THE DUAL REPRESENTATION OF INFORMATION IN MEMORY AND IN WRITTEN DISCOURSE AND SOME IMPLICATIONS FOR FOREIGN-LANGUAGE READING

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RESUMO

Este artigo relaciona aspectos teóricos referen tes à organização e representação do conhecimento hu mano na memória de longo termo à estrutura do discur so escrito para, então, estabelecer algumas implicações pertinentes ao ensino de leitura em lingua estrangeira. Parte do pressuposto de que existe uma analogia entre a maneira pela qual a informação se en contra organizada e representada na mente humana termos de dois sistemas cognitivos: o verbal e o imagem e a maneira pela qual a informação se encontra estruturada no discurso escrito em termos de seus dois componentes semióticos: o verbal e o nãoverbal. Estabelece, então, a seguinte implicação para o ensino de leitura: a tarefa de interpretar um texto em lingua estrangeira pode ser facilitada se o aluno-leitor fizer uso dos elementos não-verbais aqueles que se encontram representados em seu sistema cognitivo de imagem - para iniciar o processamento da parte verbal do texto a ser interpretado; o re sultado pode ser uma compreensão mais eficiente e, por conseguinte, uma maior retenção de informação pa ra usos futuros.

1. PRELIMINARY REMARKS

This paper relates Paivio's dual-coding theory (1981), which claims that world knowledge is stored

in human memory in terms of verbal and visual representations, to the structure of written discourse with its two basic semiotic devices: verbal and nonverbal. The main purpose is to argue that Foreign-language reading(hereafter FL reading) will be more efficiently handled if the nonverbal elements of discourse are used to initiate the processing of new incoming information.*

The rationale underlying my argument is as follows: first, there seems to be an analogy between the way information is represented and organized in human memory in terms of verbal and image systems and the way the information is conveyed in written discourse in terms of verbal and nonverbal elements, as both rely on verbal and image systems. Second, the dual-coding theory claims that either one of our cognitive systems - image or verbal - can initiate activity in the other. Third, a reader, when actively involved in his construction of meaning, may initiate his processing of information by making use of one of the components of written discourse - either verbal or nonverbal discourse. Therefore, what I argue is that the task of the FL reader-learner may be greatly facilitated if he uses nonverbal elements - the ones dealt with by his image system - to initiate the verbal processing of new information.

It might be appropriate to mention that comprehension of a text is currently viewed as an interactive process involving both text-presented material and the reader's knowledge of the world which is brought to the comprehension task. The comprehender plays a fairly active role in his construction of meaning by inferring, predicting, guessing, establishing the continuity of a written text, and so on. It may be said that meaning emerges from the dynamic interaction of new incoming information, that is, the verbal and nonverbal guides provided by the written text itself, and the reader's

previous knowledge. In other words, comprehension does not lie exclusively in the text or the reader, but in the interaction between both.

It is also my argument that the use of the nonverbal elements of discourse may decrease the cognitive overload in the reader's interactive involvement with the processing of new information. Thus, by chunking larger pieces of information through nonverbal elements, the FL reader-learner may be able to overcome the limited capacity of short-term memory and free his brain to carry out the complex activity of processing information faster and more fully.

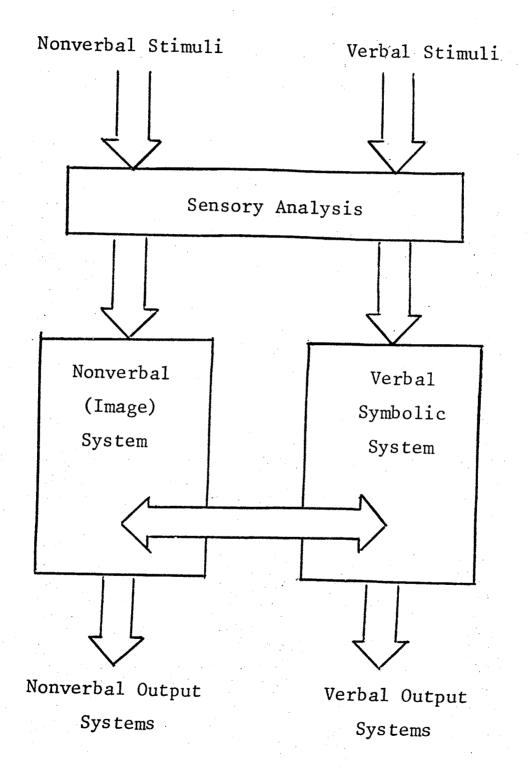
This paper will thus be first concerned with a theoretical description of the dual-coding theory; next, the structure of written discourse will be discussed and then some implications for FL reading will be considered.

