The Study on the Discourse Coherence of Network Language under the Cognitive Framework

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Abstract. With the development f cognitive linguistics, cognitive linguists think that discourse coherence not only is related to the cohesive deceives in discourse, but also has a close relation with mental representation of human. In this paper, the author tried to comprehend discourse coherence from the cognitive perspective, introduced the concept of cognitive framework, and explored how to use discourse information and inherent cognitive framework to understand discourse coherence.

Introduction

Based on the simple linguistic forms, discourse is the schematic structure constituted by a series of linguistic symbols. Readers may encounter with lots of problems as reading: which factors will be mobilized to ensure coherence in the reading process? How to ensure coherence between communication and writing? It is very difficult to confirm definition of coherence for two reasons: on the one hand, it is attributed to the interdisciplinary. Coherence is more than a linguistic problem and also gets involved in psychology, neuroscience, sociology and cross-cultural communication. On the other hand, due to different life experience, the coherent experience is also different. With the development of cognitive linguistics, people gradually define and study discourse coherence from the cognitive perspective. They think that coherence is a psychological phenomenon. From the perspective of psychological perspective, it refers to use our own thinking mode to do coherent inference, but it also abides by the scientific steps. First of all, it is necessary to select science theory, and then conduct visual sense and finally formulate a strategy for discourse comprehension. It shows that as a social individual, people should begin with their experience of sensing things, but their thinking activity needs assistance of "coherence" to gain more social experience, knowledge and power. In this paper, the author studied discourse coherence of network language under the cognitive framework.

The network language construction under the cognitive framework

Discourse refers to integrate the concept in line with certain cognitive disciplines and combine it as the entirety. Coherence is the process to comprehend the discourse significance. In the cognitive linguistics, the cognitive structure is used to explain such a phenomenon. Due to different cognition of different scholars, their opinions on such a term are also diverse, but "cognitive framework" is accepted by most of scholars. LeoHickey proposed that the "cognitive framework is the result of constructing the knowledge structure of people—the result of summary or abstraction. Therefore, specific situations and personal language features can be structured in our mind." That is to say, language users change the specific situations into the inherent and structural cognitive context in accordance with their experience. Taylor defined the cognitive framework as the "knowledge network of connecting with multiple cognitive domains involved by the linguistic form." Cognitive framework is the knowledge framework to represent the objective reality in memory. It is the network with the coordinative function in each constituent part. Actually, cognitive framework is based on human experience to construct scene-related conceptual structure in line with their experience. It is the schematic presentation of belief, social activities, social system and personal intention. The background knowledge construction uses the discourse coding concept. The knowledge foundation is

also based on the microcosmic, meso and macroscopic cognitive structure for internal communication of specific language users.

A. Cognitive model

The basic image schema is gradually formed through a great deal of repeated interactive experience in direct reality and indirect reality, so as to form the cognitive mode. The model is the finalized pattern of certain theory, concept, thing or object. The cognitive model is the relatively finalized mental structure formed in the process of cognizing objects, sensing environment, experiencing and comprehending the objective world. It is the pattern to organize and represent knowledge and it is constituted by the concept and relatively fixed association. A concept corresponds to a component in CM. Wang Yin proposed the idealized cognitive model (ICM). It refers to the complete and idealized comprehension, annotation or summary on experience and knowledge on certain field by speech subjects or speakers under the specific cultural background. It is the complicated and integrated complete structure based on numerous cognitive models. It is the complicated cognitive model with Gestalt property. The cognitive mode also includes various cognitive models. After carefully stdying the overseas mainstream cognitive models, Wang Yin pointed out the existing problems(one-sided analytic level, emphasis on dynamic scenes, and target at syntax), so he creatively came up with the "cognitive model of the event domain." It is graphed in Figure 1. When facing up with various scenes in the world, children will summarize two elements in the event domains—action and being, forming some typical conceptual structures based on it. The practice shows that ECM is the cognitive mode with the strong explaining power.
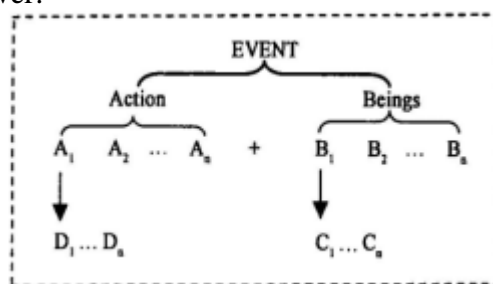

