

ANT 393/CMS 386P
Rhetoric and Ordinary Language
Fall 2002
Prof. Jürgen Streeck

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Off. hrs: M 1:30 - 2:30, W 2 - 3

A course about rhetorical practices in everyday communication and an introduction to the main ideas of 20th century “ordinary language philosophy” (Wittgenstein, Ryle, Austin, etc.). Themes include language games, communities, and forms of life; speech acts as social institutions; the rhetorical construction of mind and emotion; authenticity, sincerity, and cultural notions of truth; and the metaphorical nature and cognitive implications of natural languages.

Program

1. Meaning, action, language games, communities, and forms of life
2. The linguistic construction of mind, psyche, and emotion
3. Speech acts: Society’s communicative institutions
4. The bodily basis of language and its metaphorical structure
5. Cognitive Linguistics: The metaphorical nature of grammar
6. Rhetorical practices and political life in non-western societies

Readings

Ludwig Wittgenstein, *Philosophical Investigations* (Part I)
Gilbert Ryle, *The Concept of Mind* (Ch.s 1, 2, 3, 4, 5, 6, 10)
J.L. Austin, *Philosophical Papers* (Ch.s 3, 4, 6, 8, 10 and 12)
Mark Johnson, *The Body in the Mind*
David Lee, *Cognitive Linguistics. An Introduction*
Alessandro Duranti, *From Grammar to Politics.*

a handful of articles will be made available to be copied, at Longhorn Copies; TBA

Schedule

9/16 Wittgenstein 2 to §352

9/23 Wittgenstein 3 to end of Part I

9/30 Ryle 1 Ch.s 1, 2 and 3

10/7 Ryle 2 Ch.s 4, 5, 6, 10)

10/14 J.L. Austin (emphasis on 4, 8, and 10)

10/21 applications

10/28 Johnson

11/4 applications

11/11 Cognitive Linguistics 1 Lee, Ch.s 1 - 6

11/18 Cognitive Linguistics 2 Lee, Ch.s 7 - 13

11/25 Duranti

12/2 concluding discussion

Assignments

1. Critical essay, 3 - 4 pp., about the theory of language, meaning, and communication implicit in (fragments from) a representative text in the communication studies literature, in light of Wittgenstein's *Philosophical Investigations* (text will be distributed); due 9/30, 15%

2. Critical essay, 3 - 4 pp., about the construal of mental and psychological phenomena in (fragments from) a text from popular psychology or communication studies, in light of Ryle's "outdoor psychology"; due 10/14, 15%

3. Proposal, 1 p., for a paper: language games and conceptual structures in a "rhetorical domain" (or domain of experience); due 10/28, 5%

4. Brief descriptions (one paragraph each) of 3 language games in the domain of your choice; due 10/28, 5%