2. THE DUAL-CODING THEORY

According to the dual-coding theory, information is stored in human memory in two ways: as visual images and as verbal representations. Paivio (1981: 67) describes his theory thus:

"Its principal assumption is that language behavior is mediated by two independent but partly interconnected cognitive systems that are specialized for encoding, organizing, transforming, storing, and retrieving information. One of these (the image system) is specialized for dealing with information about nonverbal objects and events. The other (the verbal system) is specialized for dealing with linguistic information."

Appropriately, Paivio (1981: 69) provides a schematic representation of the two systems:



As indicated above, each system is independent in that activity can take place in one system or the other, or both in parallel (simultaneously). Thus, it is possible to

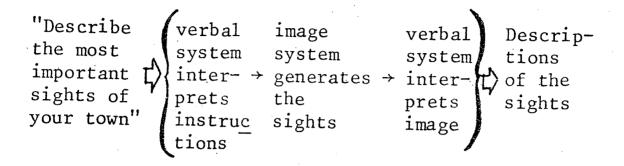
describing it verbally, talk about some things without necessarily experiencing imagery, or do both simultaneously as when we describe some familiar scene from memory. We can even imagine familiar things while talking about something quite different. Such common experiences are evidence of the independence of the systems. (Paivio 1981: 68)

As also indicated in the graph above, the two systems are interconnected because information can shift from one system to the other. Paivio (1981) explains that we can make symbolic transformations from one kind of information to the other, or more precisely, one of our symbolic systems can initiate activity in the other.

For example, suppose someone is asked to imagine the most important sights of his town and to describe their appearance, location, and so on. The dual-coding theory posits that this is possible only if there is a link between the language system that receives and interprets the request and the memory system that contains the information about the appearance of the sights. What happens is that the verbal input is transformed into nonverbal imagery which is finally decoded and expressed verbally. The following diagram summarizes the example just given — the arrows represent the input from one processing stage to another.

INPUT

MEDIATING COGNITIVE EVENTS



It may be also relevant to point out that this sequence of events can be reversed in case the input is a nonverbal object or picture. According to the dual-coding theory, the perceptual information is first interpreted by the image system. This image system then generates representations in the verbal system when one makes verbal references to the nonverbal stimulus.

Paivio (1981: 70-71) also makes important qualitative distinctions between the two systems: "The nonverbal (image) system can be viewed as an analogue system in the specific sense that some knowledge of the world is represented as perceptual analogues of concrete objects and events. ... The verbal system, however, contains information whose units are discrete or digital in nature and only arbitrarily related to the objects and events they signify.

The qualitative differences extend to the way units of information are organized into higher-order units in the two systems. The image system organizes information in a synchronous or spatial manner, so that different components of a complex thing or scene are available at once in memory.

In contrast, verbal information is

organized sequentially into higher-order structures. ... Linguistic units unfold sequentially over time, and the assumption is that the cognitive system that deals most directly with speech is similarly specialized for sequential processing."

The representation of information in human memory according to the dual-coding theory with its image and verbal systems finds a parallel in the representation of information in written discourse with its verbal and nonverbal codes, a point that will be discussed in the next part on the semiotics of written discourse.

3. THE SEMIOTICS OF WRITTEN DISCOURSE AND FL READING

In written discourse information is conveyed not only by passages of prose, but also by nonverbal devices such as pictures, graphs, maps, tables, formulas, line drawings, diagrams, and so on. This means that the communicative function of a text is not conveyed exclusively by verbal means — nonverbal elements contribute to the whole communicative meaning as well, either by supplementing verbal statements, or replacing them, or providing a general idea of what the text is about, or still as a visible form of the verbal information, as for example, in graphs. Widdowson (1983: 73-74), inter alia, argues that these devices

"are incorporated into the discourse and relate to the actual verbal text to form a cohesive and coherent unit of communication."

He also remarks that nonverbal devices constitute fundamental features of the basic rhetoric of written discourse.

Indeed, the content of science textbooks is

represented by written discourse which contains both verbal and nonverbal components. These materials present a great deal of nonverbal information together with the linguistic information itself. This nontextual information is in fact fully integrated with the linguistic part of the text — the verbal text explicitly refers to this nonverbal information and, consequently, cannot be totally understood without it. Part of the learning of science is the understanding of how nonverbal elements work and how they are related to the verbal text itself. This means that students of different areas have to interpret the essential features of written discourse — with its two basic components — in their learning of the subjects of their school curriculum.