Fig.1 The Cognitive Model of Event Domain

B. Combination of metaphor and metonymy

Metaphor that runs through the entire discourse means that "there is sweetness and bitterness in our life". Multiple metaphors play a connecting role, namely A is X, B is Y; C is X, D is Y; E is X, and F is Y, forming the metaphor structure that "A, C, E is X, B, D, F is Y". Also, metonymy is also applied. "Coffee" and "cube sugar" refer to "bitterness" and "sweetness". Food bitterness is used to compare hardship in work and love. Sweetness stands for pleasure, showing metaphor. In other words, familiar food taste range in the source domain is mapped in the abstract sensing range of love and mood in the target domain, thus it is the combination of metaphor and metonymy. According to the integration theory, the metaphor gets involved in four spaces: (1) input space generated by the taste field. In this space, people experience sweetness or bitterness of food; (2) input space generated by the work and life field. In this space, people experience love in work and love; (3) generic space formed by the above-mentioned input spaces. In this space, a person in the first input space and a person in the second input space are treated as the same one. His experience in the taste can be treated as the experience in his life and love. In other words, this space contains the common component of two input spaces; (4) Integrated space. In this space, people draw a conclusion, just like bitterness and sweetness of coffee and cube sugar, work and life are also filled with happiness and sadness.

Complicated terms exactly bring lots of inconvenience to describe and comprehend the conceptual framework concepts. The emphasis emphasized by plots, schema and script is different. In

this paper, the author still treated the "framework" as the conceptual term to comprehend natural language, including "schema, script, plot, significant branch, cognitive model or folk theory."

Tab.1 Framework Nomenclature of Different Subjects

Repersentative researchers	Minsky 1975, 1977	Fillmore 1975,1977	Fillmore 1982	Tannen 1993	Tannen&Wallt 1993
Definition	"represent the data structure of stereotype scenes"(1977:355)	"Language selection system relating to the typical cases of scenes"(1975:124)	"Superior concept covering schema, script and plot"(1982: 111)	"Expected structure"(1993: 16)	"Activities and how speakers express the meaning that they want to express"(1993: 60)
Structure	Default task assignment on the upper and lower of terminals(1977:355)	The schema framework of blanks(1977:72)	Expected structure with role, target and event sequence(1982:117)	Organizational knowledge with the expected representation(1993:21)	Constituted by verbal and non-verbal behaviors(1993: 60)
Typical features	Cognitive and mental	Linguistic	Cognitive and mental	Cognitive and mental	Interactive and pragmatic
Types	Syntax, semantic, theme and narrative framework	Assembly of words, grammar selection and language range	Interactive framework(conceptual things of speakers and listeners) and cognitive framework	Event, target, figure, level; context; communicative activity and contents	Examples: social encounter, medical examination and consulting

It is relatively simple to comprehend the conceptual metaphor, but it is more complicated to comprehend discourse metaphor. The conceptual metaphor contained by a discourse can conceptualize the intention and thought of the author, showing the discourse significance, which can depend on the connective link and vocabulary pattern. However, the connective mechanism can't ensure the discourse coherence, which can confirm discourse significance. The concept activated by the language unit(including words and sentences) and conceptual field relation are the cognitive agent and conceptual foundation to confirm the coherent relation. The network language discourse is often short of the dominant correlation, but the discourse is coherent. Such coherence is often the result that the author uses the conceptual metaphor. In other words, in the network language discourse, the author is often used to applying the conceptual metaphor to realize the target and intention.

