



The verbal-kinesic enactment of *CONTRAST* in North American English

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MICHELLE MEETS JEB BUSH!

hot TOPICS

MICHELLE MEETS JEB BUSH!

Hinnell & Rice 2018

OVERVIEW


My research context
 Cognitive & corpus based
 Embodied & multimodal

CONTRAST marking in English
On the one hand...on the other hand
Better than ... worse than...

Summary & next steps

MY RESEARCH CONTEXT


Cognitive



Usage- and corpus-based

Kemmer & Barlow 2000


Embodied



Cognition and language processing grounded in the physical world

Lakoff & Johnson 1987, Gibbs 2005, Bergen 2012

Interactional



Ecologically real
Dialogue as primary

Feyaerts et al. 2017, Turner 2017



EMDBODIED & MULTIMODAL

Müller et al.
2013 & 2014

- Inherently iconic, indexical, recurrent

Cienki 1998
Mittelberg 2018

- Gesture & movement motivated by image and force schemas

Schoonjans 2014
Debras 2017
Feyaerts et al.
2017
Hinnell 2019

- Include head, shoulders, gaze
- “partial semiotic portrayal *par excellence*”

Mittelberg
2018, 2019

In bodily signs, iconic structures may, *no matter how abstract, partial and sketchy they might be*, constitute the semiotic material on the basis of which rich inferences are drawn and meaning is made, and often co-constructed, in multimodal interaction

Mittelberg 2014

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MULTIMODALITY & ICONICITY

McNeill 1992
Kendon 2005
Mittelberg & Evola 2014

- Concrete objects & actions (“iconic gesture”)

Bavelas et al. 1992
Kendon 2004
Müller 2004, 2017
Wehling 2017
Hinnell 2019

- Pragmatic & discourse functions

Núñez & Sweetser 2006
Cooperrider & Núñez 2009
Hinnell 2016, 2018,
Parrill & Stec 2017
Cienki & Irishkhanova 2018

- Abstract conceptual domains
e.g. space, time, aspect, **contrast**



BALANCE

We almost never reflect on the nature and meaning of balance, and yet *without it our physical reality would be utterly chaotic* [...]. The structure of balance is one of the key threads that holds our physical experience together as a relatively coherent and meaningful whole. [...] **The meaning of balance begins to emerge through our acts of balancing and through our experience of systemic processes and states within our bodies.**

Johnson 1987: 74-75



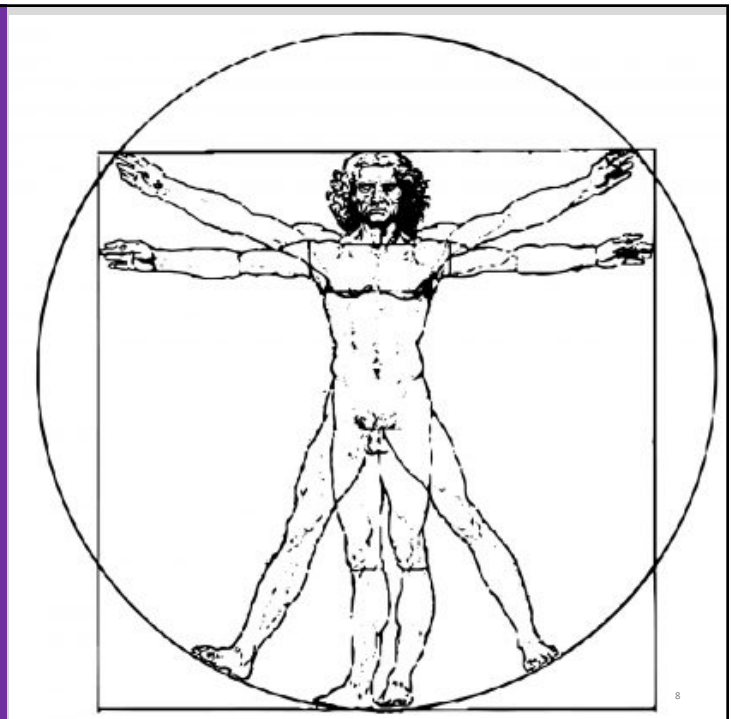
SYMMETRY

Leonardo da Vinci (c.1487)

