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Linguistic imagology as a new approach to the analysis of linguistic images: methods and theoretical aspects

La imagología lingüística como nuevo enfoque del análisis de las imágenes lingüísticas: métodos y aspectos teóricos

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Abstract

Linguistic imagology is an approach that is currently being studied in most disciplines of the humanities and social sciences. The relevance of the presented work lies in the interpretation of linguistic imagology as a disciplinary specialisation. The aim is to study linguistic imagology as a subdiscipline of linguistic sciences that deals with the study of the social image of language and its influence on language perception. To reveal the main trends in the development of imagology, emphasising its importance as a promising field in the linguistic sciences. The following results were obtained by analysing the literature. Linguistic imagology is actively developing in Ukraine and requires transversal debates on various scientific approaches. The paper investigates linguistic imagology as a sub-branch of linguistic sciences

Resumen

La imagenología lingüística es un enfoque que actualmente está siendo estudiado en la mayoría de las disciplinas humanísticas y sociales. La relevancia del trabajo presentado radica en la interpretación de la imagenología lingüística como una especialización disciplinaria. El objetivo es estudiar la imagenología lingüística como una subdisciplina de las ciencias lingüísticas que se ocupa de estudiar la imagen social del lenguaje y su influencia en la percepción del lenguaje. Para revelar las principales tendencias en el desarrollo de la imagenología, haciendo hincapié en su importancia como un campo prometedor en las ciencias lingüísticas. Los siguientes resultados fueron obtenidos a través del análisis de la literatura. La imagenología lingüística está en desarrollo activo en Ucrania y requiere debates transversales sobre varias aproximaciones

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that studies the influence of the social image of language on its perception. The article examines linguistic imagology as a subdiscipline of linguistic sciences that deals with the study of the social image of language and its influence on language perception. The conclusions of the paper draw attention to the opposition between approaches that focus on social inequalities and symbolic processes. The practical significance of the work is the identification of imagology as a promising field in the linguistic sciences.

Keywords: interdisciplinary aspect, representation of the linguistic image, social phenomena, text, context.

Introduction

Imagological research in linguistics provides valuable data on the multicultural phenomena that a message reflects, as well as on its possible evolution. It allows us to clearly identify the stereotypes that are consciously or unconsciously transmitted through the texts of any culture. Today, such research opens up perspectives that are informative in the era of globalisation. The research of linguistic imagology is to uncover the myths behind the concept of the image while revealing the techniques and methods that are ready to reveal it. Linguistic imagology is carried out in the field of discourse studies. Most discourse specialists refer to this subdisciplinary branch of linguistics (Lynggaard & Triantafyllou, 2023). Likewise, in Europe, linguistic imagology, better known as imagology, is a speciality of linguists interested in the social image of language. In this sense, linguistic imagology (hereinafter referred to as imagology) refers to a field that exists alongside other branches of language sciences, such as syntax, semantics, pragmatics, grammar, stylistics, lexicology, linguistic anthropology, sociolinguistics, rhetoric, etc. (Yantsos, 2022). These two spaces of discourse meaning research have been crucially inspired by theoretical discussions in the social sciences (Pliasun, 2018). But if from the very beginning, imagologists were interested in linguistic images and their impact on the perception and understanding of language, today researchers are expanding the scope of analysis, combining this approach with methods from linguistics, psychology, cultural studies, and other fields of science, which allows them to reveal complex relationships between linguistic structures, images, and semiotic systems, thus not being limited to one discipline.

científicas. El artículo investiga la imagenología lingüística como una subrama de las ciencias lingüísticas que estudia la influencia de la imagen social del lenguaje en su percepción. El artículo examina la imagenología lingüística como una subdisciplina de las ciencias lingüísticas que se ocupa de estudiar la imagen social del lenguaje y su influencia en la percepción del lenguaje. Las conclusiones del artículo llaman la atención sobre la oposición entre enfoques que se centran en las desigualdades sociales y los procesos simbólicos. La importancia práctica del trabajo es la identificación de la imagenología como un campo prometedor en las ciencias lingüísticas.

Palabras clave: aspecto interdisciplinario, representación de la imagen lingüística, fenómenos sociales, texto, contexto.

