iO⦚

IN OTHER WORDS

A Contextualized Dictionary
to Problematize Otherness

*Coming to grips with critical, creative, inter-/cross-cultural dialogue
across space and time. A methodological workshop to explore the role of keywords in
(re)producing or problematizing Otherness*

www.iowdictionary.org

Who we are & contacts

Editorial Board of IOW's dictionary:

- Paola Giorgis: paola.giorgis@iowdictionary.org

- Ivanka Mavrodieva: i.mavrodieva@gmail.com

- Victoria Odeinyi: victoria.odeniyi@gmail.com

- Olena Semenets: olenasements@gmail.com

- Bilyana Todorova: b_stoianova@hotmail.com

- Andrea C. Valente: prof.acval@gmail.com

- Ioanna Vovou:vovou@panteion.gr

Schedule of the WS

iO

IN OTHER WORDS

AM (2hrs)

- Short intro

- Presentation of theoretical backgrounds

- Q&A

- Group formation

- Icebreaking & initial debate of the keyword/entry

PM (1+1 hr)

- Group activities on the keyword/entry (1 hr)

- Restitution & final discussion (1hr)

Paola: *Challenging and subverting discriminating narratives through critical and creative analysis* *1/3*

- what is IOW? a short history of the project

- why a dictionary?

- why online?

Characteristics

- **Collective**: collaborative work towards a change

- **Critical**: analysis & discussion

- **Creative**: shift of perspective

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Structure

- **abstract**: in a language other than English + shorter abstract in English

- **etymology**: traces trajectory of a word, its history and its contemporary application/s

- **cultural specificity**: from etymology to the culture-specific meaning(s)

- **problematization**: examples from old and new media and public discourses that (re)produce different forms of Otherness

- **communication strategies**: analysis of communicative acts in context

- **subversion**: the most creative part of the dictionary, showing how a specific word mobilized for the construction of Otherness can be recontextualized and subverted

- **discussion**: an open door to step outside the dictionary and engage readers in personal reflections and collective discussions

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Paola: *Challenging and subverting discriminating narratives through critical and creative analysis* *3/3*

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Kehinde Wiley: *Mary Comforter of the Afflicted* (2016)

Cibo (Italian street artist) (2017-2019)

Complexity Turn in Language Studies

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

- **Complexity Adaptive System Theory:** Larsen-Freeman and Cameron, 2008

- **Mixed Game Model:** Weigand, 2010

- **Integrational Paradigm:** Harris, 1987

- **Language Game:** Wittgenstein, 1953

tem. We argue that this system is best construed as a *complex adaptive system* (CAS). This system is radically different from the static system of grammatical principles characteristic of the widely held generativist approach. Instead, language as a CAS of dynamic usage and its experience involves the following key features: (a) The system consists of multiple agents (the speakers in the speech community) interacting with one another. (b) The system is adaptive; that is, speakers' behavior is based on their past interactions, and current and past interactions together feed forward into future behavior. (c) A speaker's behavior is the consequence of competing factors ranging from perceptual mechanics to social motivations. (d) The structures of language emerge from interrelated patterns of experience, social interaction, and cognitive processes.

Source: Ellis, N. C., & Larsen-Freeman, D. (Eds.) (2009). Language as a complex adaptive system. Wiley-Blackwell.

Words in Context: Lexical Complexity System

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Word as a contextual, dynamic entity: when uttered or articulated, a certain word can interact with verbal and non-verbal elements in multimodal spaces, creating denotative and connotative meanings, and fulfilling rhetorical-pragmatic functions in order to meet different communicative purposes that stimulate individual and social actions and reactions. A contextualized word emerges out of lexical forces and symbolic actions via rhetorical elements or tropes. Thus, a contextualized word is in constant interactions with a co-text, author's intentions, and audience's responses.

