

# AN INTRODUCTION TO COGNITIVE POETICS

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Lecture 1: COGNITIVE POETICS BASICS  
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# Outline

- Types and kinds of poetics
- Basic principles of CP
- Basic notions of CP



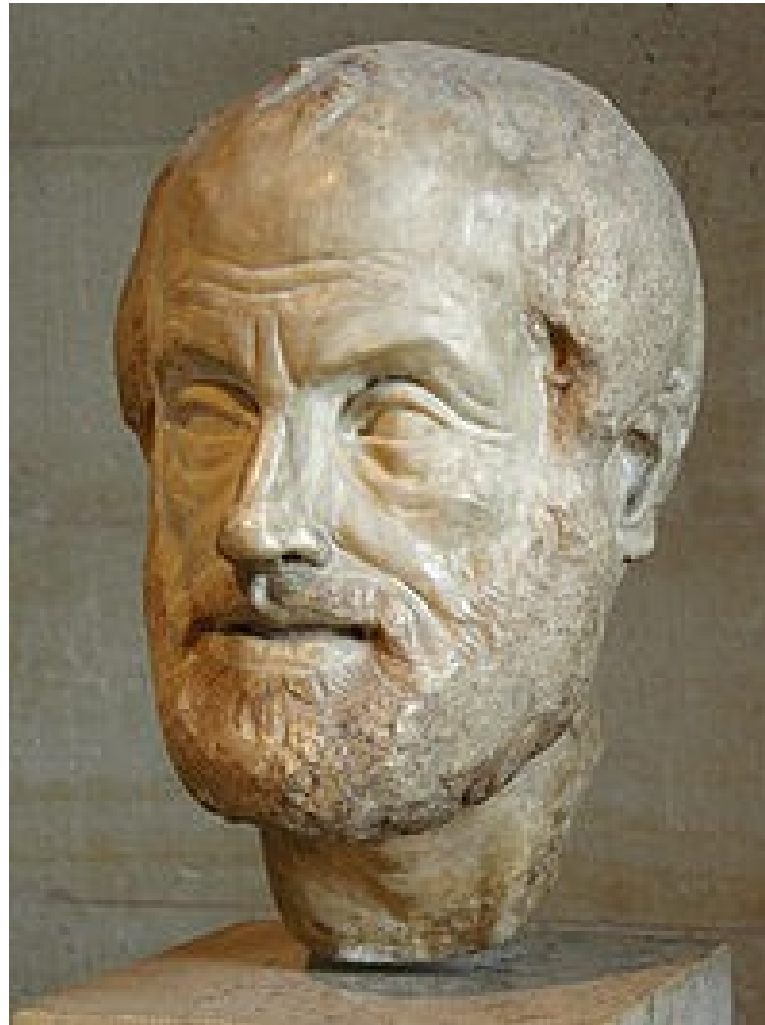
- **What is Poetics?**

# Origin

- Greek *poietikos* - pertaining to poetry; lit. creative, productive

- Who introduced the term 'poetics'?

# Principles of Aristotle's *Poetics*



# Principles of Aristotle's *Poetics*

- Mimesis (imitation) by means of language (man has an instinct to imitate things)
- Universal vs individual
- Metaphor and knowledge
- Human as encoder of information
- Perception comes prior to mental representation



# Modern Poetics?

- Major issues:
  - Objective world in literature
  - Creativity and its nature
  - Everyday speech vs the language of literary works

• See Vorobyova O.P. Cognitive Poetics: gains and new vistas: in Ukrainian. Accessed at [http://uaclip.at.ua/Kognitivna\\_poetikakharkiv2004pdf.pdf](http://uaclip.at.ua/Kognitivna_poetikakharkiv2004pdf.pdf)

# Micro- and macropoetics

- Macropoetics

- a branch of science bordering linguistics and literary studies which approaches literature as a system, and deals with the notions of “genre”, “composition”, etc.

- Micropoetics

- focuses on the peculiar elements of artistic speech, and the expressive meaning behind the author’s choice of words, grammatical structures, literary forms, artistic details, images etc.

# Micro- and macropoetics

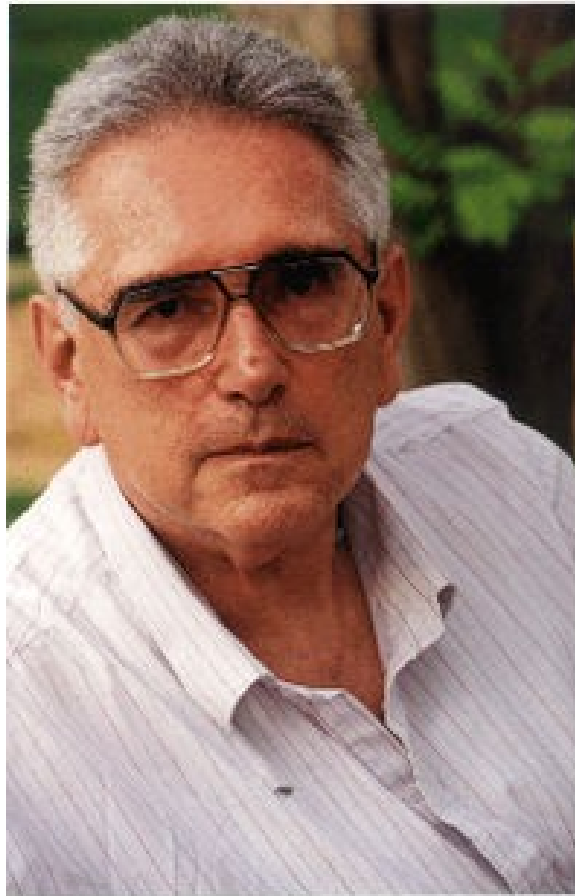
<b>Micropoetics</b>	<b>Macropoetics</b>
Rhetorical poetics	Linguopoetics
Mythopoetics	Literary poetics
Semantic poetics	Semiotic poetics
	Structural poetics
	Historical poetics
	Organic poetics