Pelkey (2017)

“The prototype of the **balance schema** is the schema of **bilateral symmetry**”

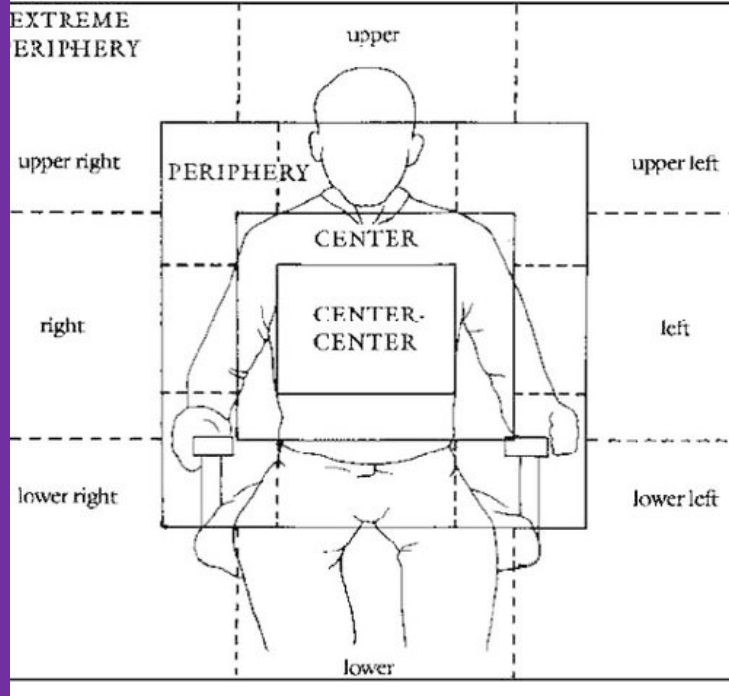
Turner 1991: 70



SYMMETRY

McNeill (1992)

Casasanto & Jasmin 2010
 Casasanto & Chrysikou 2011



CONTRAST

Domains

Linguistic expressions

- Lexical antonyms
- Fixed expressions
- Syntactic structure

Domains of application

- Real world | realis | physical-social space
- Possible worlds | irrealis | mental space
- Expressive world | discursive space

Subjectivity & body partitioning

Dudis 2004, Langacker 2008, Dancygier 2012,
 Hinnell & Rice 2016, Hinnell 2018, 2019

CONTRAST

Expressions

Real world

- *on the one hand/on the other hand*
- *better than/worse than*
- *David/Goliath, good news/bad news*

Possible worlds

- *should I, shouldn't I?*
- *if X... if Y...*

Discursive world

- *but anyways, anyhow, at any rate, however*



Apparently they like him on both sides. **On the one hand** he believes in climate change so they consider him a Liberal. **On the other hand** he doesn't believe in abortion so they consider him a Republican.



On the one hand...



On the other hand...



good news ... bad news



better than ... worse than ...





Wow, should I be **flattered**? Should I be **outraged**? Should I be **insulted**? **Is this** - should I **do it**? Should I **not do it**? Well, **if I did it**, what would it **look like**? **You know**, and I mean, these are new kinds of things for anybody to have to think about.