Complexity Approach for Analysing Words in Context

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Dynamic
- a dynamic entity (i.e. word) in which its meanings can fluctuate according to a communicative network that involves various social agents (e.g. writer, translator, reader, viewer)

Adaptive
- an adaptive entity that accommodates itself to multimodal platforms in which it is used (e.g. physical, digital, visual and non-visual)

Indeterminate
- an entity that can create uncertainties as it is moved across different genres (e.g., posters, comics, photographs, literary and journalistic texts) and it can provoke 'rhetorical force' through 'chaos' (e.g., humour, satire, irony) when used subversively

Synergetic
- an entity that works in synergy with other linguistic and non-linguistic elements in order to maintain some rhetorical stasis, balance so that meaning-making can emerge

IOW Dictionary: Empirical Research

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

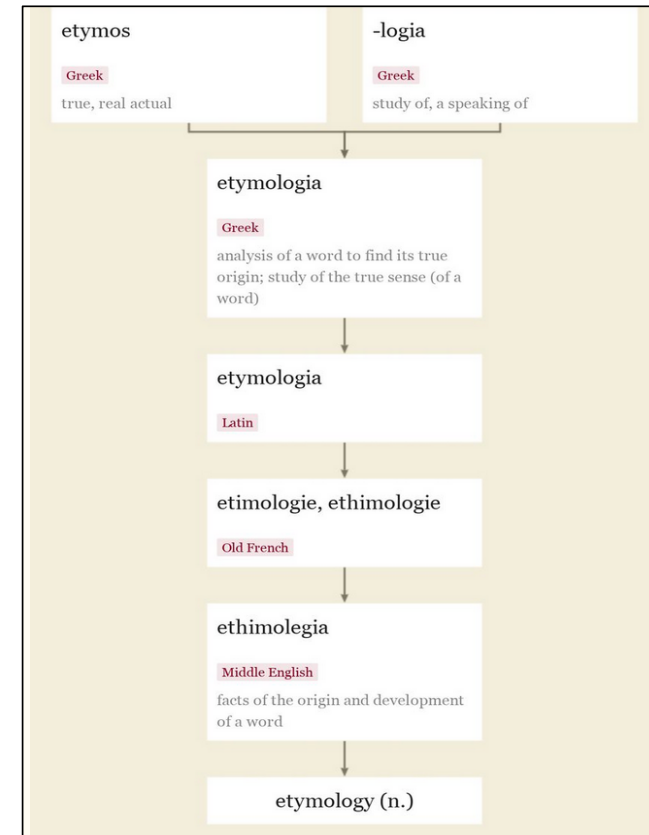| Lexical Complexity System	Examples of Research Questions
Dynamic	▪ Who are the agents involved in the construction and use of the researched word? ▪ How can its meaning vary when articulated/used by different agents?
Adaptive	▪ How does the word accommodate various multimodalities? ▪ How can the semantic-pragmatic functions of the researched word adapt to each medium or multimodality? ▪ What are the rhetorical and stylistic effects that such word can cause through its use in different contexts?
Indeterminate	▪ What connotative meanings can a certain word hold? ▪ What meanings can emerge out of the ambiguity level of the word? ▪ What are the rhetorical forces that such word sustains as integrated in a certain genre?
Synergy	▪ What are the illocutionary and perlocutionary forces that the researched word creates when it is uttered/articulated?

- Etymology

Online Etymology Dictionary:

As practised by Socrates in the Cratylus, etymology involves a claim about the underlying semantic content of the name, what it really means or indicates. This content is taken to have been put there by the ancient namegivers: giving an etymology is thus a matter of unwrapping or decoding a name to find the message the namegivers have placed inside. [Rachel Barney, "Socrates Agonistes: The Case of the Cratylus Etymologies," in "Oxford Studies in Ancient Philosophy," vol. xvi, 1998]

https://www.etymonline.com/word/etymology

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Bilyana: *Etymology as a part of IOW project* 2/2

- Etymology: a good starting point of scientific investigation – it offers both diachronic and synchronic views of a particular keyword

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Etymology:

The word 'война' (war) is of Indo-European origin and it is used in Slavic languages. According to Bulgarian etymological dictionary it means: "*въоръжена борба между държави; войска; от и.е. *wei- *woi- 'гоня', ловя'* " (*armed struggle between states; army; comes from Indo-European *wei- *woi- 'chase', 'catch'*).

According to Anikin (ed.) the Slavic word comes from: прасл. *vojьna 'война', субстантивир. прил. ж. р. […], произв. с суфф. –ьna от *vojь 'бой', 'войско', 'воин' (Proto-Slavic *vojьna 'war', nominalised adjective, derivative with the suffix –ьna from *vojь 'fight', 'army', 'warrior').

