

Ioan-Alexandru GRĂDINARU
“Al. I. Cuza” University of Iași (Romania)

Communication, Knowledge and Discourse. Remarks on Teun Van Dijk’s Sociocognitive Interpretation of Context

Abstract: My paper focuses on Teun Van Dijk’s approach of the concept of context. The novelty of this approach consists in the argumentative effort to overcome the difficulties brought by the behaviourist fallacy present in the theories regarding context. Linguistics, conversational analysis, rhetoric and communication studies underline – each in a very specific way – the importance of context when it comes to coding, decoding, interpretation and understanding of a discursive element. In the same time, these disciplines have not done enough to clarify the role of the mental entities in creating and maintaining the discursive context. Without the use and the proper comprehension of the mentalist vocabulary (intention, action, goal, awareness, meaning coordination), the explanations that we offer to common communication situations seem inappropriate.

Keywords: context, mental models, discourse, communication, sociocognitive approach