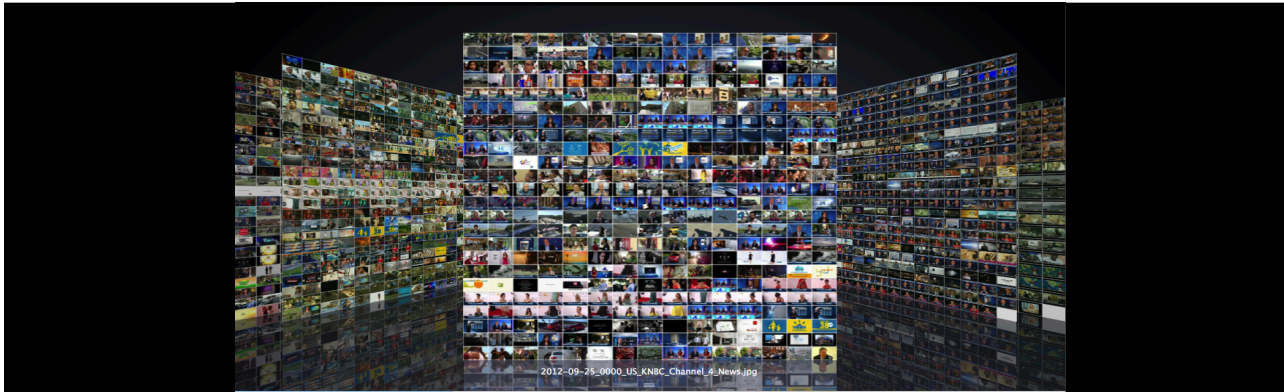
RESEARCH QUESTIONS

To what degree, and how, is CONTRAST expressed in the body?

What effect does the **specific domain** and **specific linguistic utterance** have on the multimodal profile?

What does the **prototype and variation** tell us about **iconic** representation in language behaviour more broadly?





RED HEN MULTIMODAL ARCHIVE


NewsScape Library of International Television News


400,000+ hours of programs


5 billion words of closed caption text


Grows at ~150 hours per day

Results 201 - 300 of 2783 for "on the other hand" ([Export this page](#)) ([Export all pages](#))

FOX-News Americas News Headquarters (video | text | montage | imageflow | metadata | nlp | on-screen text | tagging | permalink)
Saturday October 3, 2015 at 10:00 am America/Los_Angeles (2015-10-03 17:00 UTC)
 "on the other hand" matched 1 times
 AT WHAT IS NOW THE HUGE THREE NUMBERS THAT HAVE COME OUT THE PAST COUPLE OF DAYS. BEN CARSON MORE THAN DOUBLED WHAT HE BROUGHT IN, IN THE SECOND QUARTER. **ON THE OTHER HAND**, RAND PAUL, HIS POLL NUMBERS HAVE ABSOLUTELY TANKED, BROUGHT IN LESS THAN HALF. A LOT OF PEOPLE ARE SAYING THAT PAUL MAY HAVE TO DROP OUT. TAKE A LOOK AND


Aljazeera News (video | text | montage | imageflow | metadata | nlp | on-screen text | tagging | permalink)
Saturday October 3, 2015 at 6:00 am America/Los_Angeles (2015-10-03 13:00 UTC)
 "on the other hand" matched 1 times
 SETTING HIGH STANDARDS OF HUMAN RIGHTS, RULE OF LAW, PROMOTING DEMOCRACY AND WE HOPE THE ELECTIONS TOMORROW WILL GO OFF PEACEFULLY AND BE DECLARED FREE AND FAIR. ON THE GROUND, **ON THE OTHER HAND**, KYRGYZSTAN NEEDS TO MEASURE ITS OWN PROGRESS BY ITS OWN PROGRESS, NOT BY THOSE OF THE HUMAN RIGHTS METHODS OF ITS NEIGHBOURS. DISCRIMINATION IS A MAJOR PROBLEM, AGAINST GAY PEOPLE,

Aljazeera News (video | text | montage | imageflow | metadata | nlp | on-screen text | tagging | permalink)
Saturday October 3, 2015 at 3:00 am America/Los_Angeles (2015-10-03 10:00 UTC)
 "on the other hand" matched 1 times
 DEMOCRACY. >> THANK YOU FOR HAVING ME. WE HOPE ET ELECTIONS TOMORROW WILL GO OFF PEACEFULLY AND THEY'LL BE DECLARED FREE AND FAIR BY THE ELECTION OBSERVERS ON THE GROUND. **ON THE OTHER HAND** DEGREEIZE -- DEGREEIZE TAN -- DEGREEIZE TAN NEEDS TO DEAL WITH DISCRIMINATION AGAINST GAY PEOPLE, AS YOUR REPORT HIGHLIGHTED, AND AGAINST ETHNIC MINORITIES, LIKE THE UZBEK COMMUNITY. >> MANY WILL REMEMBER THE CONFLICT