Except for its historical meaning, the contemporary Dictionary of Bulgarian language (Речник на българския език) mentions some connotative meanings of the word: (*Прен. Разг.* Остър конфликт, безкомпромисна борба между отделни лица или групи.; 3. *Прен.* Активна и безкомпромисна борба за премахване или унищожаване на нещо, i.e. acute conflict, an uncompromising struggle between individuals or groups; an active and uncompromising struggle to remove or destroy something.).

The connotative, metaphorical meanings have gained a lot of popularity, and nowadays they are much more used than the denotative one.
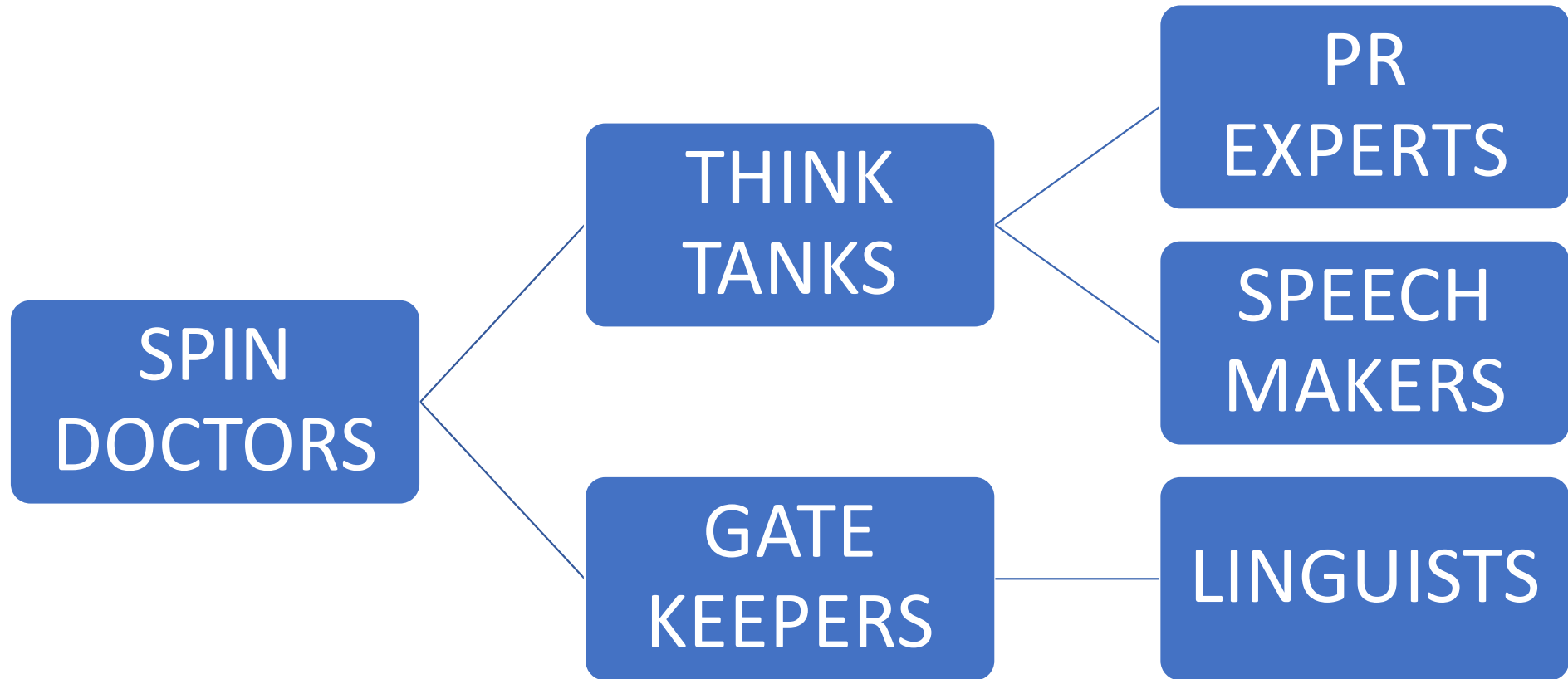
Ivanka: *Rhetorical and communicative strategies in the creation and use of words*   *1/4*

Finding the answer to the **5 W** questions - a new perspective

- Who creates words?

