



2nd GLOBAL CONFERENCE on LINGUISTICS and FOREIGN LANGUAGE TEACHING,  
LINELT-2014, Dubai – United Arab Emirates, December 11 – 13, 2014

## Eidetic analysis in Phenomenology as Try to Solve Polysemy Problem

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### Abstract

Philosophers of language as well as cognitive linguists take language factor into account to a greater extent, treating language as a means of the cognition and interpretation of the surrounding reality. By this article we confirm the thesis that a thinking process is to the great extend connected with the processes of generalizations passing through the specific to the general and from the general through the specific to the singular.

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Peer-review under responsibility of Academic World Research and Education Center.

*Keywords:* Lexical invariant; cognitive linguists; lexical eidos; phenomenology; polysemantic word; semantic core.

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### 1. Introduction

Cognitive linguistics, especially in the later period, puts a greater emphasis on the consciousness of personal perception, i.e. in what manner a reflecting person comprehends reduction as a transcendental ego. We take as a basis the assumption that each transcendental phenomenological analysis can be carried out under the conditions of natural grounds refusing transcendental attitude. We also refuse purely psychological investigations in the field of transcendental personality theory. Since everyday experience doesn't allow us to determine base language notional structures, special methods are necessary which can act as an attempt to address the issue of notional structures "validity" and their components motivation.

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The proposed in the article analysis is based on the fundamental cognitive and phenomenological assumptions and takes into account theory of cognitive images. Speaking of imagery, it is impossible to ignore such a stereotypical mechanism of thinking as schematization. When distracted, non-object phenomena are conceptualized through an image and likeness of the material world and in the lexicon of imagery they take on a concretely sensuous form. Here develops the anthropomorphism of image perception – the commensurability of the surrounding reality with images and symbols that are easily understood by humans: images and symbols which become value based stereotypes. Indeed, straight is seen as being honest, true, while crooked is false; soft is seen as weak and good, while solid represents resoluteness and stubbornness. Reflecting the traditional ethno-cultural figurative representations embodied in language, this vocabulary conveys the value relation of man to himself and to the world around him.

The lexical approach aims at identifying the nature of imagery as a phenomenon inherent in words, in particular, its ability to reflect an imaginative vision of reality. It is possible to distinguish between linguistic and stylistic imagery, and with that, while using the stylistic approach in language, there forms, not only a logical, but an aesthetic way of thinking: An inadequate reflection of beings and objects, in which those features are consciously chosen and relayed, through which it is possible to transfer a given concept into a concrete pictorial form.

Kholodnaya (2002) identifies the following fundamental variants in the imagery of words: no images, concretely associated images, object-structural images (the substantive, detailed image of a specified object, in which the subject focuses on any of the object's essential features), sensual-sensory images (emotional experience), generalized images (the schemes in which the specified object is explained using a combination of highly generalized visual elements, such as vectors, points and geometric forms), conventional visual signs (maximally generalized images in the forms of alphabetic, numeric and algebraic symbols).

### 1.1 *Lexical Eidos as Essential Formula of a Word*

We continue to accomplish the task related to linguistic philosophy main questions, semantic layer of different levels determination and definition of the most significant, essential, and general semantic and mental properties, qualities, and mechanisms of consciousness. In this respect we introduce the concept of **lexical eidos (LE)** based on the theory of eidos accepted by phenomenologists. By the attribute “lexical” we emphasize language essence of the given phenomenon and state that an analysis of specific language material comes next.

We consider *Lexical eidos* to be a language essence, as an aggregate of the most significant universal semantic components which are intuitively defined in the course of phenomenological reduction and are unchanged in the stream of meanings variation composing the semantic formula of a word or a phrase; lexical eidos content is revealed at the level of scientific and logical consciousness (Pesina, Solonchak, 2014).

The further task in the frame of this paper is the determination of such universal components in the composition of universal objects semantically expressed by polysemantic words. It's necessary to define identification criteria of these universal objects, their semantic core in comparison with LE, state levels of representation and functioning of these phenomena.

We interpret LE in terms of linguistics as an invariant associative notional complex assigned to a word in the consciousness of communicants, which is based not only on word semantic structure, grammatical formation, word-formative structure, and motivational connections, but existing one in the society of tradition usage. However in the process of phenomenological reduction abstracting from grammatical, pragmatic, and morphologic connections takes place.

LE can be comprehended as an example of some pure possibility. In this regard Husserl's words which also fit the LE characteristics can be cited: “Eidos itself is a given in contemplation or available to contemplation universal – the pure, absolute, independent of any fact. It precedes all essences understood as words meanings; on the contrary they themselves should be formulated in accordance with eidos as pure notions” (Husserl, 2006).

LE includes the programme for all (or almost all) particular meanings of a word and, vice versa, each variant has subtle reference to a model which manages the process of transferred meanings semiosis. LE isn't of declarative, but dynamic, namely, procedural nature: the process of actualization of meanings by a speaker is conceived as sequential “assembly” of more complicated structures on the base of integral and differential components of the main meaning.

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