KNBC Dateline NBC (video | text | montage | imageflow | metadata | nlp | on-screen text | tagging | permalink)
Friday October 2, 2015 at 10:00 pm America/Los_Angeles (2015-10-03 05:00 UTC)
 "on the other hand" matched 2 times
 DETA >> I WAS HOLDING HANDS WITH DETENIDA POR EL PISO. FRIENDS AND FAMILY, AND I HEAR, "WELL, I AGREE WITH THE COMMONWEALTH ON THIS. THE EVIDENCE PROVES THIS." >> Reporter: **BUT ON THE OTHER HAND** -- >> "BUT ON THE OTHER HAND, THIS >> SOLO NOS QUEDABA ESPERAR. HAPPENED." SO YOU KNOW, WERE SQUEEZING HANDS GOING, YOU KNOW, "SHE'S ABOUT TO SAY IT." >> ELLA ESTABA DE ACUERDO PORQUE

2015-10-01 0737 US KCBS Late Late Show with James Corden
 2015-10-01 00:37

Select frame at 2700.4 seconds





DATA ANNOTATION

Linguistic utterance

Construction specific features

- *On the one hand / other hand (N=200)*
 - *O1H-OOH*
 - *O1H-exp*
 - *exp-OOH*
- *Better than / worse than (N=25)*

Morphosyntactic features

Semantic prosody/affective valence

Subjectivity markers

Kinesic utterance

Degree (%) of enactment

Symmetry & laterality

Gesture

- Hands (left/right/both)
- Direction & axis
- Palm orientation & handshape

Upper body

- Shoulders (up, down)
- Head (nod, tilt, shake)
- Eyebrows (raise)
- Torso (shift)

Body partitioning (G, UB, G & UB) (Dudis 2004)



FINDINGS

On the one hand...

...on the other hand





Red Hen examples

O1H-exp

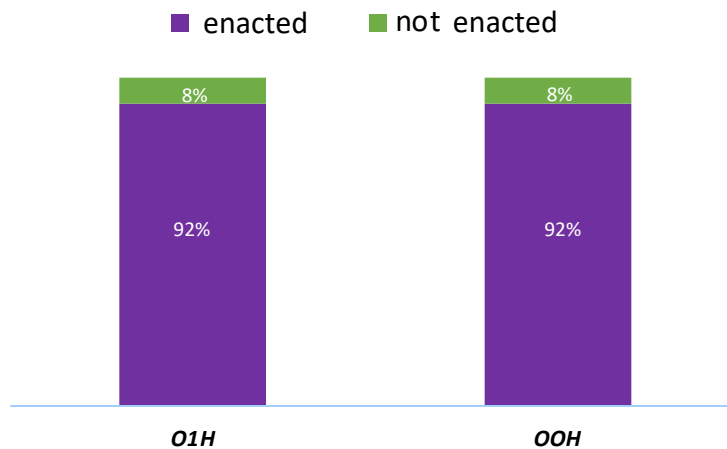
- (1) How do you protect the borders **on the one hand** and **at the same time** have a real earnest fair conversation about meaningful immigration reform?
- (2) **On one hand** you want to support the kid **but** when they enter into the real world, you don't get a trophy.