- What words are created?

- When are words created?

- Where are words created?

- How are words created?

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Ivanka: **Who creates words?**
Different angles and points of view

SPIN DOCTORS

THINK TANKS

GATE KEEPERS

PR EXPERTS

SPEECH MAKERS

LINGUISTS

- Research institutes and academic communities

- Linguistic circles and researchers

- Crisis staff discussion - expert on crisis communication

- Decision making processes - military headquarters

- Meeting and creative briefing of think tanks or / and NGOs

- Spontaneously creating on the street during protests and demonstrations

- Management and endorsing opinion leaders - mentoring and control, conduction and reflection

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Ivanka: Otherness – an example from Bulgaria *4/4*

- The term '**gender**' includes only two sex - male and female. This is explained in Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Istanbul Convention) in an extensive explanatory report on the disputed points in the international treaty. At the same time parts of the Convention may apply to people of different sexual orientations or gender identities.

- The word "gender" is translated into Bulgarian language as „социален пол" – "social sex".

- The word 'gender' is used as a synonym for: gay, lesbian, fagot, homosexual, transgender, transvestite, man in women's clothing, hermaphrodite, a person with gender reassignment surgery. The word 'gender' contains negative evaluations that range from ridicule and contempt for different people to insults, rejection, abusing and xenophobia.

- **Gender**

- джендърство – джендаризъм

- джендър - джендърка

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Olena: *A dialogical essence of truth*   *1/2*

IOW dictionary is dialogical in nature

Dialogue between:

- the history of a word and its modern meanings

- different communication strategies of using a word

- common practices of discursive domination and subversive contexts

- linguistic, cultural, and scientific traditions

- the authors in the process of preparing dictionary entries

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

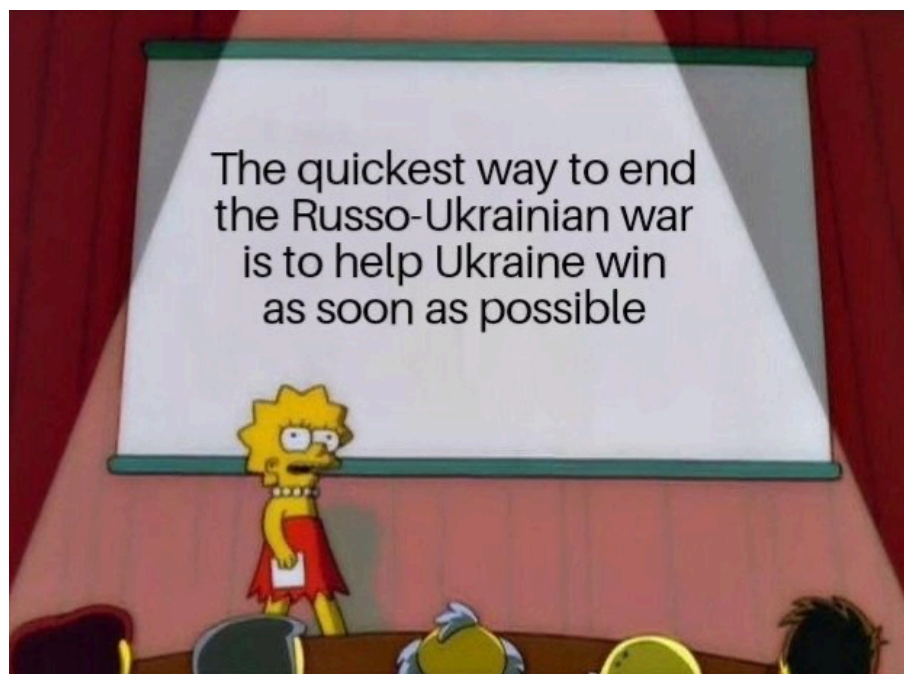# Olena: *A dialogical essence of truth*   *2/2*

- the philosophical theory of dialogism (Buber 1970, Bakhtin 1981, Habermas 1987) and its modern development (Phillips 2011, Etzioni 2018) serve as a basis for understanding new opportunities for international research cooperation

- innovative format of the online lexicographic publication: it creates a living dialogical environment and encourages the reader to their own understanding of the problem

- IOW dictionary opposes the reduction of different views on complex issues to a simplified binary opposition

- it presents the words and the phenomena of reality denoted by them in the richness of functions, meanings, tinctures, understandings and interpretations

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Ioanna: *On the use of images and audiovisual material in the IOW dictionary*

…Or *in other words….* Breaking down the common myth:

"One picture counts for a thousand words".

