From an (operatively) constructivist point of view (cf. Luhmann 1987, 1988) the decidedly semiotic dimensioning of linguistic heterogeneity (cf. Eckert 2012) within the scope of paradigms such as Speaker Design does reflect one of the most basic methodological desiderata of linguistics in general: the revision of a still predominantly essentialistic (and holistic) systemic foundation of language, and hence to explore options for its de-ontologization within sociolinguistics.

Therefore, on the one hand, the aim of this paper is a methodological discussion of Speaker Design from the perspective of operative constructivism to initiate an exponentiated connectivity of sociolinguistics to advanced (self referential / autopoietic) positions of systems theory. In this regard Peircean semiotics constitutes a kind of missing link. On the other hand, this constructivist approach to Speaker Design has to be embedded in a broader historical context focusing on the nexus between philologic stylistics and Speaker Design.

References


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