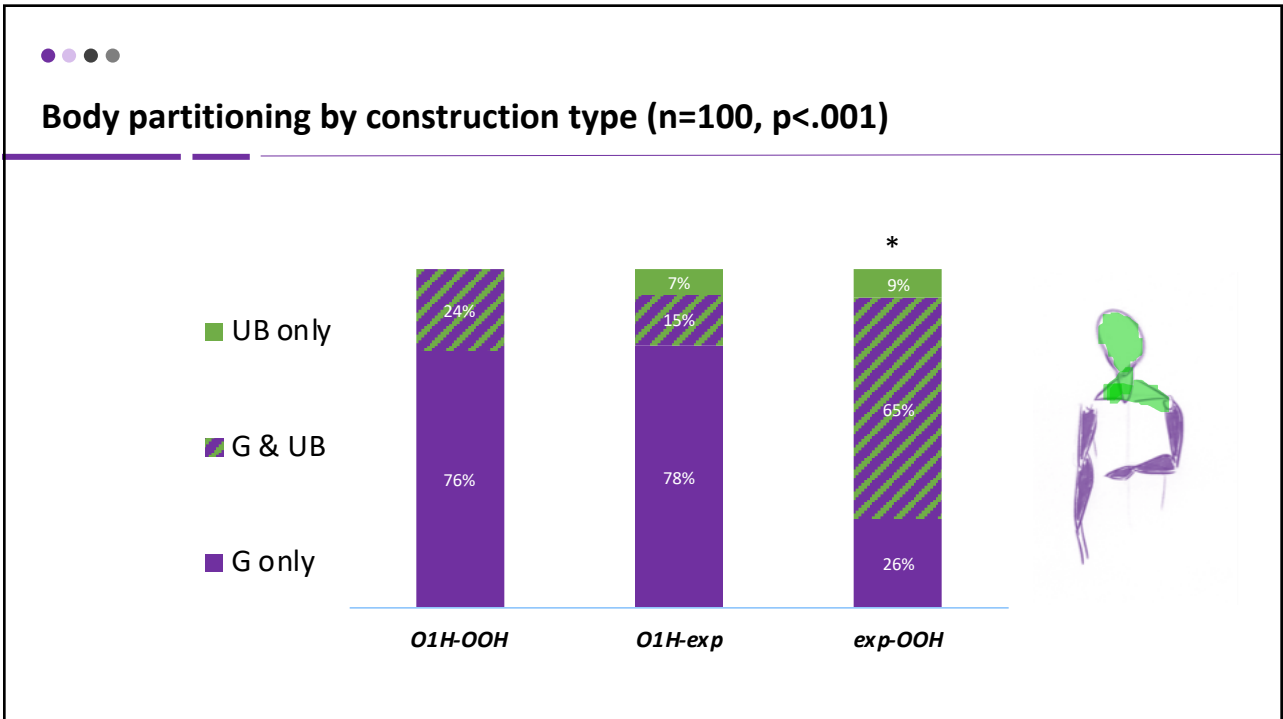
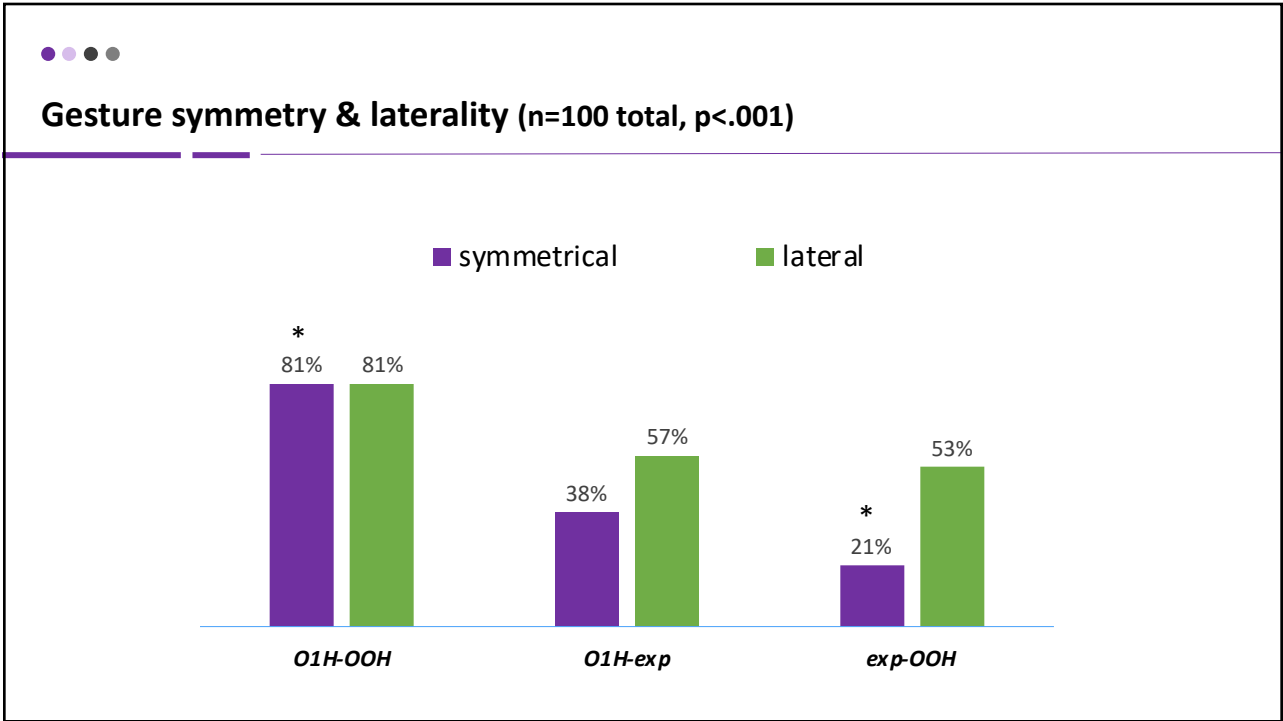
exp-OOH