Example: *We* and the *other* in a war situation

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou
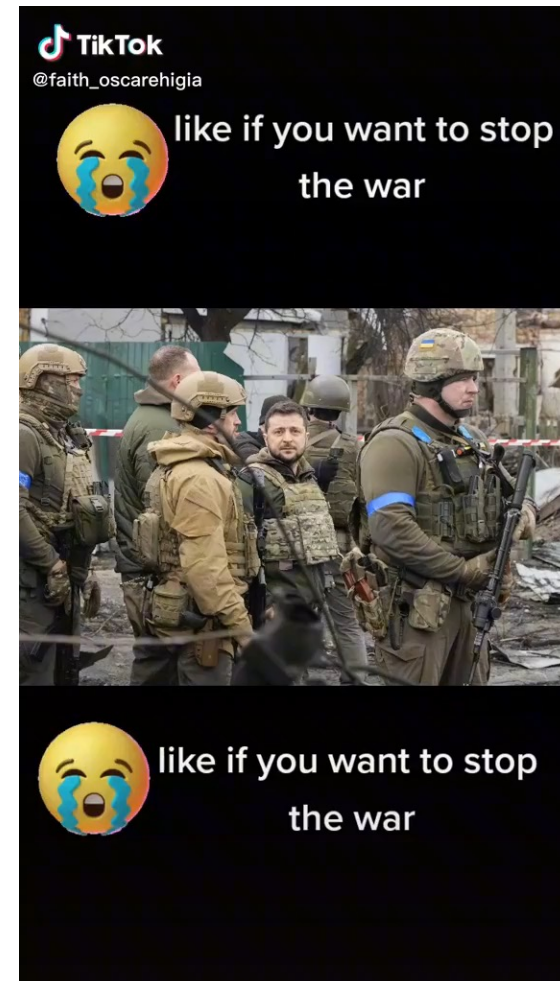
Ioanna: *In images/video we trust.... Do we?*

Truthfulness as a communicational object vs an ontological one

Audiovisual material as a **symptom** not **as a proof**

→Challenging traditional image and audiovisual semiotics in a social environment of mashup and remix culture

How can we be critical and analytical in exploring otherness in a hybrid intermedial environment of constant reframing?

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Victoria: *Multilingual practices and the peer review process*

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

UAL
Decolonising
Arts Institute

Image credits: Henry Nicholls

'…seeks to challenge colonial and imperial
legacies, disrupting ways of seeing, listening, thinking and making in order
to drive cultural, social and institutional change'.

'Pursuing epistemic justice means going beyond colonialities of language, and critically engaging with contemporary ideas of multilingualism and the very notion of language itself' (Stroud & Kerfoot, 2020: 3).

The art of *gentle* protest (Ahsan 2017, Corbett, 2018)

Victoria: *Multilingual practices and the peer review process*

- **The evolving process and practice(s) of peer review**

- **Issues emerging:**

- Positionality

- Disciplinarity

- Context-specific issues

- Language and languages

- Multilingual and multisemiotic

- Holding back

Paola Giorgis, Ivanka Mavrodieva, Victoria Odeinyi, Olena Semenets, Bilyana Todorova, Andrea C. Valente, Ioanna Vovou

Workshop activities

Group work:

- please, choose a name for your group

- exchange fridge magnets, keyrings, artifacts within the group

- discuss and choose the keyword/entry you want to analyse

- please refer to the handouts, but pick up only 3 descriptors from the framework (e.g., etymology, problematisation, subversion, etc.)

- prepare a text of max 150-200 words

Restitution - Final Notes

General discussion of the keywords, methodology, criticalities & positive aspects:

• which were the expectations?

• what are the outcomes?

• what do we bring home after the workshop?

• future collaborations to IOW dictionary

• anything else?

References

1/2

- Bakhtin, M. (1981). *The Dialogic Imagination: Four Essays*. University of Texas Press.

