Towards New Ways of Terminology Description: The Sociocognitive Approach

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By Liu Runze

Highlights of
Outline

A. A panoramic view: A Polemical Attack

B. The Principles of Traditional Terminology

C. Views on the Traditional Terminology

D. New Methods for Terminological Analysis
   • Diachronic Analysis
   • Semasiological perspective (e.g. cloning)
   • Onomasiological perspective
   • Cognitive Model Analysis
polemical

- to elaborate a new theory, method and application of terminology research which seeks to overcome the obvious limitations of traditional terminology as chiefly represented by the Vienna School (Eugen Wüster, Helmut Felber, Infoterm and associated institutions).
The Main Principles (Shortcomings) of Traditional Terminology:

(1) the onomasiological perspective
   - concept $\rightarrow$ term
   - concepts are derived from the outside and are designated by terms

(2) concepts are clear-cut
   - The conceptual system is well structured with clearly delineated hypernyms and hyponyms
(3) univocity

- Concept : Term = 1:1
- With the cases of synonymy and polysemy excluded

(4) synchrony

- the evolution of terms and word formation processes are not the concern of traditional terminology
Views on the Past

• The interest in terminological research was hindered by the interest of standardisation.

• Univocity of terms is an unrealistic claim, but rather polysemy and synonymy are typical phenomena.

• objectivism features prominently in traditional terminology, which describes only isolated objects of the material world and ignores the human capacity to understand and to imagine.
Objectivism: The Basis of Western Thinking

- The scientific research in any field of study strives to establish a maximum of certainty and control in the field of categorization.

- This guiding principle dates back to the classical Aristotelian tradition.

- An element is either a member of a given class or not. Categories are discrete and there is no room for compromise.
New Methods for Terminological Analysis

Prototype Structure Analysis

- Intra-categorical Analysis

- Concept $\rightarrow$ Unit of Understanding (UU)/Category (UU with a prototype)

![Diagram](chart.png)
• Diachronic Analysis
• Semasiological perspective (e.g. cloning)
• Onomasiological perspective
• Cognitive Model Analysis

• (inter-categorical analysis within the same domain of experience)

• **ICM** (Idealized Cognitive Model)

  1. The power of the imagination is given credit and figurative expressions are part of the terminological description.

  2. Cognitive models like metaphorical Icms play an important role in the development of new ideas. This explains how lexicalisation can be motivated.
ICM

• Each ICM structures as a frame, a mental space
• created by human beings; not existing objectively in nature
• Not fitting perfectly in the real world

1. “week”: a whole with seven parts organized in a linear sequence; each part is called a day.
2. “bachelor”: an unmarried adult man

ICM: Bridge btw. Different Categories

• violent charity
sōshoku-kei danshi

• Herbivore man 草食男
• coined by Maki Fukasawa
• "not without romantic relationships, but [have] a non-assertive, indifferent attitude towards desire of flesh".
• Redefined: men who are nice guys of a new generation who do not aggressively seek meat, but instead prefer to eat grass side by side with the opposite gender

• a social phenomenon in Japan of men who shun marriage or gaining a girlfriend. They are characteristically described as frugal, and interested in personal grooming. Under this categorization scheme, men and women are either herbivore type or carnivore type (肉食系).

• Japanese men have long been expected to be active in seducing women, chasing secretaries, drinking with the boys, and splurging on watches, golf, and new cars.
THANKS

EARTH DAY EVERY DAY