

Contents

1	Introduction	1
1.1	The Research Tradition of Prefabricated Language	1
1.2	The Scope of This Dissertation: Collocation Defined	2
1.3	The Purposes of This Dissertation	6
1.4	Data Collecting: The Travel Advertising Corpus	9
1.5	Methodological Issues	11
1.6	The Organization of This Dissertation	14
2	A Review of Related Literature on Collocation: Firthianism and Beyond	17
2.1	Introduction	17
2.2	J. R. Firth: ‘You Shall Know a Word by the Company It Keeps’	18
2.2.1	Contextualization in Firthian Linguistics	18
2.2.2	Meaning by Collocation	20
2.2.3	Criticism of the Firthian View of Collocation	21
2.3	M. A. K. Halliday: Lexis as a Linguistic Level	23
2.4	T. F. Mitchell: Linguistic Goings-on	25
2.4.1	The Formal Meaning of Language	26
2.4.2	Collocation as Association of Roots	27
2.4.3	Colligation, Idiom and Compound	28
2.5	J. Sinclair: Corpus Linguistic Approach to Collocation	30
2.5.1	The Idiom Principle	31
2.5.2	Sense and Structure: The Invasion of Lexical Hordes	32
2.5.3	Units of Meaning	33
2.6	Summary	34

3	Theoretical Framework: Collocation in Systemic Functional Perspectives	35
3.1	Introduction	35
3.2	Modeling Lexis in Systemic Grammar	35
3.2.1	‘The Grammarian’s Dream’	36
3.2.2	Lexis as Most Delicate Grammar: A Re-interpretation	39
3.2.3	Semi-fixed Expressions: I Haven’t the Faintest Idea	40
3.3	Collocations in Functional Grammar	42
3.3.1	Functionalism: An Altruistic Theory of Language	42
3.3.2	Functional Categorization of Collocations	44
3.4	Collocation and Register	46
3.4.1	Register, Genre and Language	47
3.4.2	Travel Advertising as a Register	48
3.4.3	Linguistic Capitalism of Advertising: Collocation as Lexical Resources	50
3.5	Summary	54
4	Ideational Collocations: Conventional Ways of Representing the World	55
4.1	Introduction	55
4.2	Representing the World: Grammar, Single Word and Collocation	55
4.3	The Experiential Grammar of Ideational Collocations	56
4.4	Conventionalization in Travel Advertising	60
4.4.1	Noun	60
4.4.2	Verb	64
4.4.3	Adjective	66
4.5	Ideational Collocations and Attitude in Discourse	69
4.6	Summary	70
5	Interpersonal Collocations: Dialogue, Conviviality and Narrative Voices	71
5.1	Introduction	71
5.2	Interpersonal Collocation: An Overview	71
5.3	The Dialogic Nature of Travel Advertising	73
5.4	Interpersonal Collocation as Markers of Conviviality	74
5.4.1	Conviviality Versus Conflict	74
5.4.2	Polite Requests and Generous Offers	75
5.4.3	Persuasive Statements	79
5.5	Narrative Voices: Language Reporting in Travel Advertising	80
5.5.1	Bakhtin’s Theories of Communication	80
5.5.2	Language Reporting	82
5.5.3	Interpersonalization: A Hypothesis	84
5.6	Summary	85

6	Textual Collocations: Logical and Temporal Cohesion	87
6.1	Introduction	87
6.2	Cohesion in Discourse: General Issues	87
6.2.1	The Meaning of Cohesion	88
6.2.2	General Features of Cohesion in Travel Advertising	89
6.2.3	Typology of Conjunctions	91
6.3	Idiomatic Expressions: The Logic of Travel Advertising	93
6.4	Temporal Collocations: The Chronology of Travel Stories	99
6.4.1	Time in Discourse	99
6.4.2	Public Time: Institutionalized Ways of Perceiving Time	101
6.4.3	Personal Time: Idiosyncratic Ways of Perceiving Time	102
6.4.4	Temporal Cohesion of Travel Advertising	103
6.5	Textualization: Another Hypothesis	105
6.6	Summary	107
7	Collocational Metaphors: Between Creativity and Prefabrication	109
7.1	Introduction	109
7.2	Problems with Referential Interpretations of Metaphor	109
7.3	A Syntagmatic Perspective on Metaphor	111
7.3.1	An Improved Definition	112
7.3.2	Pathways of Metaphorical Interpretation	112
7.3.3	Clines of Metaphoricity	113
7.4	The Syntax of Metaphors	116
7.4.1	Intensive Process	116
7.4.2	Genitive Structure	118
7.4.3	Apposition	120
7.4.4	Other Syntactic Patterns of Metaphor	121
7.5	Metaphorical Functions in Travel Advertising	122
7.5.1	To Excel in Description	122
7.5.2	Persuasion and Language Games	124
7.5.3	Textual Structuring	127
7.6	Between Creativity and Prefabrication: A Discussion	128
7.7	Summary	131
8	Conclusions and Implications	133
8.1	Introduction	133
8.2	Answers to the Three Research Questions	133
8.2.1	The Role of Prefabricated Language in Discourse	134
8.2.2	The Phraseology of the Register of Travel Advertising	135
8.2.3	The Balance Between Routine and Creativity	137

8.3	Reflections on Modern Linguistic Theory	140
8.4	Teaching Collocation: Where Grammar and Lexis Meet	142
8.5	Postscript	144
Appendix A: The Collocational Behavior of <i>Offer</i> in TAC and LPLT		145
Appendix B: The Travel Advertising Corpus		149
References		153

Linguistic Prefabrication

A Discourse Analysis Approach

Ding, J.

2018, XIII, 158 p. 13 illus., Hardcover

ISBN: 978-981-10-7009-9