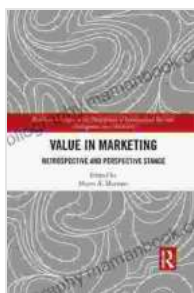


Retrospective and Perspective Stance Routledge Frontiers in the Development Of

This article explores the concept of retrospective and perspective stance in language, providing a comprehensive overview of the research and theoretical developments in this field. We will examine the cognitive processes involved in taking a retrospective or prospective stance, and explore the linguistic markers and discourse strategies that signal these stances. Additionally, we will discuss the role of retrospective and perspective stance in narrative, argumentation, and other forms of discourse.



Value in Marketing: Retrospective and Perspective Stance (Routledge Frontiers in the Development of International Business, Management and Marketing)

by Jeffrey A. Frieden

★★★★☆ 4.5 out of 5

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File size : 8582 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
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Print length : 226 pages



Retrospective and Perspective Stance in Language

Retrospective and perspective stance are two distinct ways of viewing and talking about events. Retrospective stance refers to the way we talk about

events that have already happened, while perspective stance refers to the way we talk about events that are expected to happen in the future. These two stances are often used in different contexts and for different purposes.

Retrospective stance is often used in narrative, where we tell stories about events that have already happened. When we take a retrospective stance, we typically use past tense verbs and other linguistic markers to indicate that we are talking about the past. We may also use adverbs such as "yesterday" or "last week" to specify when the events took place.

Perspective stance, on the other hand, is often used in argumentation, where we make claims about what will happen in the future. When we take a perspective stance, we typically use future tense verbs and other linguistic markers to indicate that we are talking about the future. We may also use adverbs such as "tomorrow" or "next week" to specify when the events are expected to take place.

The Cognitive Processes Involved in Taking a Retrospective or Prospective Stance

The cognitive processes involved in taking a retrospective or prospective stance are complex and involve a number of different factors. One of the most important factors is the availability of information. When we have a lot of information about an event, it is easier for us to take a retrospective stance and talk about it in detail. On the other hand, when we have little information about an event, it is more difficult for us to take a prospective stance and talk about it with certainty.

Another important factor that influences our choice of stance is our goals. When we are trying to tell a story, we are more likely to take a retrospective

stance. On the other hand, when we are trying to make an argument, we are more likely to take a prospective stance.

The Linguistic Markers and Discourse Strategies That Signal Retrospective and Perspective Stance

There are a number of linguistic markers and discourse strategies that we can use to signal retrospective and perspective stance. Some of the most common linguistic markers include tense, aspect, and modality. Tense refers to the time of the event, aspect refers to the way the event is viewed (e.g., as completed or ongoing), and modality refers to the speaker's attitude towards the event (e.g., as possible or necessary).

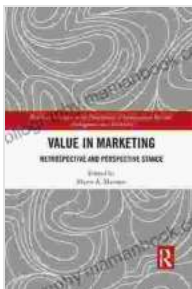
In addition to linguistic markers, we can also use discourse strategies to signal retrospective and perspective stance. For example, we can use framing devices such as *was* and *will* to indicate the stance we are taking. We can also use hedging devices such as "I think" or "I believe" to indicate that we are not certain about our claims.

The Role of Retrospective and Perspective Stance in Narrative, Argumentation, and Other Forms of Discourse

Retrospective and perspective stance play an important role in a variety of different forms of discourse, including narrative, argumentation, and exposition. In narrative, retrospective stance is used to tell stories about events that have already happened. In argumentation, perspective stance is used to make claims about what will happen in the future. In exposition, both retrospective and perspective stance can be used to explain complex ideas and concepts.

The choice of stance can have a significant impact on the way that a text is interpreted. For example, a text that takes a retrospective stance may be seen as more credible and authoritative than a text that takes a perspective stance. This is because retrospective stance implies that the author has already experienced the events that they are describing, while perspective stance implies that the author is only speculating about what will happen in the future.

Retrospective and perspective stance are two important concepts in language that can be used to express a variety of different meanings and intentions. By understanding the cognitive processes, linguistic markers, and discourse strategies that are involved in taking a retrospective or prospective stance, we can better understand and interpret the texts that we read and write.



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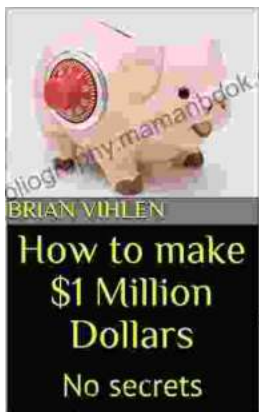
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