Viewpoint, discourse, and multimodal artifacts
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Cognitive Linguistics has been moving towards a broader recognition of the ways in which language and well-known meaning-emergence mechanisms are interacting with other meaningful channels. While the role of gesture, eye-gaze, and other embodied channels has been the focus of much research these days, the interest in the interaction between language and visual images is still carving out a niche for itself. The study of communication using images as well as language, which I refer to as 'the other multimodality', is important, especially as a way to confirm broader mechanisms of meaning construction.

In this talk, I will consider several types of artifacts, first of all internet memes and advertising campaigns, to show how these multimodal communicative contexts rely on expressive tools familiar to all cognitive linguists – constructions, metonymy, image schemas, etc. I will also show how viewpoint works as an overarching category, giving coherence to a range of expressive choices. Further, I will argue that meaning construction mechanisms remain largely similar across modalities, but linguistic forms adjust to the new media in ways that confirm some of our general beliefs about how language works.