Scientific discourse — the discourse which is written by a specialist to address other specialists and to convey some relevant new information to their field of study — normally makes use, according to Vigner (1979) of three semiotic devices:

- the verbal text its linguistic component proper
- the graphic language of diagrams, graphs, illustrations
- the formal language made up of formulas and conventional symbols.

It is important to point out that these three semiotic codes are in a relation of meaning complementation — one of the codes adds to what has been provided by the others and vice-versa. The main purpose in using them is directly relevant to accuracy. Another point is that the writer knows in advance the conditions of reception of his message, since he writes for a homogeneous group. The result is a concise and straightforward text.

Articles and essays of the so-called "scientific vulgarization" — e.g. "Science Digest", "Scientific American", "Science", specialized parts of "Time", and so forth — also present information through the

use of different semiotic devices mainly as a means to increase its degree of readability. (Vigner 1979: 56) In them the information is not usually conveyed by the linguistic code only but also by other devices such as accompanying illustrations or diagrams, captions under the illustrations, the labels of the diagrams, use of different typefaces, appealing titles or sub-titles which most commonly sum up and stress the main information to be presented, and so forth.

As these articles and essays are written with the purpose of reaching a large readership, including lay readers, they must contain a multiplicity of different semiotic devices which facilitates comprehension, that is, which decreases the readers' effort in their construction of meaning. The same information is often conveyed by various of these means to guarantee understanding. Since the writer cannot establish in advance the shared area of background knowledge between himself and his readers, he uses different devices which make the readers' processing of new incoming information easier.

Still as a consequence of this imprecise shared area, the writers of scientific vulgarization usually assume that readers lack the necessary background knowledge in the specific area they are writing about. Therefore, these articles and essays have the additional function of instructing the readers, or rather, make the reader acquainted with basic points that are necessary to the comprehension of the information they convey.

As pointed out earlier, comprehension of a text is only partially determined by the text itself, it is rather an interactive process which involves an interplay of text-presented material and the reader's knowledge of the world. This means that the reader not only makes use of the two basic semiotic devices of written discourse, but also brings previous

knowledge to his processing of information. Widdowson (1983: 73) in fact argues that the

"interpreting of written discourse involves the <u>processing</u> of these non-verbal elements and a recognition of their relationships to the verbal text." (emphasis added)

Since the articles and essays of scientific vulgarization are particularly interesting in displaying a close relationship between verbal and nonverbal elements, it might be appropriate to analyze an article in terms of the devices used to increase its degree of readability.

In this article, entitled "Acid Rain" (in Science Digest, September, 1984: 39-49), the author conveys his intended meanings through a highly contextualized passage - there is a close, and indeed important, relationship between verbal and nonverbal elements in an attempt, as just mentioned, to increase the degree of readability of the article. Since the author writes for a large number of readers, and it is difficult for him to predict his readers preexisting knowledge about this kind of acid precipitation, he conveys his information in a redundant way, that is, through different semiotic codes: if the reader fails to understand one of the codes, he is able to apprehend the information by making use of the other codes provided. This means that, used together, verbal and nonverbal information reinforce each other: an obscure part of a text may become clear by an analysis of an illustration, or the importance of an illustration may be readily perceived by reference to the verbal information presented in the surrounding text.

The author also guides his readers into formulating hypotheses while they are involved in the construction of the meaning of the article. For example, the title is not shown clearly on the first page. However, two important clues are given: one at

the top of the page, the other at the bottom. (See appendix) The information at the top is conveyed linguistically by the use of the sentence: Our trees are dying; this information is also stressed in a nonverbal way by the illustration showing trees in poor condition; it is conveyed a third time, linguistically, by the caption just below the illustration which says: Denuded trees atop Vermont mountains bode a bleak future. Furthermore, there is also a visible contrast between the typeface used in Our trees are dying and the one used in the caption. The reader can thus go from the linguistic information to the illustration, and then to the caption. The words trees, dying, and denuded probably become clear by the illustration; the meaning of the word bleak and the meaning of the verb bode are probably inferred by reference to the context of situation. The reader has then at his disposal different clues to confirm his expectations and comprehend what he is reading.

