

SPREMI

7 April, 2022 at 15-17

ONLINE at:

<https://aboakademi.zoom.us/j/66312703059>

(Meeting ID: 663 1270 3059)

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Culture-specific conceptualization in LSP: A cross-cultural study on cognitive models in German and Swedish organizational theory

(NB! The change in the title compared to the first announcement)

In my presentation I will show the results from a cross-cultural study on the image schematic conceptualization in textbooks dealing with organizational theory. Based on Mark Johnson's (1987) concept of image schema, also developed in Lakoff (1987) and discussed since in cognitive linguistics, I will show in which way image schemata may be used as a conceptual tool for describing highly theoretical subject matters. Organization and management as described and explained in textbooks is an interesting empirical field as it not only deals with a specific LSP area (language for specific purposes) but additionally prepares for a future career in a sector that is marked by international cooperation, where university education is meant - among others - to also prepare for multicultural competences in business life.

So how does organizational theory in German and Swedish textbooks meet these needs and conceptualize such aspects as the organization as a whole, the way work processes are best organized, the role of the individual, teamwork, leadership, hierarchies etc.? Extracts from the findings of an analysis of original textbooks in both languages from several decades will be presented. The results will be discussed as well as possible implications that can be drawn from them; both concerning the cross-cultural consequences of the analysis and the role and function of image schemata for our ways of worldmaking as well as our understanding of LSP as a linguistic phenomenon.

The presentation will be in English and the examples given will be in German or Swedish with English translations.

Johnson, M. (1987): *The Body in the Mind. The Bodily Basis of Meaning, Imagination, and Reason.* Chicago/London: University of Chicago.

Lakoff, G. (1987): *Women, Fire, and Dangerous Things. What Categories Reveal about the Mind.* Chicago/London: University of Chicago

Christopher Schmidt ORCID 0000-0003-1782-376X is professor in German language and literature at Åbo Akademi. His main research areas are cognitive linguistics, multimodal text theory, rhetorics, intercultural business communication, literary theory, semiotics. CS is the initiator and co-founder of the international research cooperation *Europäische Kulturen in der Wirtschaftskommunikation* (*European Cultures in Business and Corporate Communication* (EUKO/EUCO); an interdisciplinary organization that gathers experts in the field of linguistics and text theory, intercultural communication,

and social sciences with annual conferences all over Europe and an own publication series (www.wirtschaftskommunikation.net). He is also the co-founder of the international interdisciplinary double degree Masters' programme *Werbung interkulturell - InterculturAd* between Åbo Akademi and Universität Eichstätt (<https://www.ku.de/slf/studiengaenge/masterstudiengaenge/ma-interculturad>).