

# Acta Semiotica Estica XI

Erinumber

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**TIIT REMM. From unitary naming to practice: of the concept and object of *integration* in studying the socio-cultural world**

One of the most important characteristics of the socio-cultural world considered as an object of analysis is its integration. If a model of the socio-cultural world does not represent simply a set of phenomena but an essential structure which is both the foundation and the result of the world's operational process, then a question poses itself, namely: what exactly is the basis of this structure (or, what constitutes the coherence of the world) and what determines its unity and its units. This article considers the types of integration and the processes significant in rendering researchable the object world and in conceptualizing it; it will take as its starting points 1) the integrative mechanisms in semiotic units described by Juri Lotman and 2) the types of unity put forth by Pitirim Sorokin. I will complement them with Talcott Parsons's view on the community as the integrative core of the social system and with Pierre Bourdieu's notion of *habitus* and its role in unifying and rendering coherent the socio-cultural world.

**Keywords:** *integration, socio-cultural world, social theory, Lotman, Sorokin, Parsons, Bourdieu*

**ANTI RANDVIIR. Managing communicative situations:  
An Estonian example**

How to explain the existence of totalitarian communities in the light of quite recently condemned hegemonic ideologies (Nazism, communism, Stalinism, religious radicalism)? How, in the globalising world, there emerge informational islands where people live in isolated semiotic realities? How is it possible to manipulate with masses on the basis of denounced reasoning and policies? Why can people be subject to typologically the same regimes that destroyed their physical and semiotic past? These are quests the article approaches, trying to see logic in the management of semiotic realities through communicative situations, specifically in the aspect how different types of objects in the latter are constructed. Metaneeds used at the construction of semiotic

realities indicate the value-based structure of macrosignifieds as elementary units in culture cores. The use of macrosignifieds and skilful manipulation with metaneeds make it possible to create novel semiotic species into closed sociocultural systems that are based on unilateral semiotisation of the surroundings and that function by autocommunicative feedback loops. Examples for reasoning come for one of the most elaborated experiments in the creation of New Man and closed semiotic realities from the territory of the previous Soviet Union and the contemporary Putinised Russia.

**Keywords:** *sociosemiotics, communicative situation, totalitarianism, meta-needs, society formation, semiotic islandization, one-sided communication, naming and referential realities, Soviet Man, Bronze Night, identity discourse, reality economy, social, cultural and physical objects*

### **ANDREAS VENTSEL. Rhetorical transformation in Estonian political discourse during World War II**

The article considers the transformations of political rhetoric in Estonian public discourse from the eve of World War II to the retreat of German troops from Estonia in August 1944. Thus, the period under analysis contains the 1940 coup d'état in June, Estonia's "accession" or "acceptance" to the Soviet Union, and the German occupation of Estonia.

The article will analyze how the Estonians' political and cultural public identity was construed by different governments in power. The analysis will concentrate on the texts which employed the signs important for previous regimes to the introduction and consolidation of new (Soviet and National Socialist) ideological discourses. Using the methods of semiotics and discourse theory, the article will shed light on the metaphorical and metonymical principles of text and meaning construction in the context of power relations. The material of analysis consists of the speeches of the political elite from the 1938, 1939 and 1940 issues of *Päevaleht*; 1940–1941 issues of *Rahva Hääl*, and the 1941–1944 issues of *Eesti Sõna*, and finally, of articles that have been

coordinated by the state (published in 1934–1940) in order represent the identity of the Estonian.

**Keywords:** *rhetoric, metonymy/metaphor, theory of hegemony, semiotics of culture*

**ANU SARV. The professional identity of the lecturer in the field of influence of the university's institutional ideology**

Professional formation is influenced by an ensemble of factors of which one of the most important is the working environment. Since at the core of professional self-definition stands the understanding of the self as an executor of a role, then also the perception of the expectations of the work environment attributed to the role and their accordance with self-perception influence greatly the formation of professional identity. To take under consideration the formation of the professional identity of the lecturer, it is important to take account of the common meanings and values shared in the university, especially from the point of view of the lecturer's work. The university with its ideology (norms and values that guide the university's practices) forms the attitude towards the work of the lecturer; this in turn affects how the lecturer perceives his or her role and thus what influences the formation of the lecturer's self-definition. Different studies on the academic *habitus* show that the ways in which individuals understand their role and identity in the academic world are affected by the local context, including the discursive ideology expressed by the local university (Harris 2005; Clegg 2008; Entwistle 2009).