- Barthes R. (1964). Rhétorique de l'image. *Communications,* 4, Recherches sémiologiques. pp. 40-51.

- Buber, M. (1970). *I and Thou. Translated by Walter Kaufmann. New York: Charles Scribner's Sons.*

- Corbett, S. (2018). The Art of Gentle Protest [Accessed 02 November, 2021]

- Eco, U. (1986). *Semiotics and the Philosophy of Language*. Indiana University Press.

- Etzioni A. (2018). Moral Dialogues. In: *Happiness is the Wrong Metric.* Library of Public Policy and Public Administration, vol 11. Springer, Cham. https://doi.org/10.1007/978-3-319-69623-2_4

- Etymology. Online Etymological Dictionary. 15.05.2022. https://www.etymonline.com/search?q=etymology

- Eve, M.P., Neylon, C., O'Donnell, D.P., Moore, S., Gadie, R., Odeniyi, V. and Parvin, S., 2021. *Reading peer review: PLOS ONE and institutional change in academia*. Cambridge University Press

- Harris, R. (1987). Language as social interaction: Integrationalism versus segregationalism. Language Sciences, 9(2), 131-143.

- Habermas, J. (1987). *Theory of Communicative Action*. Translated by Thomas, McCarthy. Beacon Press.

- Howells R., & Negreiros J. (2012). *Visual Culture*. Polity Press**.**

- Jost, F. (1990). *Un monde à notre image : énonciation, cinéma, télévision*, Paris: Klincksieck.

- Jost, F. (2011). «Pour une Séméiologie des Médias», *Signata,* 2, pp. 139-153.

- Larsen-Freeman, D., & Cameron, L. (2008). *Complex systems and applied linguistics.* Oxford: Oxford University Press.

- Larsen-Freeman, D. (1997). Chaos/complexity science and second language acquisition. *Applied linguistics*, 18(2), 141-165.

References   *2/2*

- Leppänen, S., & Kytölä, S. (2017). Investigating multilingualism and multisemioticity as communicative resources in social media In M. Martin-Jones. and D. Deidre-Martins, (eds.)

- Morin, E. (2008). *On Complexity*. Hampton Press.

- Nakayama, T.K. & Halualani, R.T. (2012). (eds.). *The Handbook of Critical Intercultural Communication*. Hoboken, NJ: Wiley Blackwell.

- Nussbaum, M.C. (1995). Nussbaum, M. C. (1995). *Poetic Justice: the literary imagination and public life*. Boston, Mass.: Beacon Press.

- Nussbaum, M. C. (2010). *Not for Profit. Why Democracies needs the Humanities*. Princeton: Princeton University Press.

- Phillips, L. (2011). *The Promise of Dialogue: The dialogic turn in the production and communication of knowledge*. John Benjamins Publishing Company.

- Praxmarer, P. (2016). Otherness and the Other(s). *Key Concepts in Intercultural Dialogue*, No. 39. https://centerforinterculturaldialogue.files.wordpress.com/2016/08/kc39-otherness_v2.pdf

- Prigogine I., & Stengers, I. (1984). *Order out of chaos*. New York: Bantam Books.

- Reisigl, M., & Wodak, R. (2001). *Discourse and discrimination: Rhetorics of racism and antisemitism*. London: Routledge.

- Spivak, G. C. (1985). The Rani of Sirmur: An essay in reading the archives. *History and theory*, 24(3), 247-272.

- Staszak, J. (2009). Other/Otherness. In Kitchin & Thrift (Ed.), *International encyclopedia of human geography: A 12-volume set* (1st ed., pp. -). Oxford: Elsevier Science.   https://archive-ouverte.unige.ch/unige:77582. Retrieved on 24.06.2021.

- Stroud, C. and Kerfoot, K. (2020). Decolonising Higher Education: Multilingualism, Linguistic Citizenship & Epistemic Justice In Working Papers in Urban Language & Literacies, no 265, 1-21.

- Weigand, E (2010). *Dialogue the Mixed Game*. John Benjamins Pub. Co.

- Wittgenstein, L. (2010). Philosophical investigations. John Wiley & Sons.[1953]

- Wodak, R. (2015). *The politics of fear: What right-wing discourses mean*. London: Sage.