On the other hand, the information given at the bottom of the page is almost totally linguistic, except for the fact that it is in bold-face type and in upper-case. It can, however, be related to the illustration presented at the top. The reader can then infer a causal relationship between the two items of linguistic information: Acid Rain is not an ecological curiosity but a growing global concern that threatens to ravage our forests (bottom) and bleak future (top), that is, the destruction of forests will result in a bleak future. At this stage, having relied on verbal and nonverbal clues to instantiate his schema, the reader makes his hypotheses as to what the undesirable cause may be. When he turns the page, he may confirm his hypotheses by the title of the article, "Acid Rain".

If the reader glances through the article paying close attention only to the illustrations

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on page 41, for example, begins with a large B and deals primarily with the sources — anthropogenic and natural — of the amount of sulfur in the atmosphere. (See appendix) The sub-block on page 44 begins with a large A and deals primarily with the effects of acid depositation in different locations. The sub-block on page 45 begins with a large D and deals primarily with the effects of acid rain on some types of trees.

As pointed out earlier, the illustrations provided serve as a guiding force in the reader's understanding of the overall gist of the article. On the linguistic level, the first part of the article (page 39 - see appendix) serves this function: if the reader grasps only its gist, he is capable of forming the overall view of the development of the information through the article. It may be appropriate to call attention to the fact that two nonlinguistic devices are used within this part of the text: it is written in bold-face type and the term "acid rain" is written in italics to draw the reader's attention to the point where it is defined. Again the text iconography itself provides clues to meaning.

Within each sub-block of information important nonlinguistic devices such as numbers, formulas, parentheses, quotation marks, proper names in capital letters, and abbreviations are recurrently used. They serve as hints in the reader's "negotiation of meaning". (Widdowson 1984: 64)

It seems possible to remark that this alternative use of verbal and nonverbal information is a powerful device in guiding the reader's interpretation of written discourse. He has at his disposal different clues which may be used to retrieve his knowledge of the world from his memory, thereby comprehending more effectively what he is reading.

It may be appropriate to reiterate that the interpretation of written discourse cannot be equated

with the decoding of the linguistic information only; interpreting is rather the simultaneous processing of different codes which are sometimes redundant, sometimes complementary, sometimes both. It can be said that the use of a network of different semiotic devices really facilitates comprehension since the reader can go from one code to the other, go back to the first, and so on.

A point must be made about the use of graphs, that is, systems of visualization of the main bits of information provided by the text they go with. According to Vigner (1979), a text with an accompanying graph conveys the same information four times:

- by the graph itself, that is, the whole
- by the visualization of the elements such as figures, numbers, drawings dealt with graphically
- by the caption of the graph
- by the linguistic text itself
 Again the phenomenon of redundancy is evident this
 multiplicity of codes contributes to a secure
 conveyance of the same information the reader has
 then different options at his disposal in his
 processing of the same information: he may begin by
 an evaluation of the graph and its elements, then go
 to the linguistic text, go back to the graph, then to
 the caption, and so on. Furthermore, graphs have a
 powerful symbolic value they not only have an
 extraordinary aesthetic value (some graphs are selfexplanatory), but also suggest scientific exactness
 and accuracy. Thus, the information conveyed
 graphically has the advantage of being interpreted as
 precise (whether it is or not!)

Vigner (1979) also points out that graphs in specialized scientific works and magazines bear a meaning complementation rather than a redundancy relationship. They are normally carefully scrutinized by the reader since they more often convey the

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essential bits of information of the text they go with.

It is beyond the scope of this paper to provide an in-depth discussion of the use of the various semiotic devices in scientific discourse proper and in the documents of scientific vulgarization. My main purpose is simply to call attention to the fact that semiotic devices — verbal and nonverbal — are in close relationship, sometimes in a relation of meaning complementation, sometimes in a relation of redundancy of meanings, sometimes both, a point I rely on to advocate the use of the nonverbal elements of discourse by the FL reader-learner, which may facilitate his negotiation of meaning.

4. FINAL REMARKS

This paper has tackled the following issues within the point of view of cognitive psychology: how our knowledge of the world is organized and represented in human memory and how information can be processed by our brain in terms of Paivio's dualcode theory. It has also discussed the interrelationship of verbal and nonverbal elements in written discourse. Some implications for FL reading have then been considered. First, the FL reader-learner may make use of the nonverbal elements of discourse, the ones dealt with by the image system, to initiate a proper construction of meaning in the foreign language. Second, better comprehension and consequent retention of what he reads will take place, as he is making full use of his memory structure and the structure of written discourse.

NOTE

*In his article "Non-linear information and the Text"

(in ESPecialist no. 11 1985: 46-85), Anthony Deyes gives an account of the relationships between linear and non-linear information and discusses some ways in which non-linear information might be used to improve /facilitate reading comprehension.