Tab.2 The Ontology Table of "Tax Reduction" Conceptual Metaphor

Source concept field	Target concept field
BUREDN	TAXATION
Burden	Tax
Victim	Citizen
Relief	Tax cut
Hero	Tax reformist

Tab.3 Ontology Table of "Tax Reduction" Conceptual Metaphor

A bad person or adverse situation imposes burden on the victim	Tax is imposed on the citizen
The victim feels painful for such burden	The citizem pays taxes
The victim completely loses the freedom for such burden	After paying taxes, the consumption ability of the citizen is lower than pre-taxation
Burden is releived	Tax reduction
The victim's burden is relieved	The citizen pays fewer taxes than pre-reform
The burden is releived by a hero	Tax is reduced by the tax reformist

The network language focuses on the concept field of "cuckoo". Cuckoo refers to a "bird" or a plant. No matter for the animal cuckoo or plant cuckoo, both of them have vitality and bear the life period from life to death. When the author mapped the source field of cuckoo in "life, he used the "similarity" feature of the similar life course in our life. Based on the microcosmic cognitive framework, "cuckoo" is the source concept field, while "person" constitutes in the target concept field. The ontology relation between them is shown in Table 4.

Tab.4 The Ontology Table of Conceptual Metaphor that "Cuckoo is a Person"

Source concept field	Target concept field
Cuckoo	Life
Cuckoo blooms	Flourshing age in life
Cuckoo withers	Degeneraitng stage in life
Cuckoo brach is dried	Lay dying
Cuckoo blood	End of life

With the social progress and development of era, slave range has already broken away from the original definition. It is quoted into being restrained by certain thing or act, thus he loses the ability of independence and free dominance and lives in the "slave" life. In addition to "student slave", there is the so-called house slave, card slave, child slave, network slave, sexy slave, mobile phone slave, degree slave, love slave and TV slave. In the discourse of network language, the concept of the student slave is proposed, showing the growth process of students. "Student slave" affects the physical and mental health of adolescents and throttles their intelligence and creativity. "Student slave" is increasingly power in various aspects. The style of "student slave" is increasingly serious. In the end, the author used the word of Lu Xun to appeal to "save children". In this paper, it is linked and further developed, showing the sense of hierarchy in reasoning. The article actually compares with current "college entrance exam system" into the "slave system". The former constitutes the "target concept field", while the latter forms the "source concept field". The "student slave" is the conceptual metaphor commonly constructed by two concept fields.

Tab.5 Ontology Table of "Student Slave" in Conceptual Metaphor

Source concept field	Target concept field
Slave system	College entrance exam system
Slave owners	Parents and teachers
Slaves	Middle and primary school students
Slaves are the oppressed	Students are the oppressed
Slaves are the victims in the slave society	Students are victims in the current college entrnace exam system

Tab.6 Ontology Table of "Student Slave" in Metaphor

Unresonable slave system	Unreasonable college entrance exam system
Whip and club of slave owners	Exam-orented education
Reasonable distribution of burden imposed by slave owners	Students are imposed with unreasonable study contents
Extra labor	Extra coaching
Slave owners foce slaves to work for many years	Pure knoweldge accumulation of students
Slaves completely lose life freedom and their mind is destroyed, obstructing social progress	Students lose freedom. They are short of social exchange, affecting good health and kill their intelligence and creativity
Destory the slave system and establish the new system	Change the college entrance exam system and implement the real quality education

The above-mentioned examples reveal discourse coherence from systematic conceptual metaphor. Discourse is a dynamic cognitive concept. The discourse coherence is also a complicated cognitive process, because different readers will have different comprehension on a discourse. Discourse is metaphor in a great degree. The metaphor is mainly embodied on the corresponding relation between the source concept field and target concept field. Readers can use the cognitive ability to screen the vocabularies or grammars in the language system, thus they can be connected with the objective world to realize the semantic effects expected by the author or readers.

3. Conclusions

The cognitive framework can be simplified or can be complicated. The study just discussed the cognitive framework from microcosmic, meso and macrocosmic levels, but there are endless contents of cognitive framework involved in these three levels. Of course, these are not all contents in the discourse coherence study. Language and thinking are complementary. The cognitive framework is closely related to the language. Both of them have dynamics. It is necessary to mobilize the framework knowledge, thus the cognitive framework can be used as a method or strategy for the discourse analysis.

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