Contents

Foreword and acknowledgements —— V

Introduction —— 1

1 The historical perspective: A synthesis —— 5
1.1 Forerunners: From classical rhetoric to the 19th century —— **7**
1.1.1 Classical rhetoric —— **8**
1.1.2 Medieval and later treatises —— **10**
1.1.3 The 19th century —— **13**
1.2 The 20th century —— **16**
1.2.1 Initial period (1900–1941) —— **16**
1.2.2 Intervening period (1942–1969) —— **21**
1.2.3 Final period (1970–2000) —— **26**
1.3 The 21st century —— **28**

2 Emblems and other gestures —— 30
2.1 Gestures and emblems —— **30**
2.1.1 Pathways towards a definition of gesture —— **30**
2.1.2 Pathways to a definition of emblematic gesture —— **39**
2.2 Emblem as a category —— **42**
2.2.1 Emblem as a semiotic category —— **42**
2.2.2 Gestural continua —— **44**
2.2.3 Emblematicity criteria: Emblem as a prototypical pragmatic category —— **48**
2.3 Types and functions of emblems —— **50**
2.3.1 Current speech and current emblems —— **51**
2.3.2 Greeting emblems —— **54**
2.3.3 Deictic emblems —— **59**
2.3.4 Insult emblems —— **62**
2.3.5 Technical emblems or emblems for special purposes —— **64**
2.4 Other gestures and non-verbal acts —— **65**
2.4.1 Co-speech gestures —— **66**
2.4.2 Pragmatic gestures —— **67**
2.4.3 Vocal items: From sounds to interjections —— **70**
2.4.4 Sign language items —— **72**

3 The taxonomical task: Methodology and repertoires — 77
3.1 Notation and transcription: Visual representations — **77**
3.2 The compilation of an emblem repertoire: Conception, types and methodology — **78**
3.2.1 Traditional repertoires and methods — **79**
3.2.2 Contemporary repertoires and methods: A sample — **81**
3.2.3 Past and future: Comparisons between repertoires — **84**
3.3 Elaborated repertoires — **85**
3.3.1 Current repertoires — **85**
3.3.2 Other repertoires — **87**
3.4 Gestural lexicography — **87**
3.5 A detailed example: A basic repertoire of Catalan emblems — **91**
3.5.1 Exclusions, order, and repertoire entries — **92**
3.5.2 Compilations established — **93**
3.5.3 Codification test — **94**
3.5.4 Informants — **95**
3.5.5 Questionnaires, interviews, and items — **96**
3.5.6 Precedent repertoires and future projects — **98**
3.5.7 Selection of emblems according to pragmatic and semantic features — **99**

4 An ecological view on emblems — 103
4.1 Origins and historical evolution — **103**
4.1.1 Illustrators or co-speech gestures and image schemas — **104**
4.1.2 Affect displays, adaptors and regulators — **106**
4.1.3 Other sources. Gestural neologisms. Language origins — **107**
4.2 Variation and cultural distribution of emblems — **108**
4.2.1 Emblems, culture, and linguistic variety — **109**
4.2.2 Multilingualism and emblem borrowings — **110**
4.3 Geographic distribution of emblems — **113**
4.3.1 Precedents. Emblems and classical dialectology — **113**
4.3.2 Gestural geography in Europe — **117**
4.4 Social distribution of emblems — **123**
4.4.1 Ethnographic analysis of emblems: A sample — **126**
4.4.2 A background for the ethnographic research on emblems — **129**
4.4.3 Everyday emblems in Catalonia: An example — **130**

5 The cognitive and interactive dimensions of emblems — 135
5.1 Variants and repertoires: What does "the same emblem" (exactly) mean? — **135**
5.1.1 Introduction: Assumptions and basic questions for the research — **136**
5.1.2 Filtering samples: Interpreting items to elaborate repertoires — **137**
5.2 The emblematic web: Organization of emblems within a repertoire — **141**
5.2.1 The prototypical model: Emblems as symbolic associations — **142**
5.2.2 The family resemblance model — **143**
5.3 The interpretation of emblems: From context through relevance — **147**
5.4 Relevance: Common principles and processes in verbal / non-verbal communication — **151**
5.5 Multimodal tropes in emblematization processes — **157**
5.5.1 Around metonymy — **158**
5.5.2 Around metaphors — **160**
5.5.3 Complex combined processes: Metonymy, metaphor and verbal tropes — **164**
5.5.4 Ironic constructions — **170**
5.5.5 Emblems and phraseology — **172**
5.6 Emblems and interaction: Meaning and functional distribution — **174**
5.6.1 Messages conveyed — **175**
5.6.2 Illocutionary force — **176**
5.6.3 Illocutionary types and values — **178**
5.6.4 Illocution and functions: An example — **181**

6 Conclusions and final remarks — 185
6.1 The research on emblems: Present and future: Pragmatic theory and multimodality — **186**
6.1.1 A note on applications — **188**
6.2 Emblems as cognitive constructions — **189**
6.3 Emblems as sociocultural displays — **191**
6.4 Emblems as pragmatic tools — **193**

Appendices

Appendix I Basic repertory of Catalan emblems — **197**
Appendix II Catalan emblems. Sample of Amades (1957) — **202**
Appendix III Catalan emblems. Sample of Mascaró (1981) — **204**
Appendix IV American Spanish gestures (Venezuela). Cardona (1953–1954) — **205**
Appendix V American Spanish gestures. Kany (1960) — **207**
Appendix VI American Spanish emblems (Colombian). Sample of Saitz and Cervenka (1972) — **214**
Appendix VII Spanish emblems. Sample of Meo-Zilio and Mejía (1980–1983) — **216**
Appendix VIII Other samples of emblems (links to illustrations and videos) — **219**

References — **222**

Index — **243**