The present article examines, on the example of the University of Tartu, how the lecturers perceive the expectations set on their roles and in what measure they accord with the formal expectations and norms of the university; in addition, which is the ideology of the University of Tartu based on these norms and expectations. In order to achieve this, I analyzed the perceived expectations of the lecturers on their role and the documents and regulations in force in the University of Tartu that deal with the lecturers' work, the demands and expectations set for it. These documents and regulations thus reflect also the ideology of the

university as an institution regarding the work of the lecturer. As the result of the analysis it could be said there exists a remarkable discrepancy between how the lecturers perceive the expectations and how the formal expectations are regulated by the university.

**Keywords:** *professional identity, role expectations, discursive ideology*

**TANEL PERN. Freedom and ideals: the social modelling function of literature in Johannes Semper's novel "Kivi kivi peale"**

This paper focuses on the different aspects of modelling the society in Johannes Semper's novel, "Kivi kivi peale" ("Stone upon stone"). The literary text is discussed here from the aspect of its social modelling function. Social modelling can be seen from two different perspectives: on one hand, the literary text borrows models from the society, idealizes situations and reworks them for its individual purposes. On the other hand, literature functions as a source of models for the society – both its individual members and the society as a whole. Just as the reception of the literary text can change in different situations, so does its status as a model.

Semper's novel presents the social reality of 1930s Estonia through the point of view of an architect. As a consequence, houses or homes are the most important type of models in the novel. On one hand, these permit presenting a certain "cross-section" of the society. On the other hand, they express a certain idea of creative freedom and by enabling the reader to "live through" this concept of freedom through the main characters, they express an understanding of the individual's freedom of choice and their relationship to the society in general.

**Keywords:** *ideology, social modelling, model, Johannes Semper*

**KRISTIN VAIK. Generalizing observations springing from the Estonian literary histories published in exile**

The article considers the rather numerous community of Estonian exiles that came into being during 1939–1944 and that existed throughout the whole Soviet period; the article concentrates on the community's literature based on the literary histories published in exile. One of the main presuppositions of the article is that literary histories are multi-leveled metatexts that reflect the cultural situation and the time they were written and published in. The article focuses specifically on the periods represented in the literary histories, the periodizations used in them and on the persons mentioned or not mentioned. The contents of the literary histories are viewed in two larger units which are distinguished by the audience of these histories – detectable on the basis of the choice of language: the corpus is divided into texts in Estonian and in foreign languages. The observations made on the basis of the analysis of the histories strive to bring out and conceptualize the variations and the distinct similarities of the histories published in exile, following their specific cultural situations and drawing on the cultural semiotics theory of Juri Lotman.

**Keywords:** *literary histories, Estonian literature, Estonians in exile, autocommunication, the invariant of Estonian literary history, Estonian writers*

**ÜLLE PÄRLI. Poetry naming the world**

The article is dedicated to the possibilities of describing the tropic language of poetry. Using the example of Joseph Brodsky, the article describes the signification potential of proper names and linguistic terms in the poetic text. In natural language the proper name signifying a unique object gains its sense from cultural context; the poetic context attributes to the proper name its own specific significations, an operation which results in the metaphorization of the name. In the same manner the terminology integrated in the text changes its nature (it becomes ambiguous and acquires a capacity to express subjective

experience). The article strives to demonstrate how the use of proper names reflects the more general world view and the developmental path of the author's poetics.

**Keywords:** *poetics, tropes, proper name, linguistic terms, the poetry of Joseph Brodsky*

### **EVA LEPIK. Narrator figures in *The Burning Flag* by Karl Ristikivi**

The article examines the level of narration in Karl Ristikivi's novel *The Burning Flag* ("Põlev lipp") and the various narrators inhabiting this level together with their addressees and narrative strategies. The close reading of the novel reveals that the narration functions in four different regimes (neutral, documentary chronicle, the writer, the narrator – and the latter two combined). The narrators that can be detected also have as their counterparts clearly defined addressees – the writer has the "learned reader" and the narrator has the listeners around the campfire. The mode of we-narrative entails both of the narrators. The distance of the narrators in respect of the story is different – the narrator presents the story from the viewpoint of the witness whereas the writer admits his reliance on written sources. The we-narrator combines these two perspectives and this results in a metaphysical viewpoint on the human being and history also present in Ristikivi's earlier novels (especially in the dilogy *All that ever was* and *Nothing happened*). It is rather remarkable that the novel reveals as the addressee of the we-narrator the ideal reader of the novel.

**Keywords:** *Karl Ristikivi, The Burning Flag, narratology, narrator, heterodiegetic we-narrating*