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APPENDIX

OUR TREES ARE DVING



BY NIGEL SITWELI

Denuded trees atop Vermont mountains bode a bleak future.

he term acid rain was first coined in 1872 by Robert Angus Smith, an English chemist who used it to describe the increasingly acid precipitation that fell on the industrial city of Manchester. In fact, it is now generally agreed that acid rain is a product of the Industrial Revolution, for it stems largely from the burning of coal and oil.

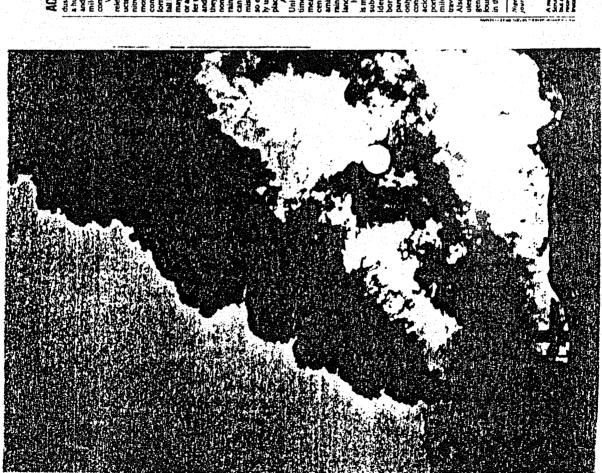
In the intervening century, acid rain has been transformed from an environmental curiosity to perhaps the most pernicious global problem of the age. The specter of mass deforestation is real. But the forests of the industrial world are not the only victims. Entire lake regions are becoming sterile and devoid of life. Monuments that have withstood the erosion of centuries are being transformed into soft gypsum and may soon be washed away. Even human health could be at stake if acidified groundwater continues to leach out trace metals into the world's drinking supply.

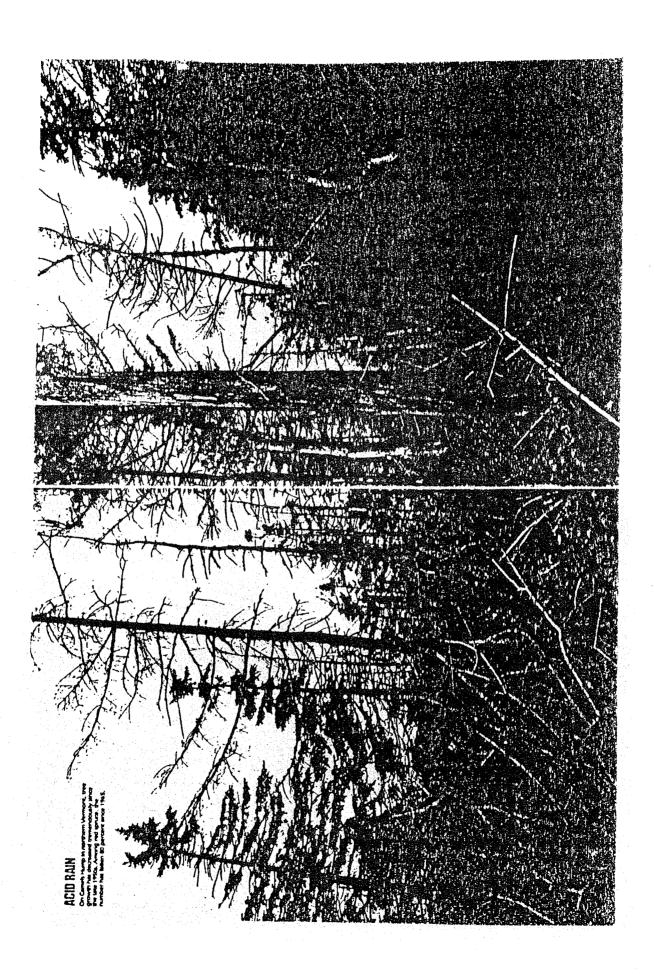
Acid rain is a worldwide problem. It has been reported in Brazil, China and South Africa. And now the Arctic, one of the world's last great wilderness areas, has become a victim. Surprisingly high levels of pollutants have been found, and the presence of soot, or black graphite carbon particles, which can only be created by combustion, strongly suggests an in-

ACID RAIN IS NOT AN ECOLOGICAL CURIOSITY BUT A GROWING GLOBAL CONCERN THAT THREATENS TO RAVAGE OUR FORESTS.

