002), have shown the importance of intersubjectivity in mental space and blending configurations. Indeed, language is not only used to refer to entities in different ontological realities (e.g. the girl's eyes in the painting vs. in actuality; the elderly lady now vs. the baby girl then). We also use language to set up Viewpoint Spaces that express someone's perspective on something (Fauconnier 1997), either through giving someone else's voice, as in a quote, or by shifting our audience to 'addressing' a given individual or group, who may not be able to listen, for rhetorical effect.

In this talk I will discuss what I call *fictive interaction blends*, namely simplex conceptual integration networks involving the frame of ordinary conversation (Pascual 2002, 2008a, 2008b, Pascual & Oakley 2017). These may serve to structure: the conceptualization of reality (dance construed as dialogue between dancers, a good walk presented as the answer to headache); discourse organization (monologue structured as a verbal exchange with the silent audience); and grammar (direct speech compounds, e.g. “*why me?* attitude” or “*I do!* ring”, Pascual 2014). Specifically, I will present two case studies on different types of fictive interaction blends in two fundamentally different discourses: (i) an ancient Chinese philosophical text, i.e. the *Zhuangzi* (Xiang 2016, Xiang & Pascual 2016, Xiang, Pascual & Ma 2022) and (ii) a modern American satirical-news spoken discourse, i.e. *The Daily Show with Jon Stewart* (Fonseca, Pascual & Oakley 2020). I will show that these two influential discourses make use of imagined conversations involving speakers and addressees, some of whom may be absent, long-deceased, or even fictional, in order to convince the ultimate audience of the way to approach something that is very real, i.e. one's life choices in the case of the philosophical text and recent political issues in the case of the satirical-news show. I will focus on the complex conceptual configurations underlying pieces of discourse that display viewpoint shifts as a rhetoric tactic of argumentation. These include the discussion of expository and rhetorical questions (emerging from the author's split self, merged with the anticipated reader) as well as the setting up of intricate chains of embedded mental spaces, each construed within a different Viewpoint.

Through discussion of these two radically different discourses, I will reflect on three basic foundational tenets of Cognitive Linguistics: (i) the usage-based view of language according to which grammar emerges from specific instances of usage (Langacker 1997, 2000), (ii) the idea that language is constituted by a set of form-meaning pairs and thus that given grammatical forms set up given mental representations (Goldberg 1995, 2003), and (iii) the assumption that fictive language comes from factive language (Talmy [1996] 2000). More specifically, I will suggest that fictive interaction (Pascual 2002, 2014, Pascual & Sandler 2016) is a fundamental cognitive phenomenon, a possibly universal linguistic construction, and a successful rhetorical device. I hope to show that the intimate relation between language and interaction is reflected in cognition, discourse, and grammar, and thus that the theory of Mental Spaces and Blending, as well as Cognitive Linguistics in general, need to fully integrate intersubjectivity into their analyses and theoretical discussion.

