

Form miming meaning

Iconicity in language
and literature

Edited by

Max Nänny

University of Zürich

Olga Fischer

University of Amsterdam

JOHN BENJAMINS PUBLISHING COMPANY
AMSTERDAM/PHILADELPHIA

Table of Contents

Preface	ix
Acknowledgements	xi
List of contributors	xiii
Introduction: Iconicity as a Creative Force in Language Use <i>Olga Fischer and Max Nännny</i>	xv
PART I General	
Why Iconicity? <i>Ivan Fónagy</i>	3
Action, Speech, and Grammar: The Sublimation Trajectory <i>John Haiman</i>	37
Creating the World in Our Image: A New Theory of Love of Symmetry and Iconicist Desire <i>Ralf Norrman</i>	59
On Semiotic Interplay: Forms of Creative Interaction Between Iconicity and Indexicality in Twentieth-Century Literature <i>John J. White</i>	83
Iconicity in Literature: Eighteenth- and Nineteenth-Century Prose Writing <i>Simon J. Alderson</i>	109

PART II Sound and Rhythm

- What, if Anything, is Phonological Iconicity? 123
Andreas Fischer
- Imagination by Ideophones 135
Hans Heinrich Meier
- Iconicity and Beyond in “Lullaby for Jumbo”: Semiotic Functions of Poetic Rhythm 155
Walter Bernhart

PART III Letters, Typography and Graphic Design

- Alphabetic Letters as Icons in Literary Texts 173
Max Nännny
- ‘singing is silence’: Being and Nothing in the Visual Poetry of E. E. Cummings 199
Michael Webster
- Iconicity and Divine Likeness: George Herbert’s “Coloss. 3.3” 215
Matthias Bauer
- Iconic Rendering of Motion and Process in the Poetry of William Carlos Williams 235
Peter Halter
- Graphological Iconicity in Print Advertising: A Typology 251
Andreas Fischer
- Iconicity in the Digital World: An Opportunity to Create a Personal Image? 285
Eva Lia Wyss

PART IV Word-Formation

- Diagrammatic Iconicity in Word-Formation 307
Friedrich Ungerer
- Iconicity in Brand Names 325
Ingrid Piller

TABLE OF CONTENTS

vii

PART V Syntax and Discourse

On the Role Played by Iconicity in Grammaticalisation Processes <i>Olga Fischer</i>	345
Iconicity, Typology and Cognition <i>Bernd Kortmann</i>	375
The Iconic Use of Syntax in British and American Fiction <i>Wolfgang G. Müller</i>	393
Linguistic Expression of Perceptual Relationships: Iconicity as a Principle of Text Organization (A Case Study) <i>Elżbieta Tabakowska</i>	409
Author index	423
Subject index	433