# Basic Principles of CP

- Where is the place of Cognitive Poetics?

# Basic Principles of CP

- Reuven Tsur, 1983



# Basic Principles of CP

- Cognitive poetics, as I conceive of it, offers cognitive theories that systematically account for the relationship between the structure of literary texts and their perceived effects
- ('Aspects of Cognitive Poetics' in *Cognitive Stylistics: Language and Cognition in Text Analysis*, 2002, p. 279)

# Basic Principles of CP

- R. Tsur
- Emotional qualities of poetry
  - Poetic texts convey meanings and emotions perceived by the reader
  - Words are tags used to identify mental processes
  - Poetry exploits, for aesthetic purposes, cognitive processes that were initially involved for non-aesthetic purposes

# Basic Principles of CP

- Margaret Freeman
  - “cognitive poetics is Janus-faced: looking both toward the text and toward the mind”
  - (Article “The Fall of the Wall Between Literary Studies and Linguistics: Cognitive Poetics”)





# Basic Principles of CP

## Reader's perspective

- Prototypical reading
- Conceptual space of imagery
- Emotivity
- Categorization
- Aesthetic effects
- Defamiliarization
- Discursive attitudes and interpretation
- Text processing
- Context and reading

# Basic principles of CP

## Text perspective

- Embodied understanding
- Blurring the borderline between common and literary mind
- From analogous projection to parabolic projection
- Cognitive constraints or metaphoric entailments
- Literary texture and literariness
- Rhetoric patterns and grammatical representation of conceptual structures
- Conceptual spheres and conceptual picture of the world

# Basic notions of CP

- Reading
- Figures and grounds
- Cognitive deixis
- Text worlds
- Iconicity

# Basic Notions of CP

- Reading
- P. Stockwell: “Cognitive poetics is all about reading” (p. 1)
  - Reading as the object of research and tool
  - Reading as cognitive solution
  - Reading = text-processing of aesthetic and polyvalent nature
  - Reading occurs in context

# Basic notions of CP



Oleg Shupliak. A portrait of Taras Shevchenko

# Basic notions of CP

- Figure and ground
  - Foregrounding
    - Czech theorist Jan Mukarovsky
    - It refers to the range of stylistic effects that occur in literature, whether at the phonetic level (e.g., alliteration, rhyme), the grammatical level (e.g., inversion, ellipsis), or the semantic level (e.g., metaphor, irony)

# Basic Notions of CP

- Figure and ground
  - Defamiliarization
    - 1917 Viktor Shklovsky's essay 'Art as Technique'
    - the technique of writing through which objects are made 'unfamiliar'
    - Forces readers to experience the ordinary in new ways through the use of artistic language
  - The dominant
  - Gestalt

# Basic Notions of CP

- Cognitive deixis
  - Person (perceptual) deixis
  - Spatial deixis
  - Temporal deixis
  - Psychological (relational) deixis
  - Textual deixis
  - Compositional deixis



# Basic Notions of CP

- Deictic center
- Deictic projection
- Deictic shift

## Basic Notions of CP

- Text (discourse) worlds
  - the sets of scenarios and type of reality that the text is about  
(E. Semino “Text Worlds” in *Cognitive Poetics: Goals, Gains and Gaps*, 2009, p. 33)
  - Possible worlds of logic

# Basic Notions of CP

- Possible world of fiction and literature
  - Dynamic and “furnished”
  - “Parasitical” and incomplete
  - Principle of minimal departure
  - Intertextuality
  - Flexible and superficial
  - Believable and plausible

# Basic notions of CP

- Iconicity
- Peirce's signs: icons, indices and symbols
- Icons share a direct relation between the sign and what the sign represents

# Basic Notions of CP

- Iconicity is motivation between form and meaning
- (According to M. Freeman):
  - Ontology
  - Metaphor
  - Fusion
  - Feeling

# Basic notions of CP

- Freeman:
- “Poetic iconicity creates sensory-emotional perceptions in language that enable us to encounter them as phenomenally real. In this way, poetic iconicity bridges the “gap” between mind and world, not through conceptual reasoning or scientific methodology by which we attempt to know the world, but through aesthetic experience of the world...”