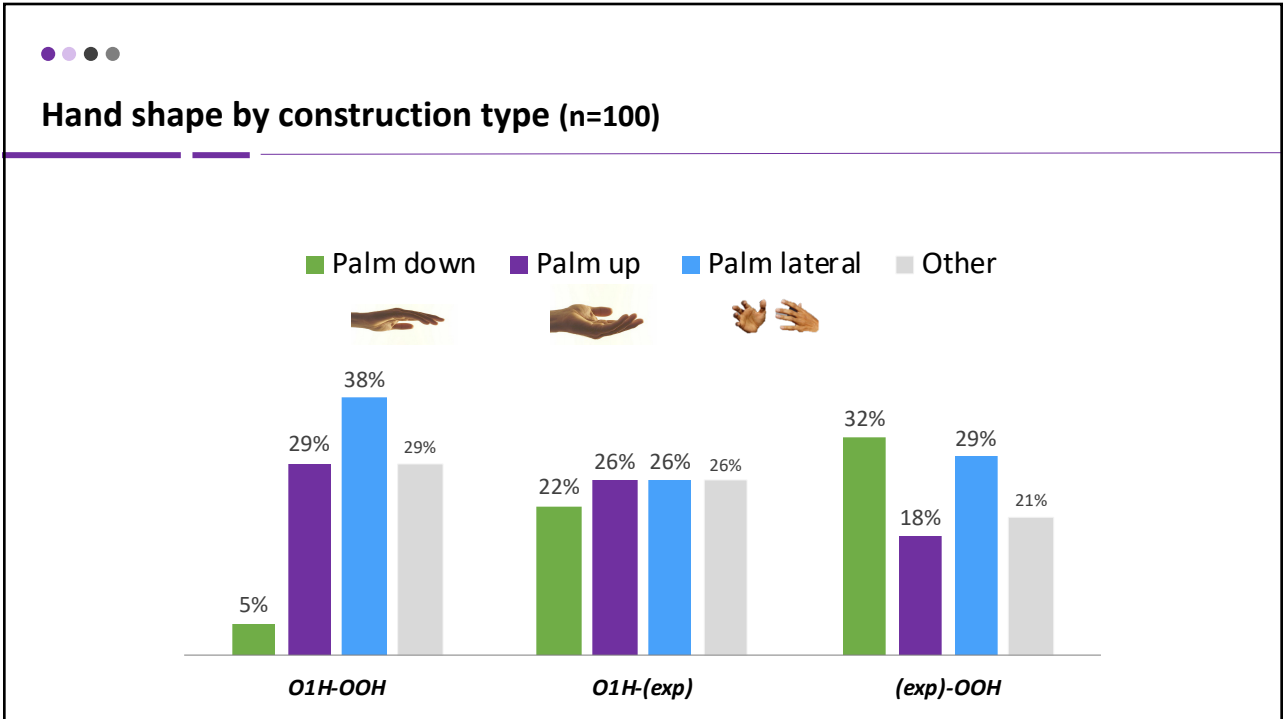
- (3) Donald Trump is under water **but on the other hand** he's dominating polls around the country.
- (4) We think of issues and we want a more sophisticated approach. **On the other hand**, this is the second phase of the campaign. The summer is the fun part....