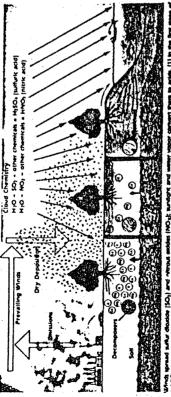
It is believed that oxidation of SO; is much slower than that of NO, (the x miles, while rain produced by

GERMANY, AT LEAST HA OF THE FAMED BLACK FISHLESS, AND IN WES N SWEDEN ARE NOW OVER 4,000 LAKES





ACID RAIN



Wat lots deco-

into acid too, so they are just as im- | nutrition primarily from elements they are harder to measure. It is possible that present measuring systems underestimate the magnitude of the portant as wet depositions, though problem of acid rain.

oid depositions have drastical-ly different effects in different locations. Some soils, like limebec and Ontario in eastern Canada and in Scandinavia. locabons, Jones Senting Calcium stone, have plenuful calcium England, the Appalachians, the Adi-rondacks, extensive regions of Quecarbonate and silicates that are effec-tively able to neutralize the incoming be well "buffered." But poor, thin solls, such as those overlying granite sandstones, are already slightly acidic additional acidity. Examples of the lat-let are found in the mountains of New 0 or more and are said

Having established what add rain is, let us look at its effects—bearing in nind that these can be very complex

Sandra Postel, author of the Worldion. Acid Rain, and the Future of For-

nation of toxic metals also affects mosses, algae, nitrogen-fixing bace-fa, fung and earthworms. may be to remove some of the most important plant numents in the soil tree growth, the synergistic comb and replace them with a toxic cocku This leaching out of nutrients is a hydrogen ions to the soil, which disis an essential element for the vitality formation and in the processes

the waxy, protective surface area, and some tiny particles may enter into the onto leaves is to leach mutrients such

ant in photosynthesis and as a carri-

duction of DNA. It is also an important

and structures that transport sugars,

focused on damage in the East, many other parts of the county have been Athough most attention has been

> ints, increasing addity can each out, or "mobilize," alumiwhich is normally present in m



becomes toxic, leading to stunted root development and inhibiting the

heavy metals can also result of fossil-fuel

soils. But it appears that at pH values below 5.0 aluminum leaches out and

to neutralize acid) are declining in surface waters at many locations in the north-central, midwestern and southeastern regions of the country. While the northeastern states face the the evidence suggests that in the longlinity levels (a measure of the capacity most acute problem in the near term, er term it may be a national issue.

drawn to acid rain by Sweden, where widespread acidification of lakes was Indianapolis) estimated in 1982 that 3,000 takes and 25,000 miles of streams had been aftered by acidic in-International attention was first it is estimated that 18,000 Swedish lakes are acidified, 4,000 senoushy. and 9,000 have had their fish popula-tions affected. Dr. Orie Loucks (direclor of the Holcombe Research Instireported in the early 1970s. Currently of Butler University

rope. A survey in West Germany in 1933 revealed that an area of 9800 square miles of forest, or 34 percent of the country's total is damaged by air pollution. This inchodes about half of the world-farmous Black Forest, within Some of the most dramatic effects who tace an economic cost of about this overall area, 2.162 square miles which complete loss of \$1.2 billion a year, are seriously

Netherlands indicates that soil on which Durch forests grow is sand above an impermeable, substraare filtering out of Poland of loess, and is among the moried about the loss of their forests

Videspread visible effects on the is mounting evidence that gives cause for concern—at the very least. versity, recently reported that red spruce and Fraser firs were been seen in North America, but there







SMOKIES, CATSKILLS AND ADIRONDACKS IS MOSTLY AT HIGH ELEVATIONS. THE CLOUD ZONE SEEMS TO BE THE COMMON LINK The second second second

that the decline has unquestionably peak on the eastern seaboard. Apparently there were few signs of any plans Maine to Alabama. And it seems dead or dying on the top of Mount other scientists of signs of tree-

the winter months. Conilers, by con-trast, have their needles bathed in acid kers, though some deciduous trees are also experiencing adverse effects. Dr. plains that this may be due in part to their leaves in the fall and so have a deposition (if that is what it is) all year

tree damage on Cameis Hump, a elmann is well-known for havsearch that looks to be equally

study to 1983, and the new informa-tion confirms the trend we had already identified. We measured the branches, etc.] of a number of tree species growing on Camels Hump, and we found that nearly all of them We have recently updated our tass (the amount of living material above ground, including trunks,

xample, the balsam fir has

"DAMAGE IN THE GREAT

