

Frédéric Landragin

Lattice-CNRS / ENS / Université Paris-3 Sorbonne Nouvelle (France)

[frederic.landragin@ens.fr](mailto:frederic.landragin@ens.fr)

### **Physical salience and cognitive salience**

Salience phenomena put an element from a linguistic or visual message forward (“pop-up” effect). By confronting works resulting from various research fields, and with the aim to apprehend salience as a general cognitive mechanism, we propose a classification of the factors that make an entity salient in a linguistic utterance or in a visual scene. The factors cover prosodic, lexical, syntactic, semantic, as well as pragmatic aspects. Therefore, salience covers several markers, several linguistic notions (e.g. notions from the information structure), and grows up as a multifaceted notion. With our classification, we emphasize the links between salience and topic, salience and focus, etc.

Some of these factors depend only on the physical characteristics of the message and its context. We then talk about physical salience (P-salience). Other factors depend on the subject’s specificities, intentions, and cognitive processes. We then talk about cognitive salience (C-salience). We show that P-salience and C-salience concepts do not rely on the modality (linguistic or visual) to which they apply. This allows us to lay the foundations for a generic characterization of salience: we show that visual salience and linguistic salience are two facets of the same concept, and that a multidisciplinary confrontation is able to give some light to problems dealing with salience definition and scope.

Moreover, the diversity of salience features as well as the diversity of salience-oriented linguistic analyses leads us to think about several salience hierarchies that work together. Unlike *Centering Theory* and similar approaches that consider only one *Centre* (one salient entity) at any time, we explore several dimensions of analysis in order to apprehend several simultaneous saliencies. That leads us to a composite model of salience in discourse.

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