Degree of enactment (n=100 each)







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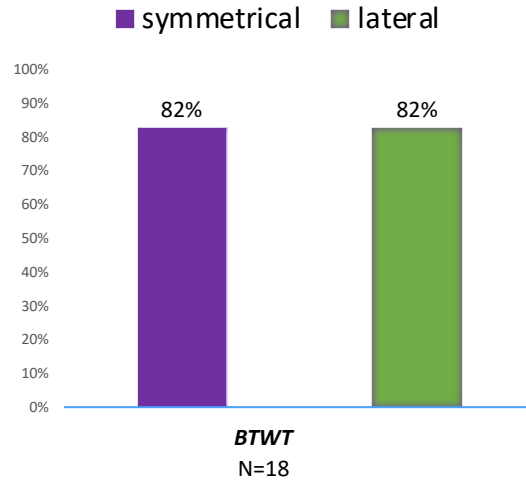
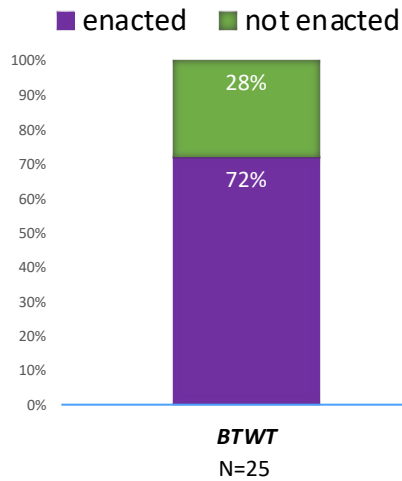
FINDINGS

Better than ... worse than ...

The slide features a large purple rectangular area on the left containing the text 'FINDINGS' and 'Better than ... worse than ...'. To the right of this area are two small video frames showing a man in a dark suit and glasses speaking, with his hands gesturing.



Better than...worse than... (n=25)



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CONTRAST: Possible worlds



Wow, should I be flattered? Should I be outraged? Should I be insulted?

Is this - should I do it?
Should I not do it?

Well, if I did it, what would it look like?

You know, and I mean, these are new kinds of things for anybody to have to think about.



CONTRAST: Possible worlds



If Gary Johnson gets to that level,
he'll be on the stage.

If he doesn't get to that level! he
won't...



He's not going around soliciting
everyone's opinion, of *should I* or
shouldn't I! [run for office]...



CONTRAST: Discursive world



Search term (n=25 each)	Degree of enactment
<i>at any rate</i>	92%
<i>however</i>	80%
<i>but anyway</i>	76%
<i>anyhow</i>	72%

(Hinnell 2018)



Anyhow...



head tilt, mouth shrug, brow raise

SUMMARY



Convention & iconicity

- Utterance ↔ body signal
- *Ways of being iconic, e.g. partiality*

CONTRAST patterns

- Exploitation of binarity in the body
- Symmetry and laterality
- Indexing of specific domain through choice of articulators

NEXT STEPS

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On Contrast

- Completed case studies across domains
- Perception study (w/ Fey Parrill)
- Data from more distinct genres

On Convention and Iconicity

- Degrees of convention/types of iconicity
- Language documentation/field linguistics



redhenlab.org




Hinnell, J. (2019) *The American Journal of Semiotics*,
Special issue on Cognitive Semiotics (35.1-2).



THANK YOU

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