The linguistic image has always been a cross-cutting issue that has led many linguists to enter into dialogue with the social sciences, allowing sociologists, political scientists, historians, and other disciplines to understand language as a fundamental dimension of social phenomena (Aliyeva, 2023a).

Imagology and discourse analysis

Imagology is an important branch of linguistics whose research is included in discourse analysis in various fields of knowledge. While most researchers consider linguistic imagery to be part of this field, imagology is a larger context that is shaped by interdisciplinary symposia, conferences, and publications (Le Juez, 2021). Within the framework of linguistic imagery, imagology analyses well-known phenomena in the fields of knowledge, culture, and media in contemporary society. However, it also explores theories and methods that reveal social practices and the creation of meaning. Linguistic research, central to this multidisciplinary field, examines the theories and practices of the social impact of language, power, and knowledge (Zocco, 2022). Another dimension of imagological research is the transmission of literary representations between authors, between groups, but above all from one period to another: reuse, persistence, modification, discontinuity (Pliasun, 2018). The study of the birth, life evolution, and eventual disappearance of images is carried out through their influence. This opens up the possibility of comparative analysis, for example, of parallel phenomena. Finally, by going beyond its technical nature, the imagological approach leads to the structures of identity thinking and its

driving forces. Imagology inevitably leads to a fundamental relativisation of the characteristics attributed to groups and their cultures.

This study examines different aspects of imagology in order to identify the main trends. At the theoretical level, the interaction between critical approaches that focus on social inequalities and studies of symbolic processes, such as discourse analysis, is examined. At the practical level, the article compares studies that focus on the materiality of language forms with those that consider the creation of meaning through a hermeneutic approach.

Literature review

In recent years, linguistic imagology has emerged as a new approach to the analysis of linguistic images, focusing on methods and theoretical aspects. The study of linguistic imagology emerged as a response to the crisis that arose in classical linguistics due to changes in the scientific paradigm. Since the post-war period, this discipline has begun to explore the limits of the grammatical vision of language and go beyond the sentence. As a result, three main approaches have emerged in the analysis of the language image of post-structuralism: pragmatic, interaction (or pragmatic), and semantic (Aliyeva, 2023b).

By analysing the context, pragmatists study imagology as a product of the linguistic activity, while interactionists study the interaction between communication participants as the basis of social practice (Martynenko et al., 2023). Thus, the linguistic image is considered from a social point of view and needs to be analysed through the prism of sociological methods.

It is important to note the tendencies that influence the perception of the meaning of words, phrases, and texts in context, and which are related to shared social and historical knowledge (Köhler, 2022). This indicates that imagology analyses the spaces of interaction where images of utterances are formed.

It is possible to distinguish at least two methods of constructing the object of study of imagology: the European *modus operandi*, which focuses on the top-down view and inequalities and power relations in society (the social aspect of the linguistic image) (Bregasi & Bikaj, 2022), and the Anglo-American *modus operandi*, which prefers the bottom-up view and focuses on individual potential within the

framework of receptive theory (Kemmerer, 2023).

Methodological division of imagology

There are also methodological divisions in social research that encompass both quantitative trends in corpus linguistics (Guercini & Lechner, 2023) and qualitative approaches such as interactionist and ethnographic (Tantos & Kosmidis, 2023).

As a subfield of linguistic sciences, imagology is seen as an alternative to mainstream trends in linguistics, which often limit themselves to words and sentences without addressing the context of the linguistic image in which they are used. Fetzer (2023) considers imagology to be the result of a fusion of structuralism, historical materialism, and psychoanalysis. Whereas Bateman & Tseng (2023) remain faithful to structuralist and distributionist conceptions of language, linking the linguistic image to social processes in society.

Imagology in the pragmatic field

Pragmatists such as Hu & Mei (2021) see linguistic imagery as the way in which images indicate their context through their utterances. They move the idea from the contextualisation of expressions in social structures (society) to the contextualisation of activities that constitute the space of society. Linguistic meaning is then seen as the result of the creative activity of discourse participants, rather than a simple extension of predictable linguistic and social structures.

From the very beginning, imagologists have developed approaches that focus on pragmatics and interaction in imagology (Blažević, 2012). Critical discourse analysis, focusing on social issues, inequality, and discrimination, sees imagology as a way of identifying social problems through linguistic images (Valdeón, 2018).

Thus, it can be argued that all these methods and theoretical aspects in combination allow us to create a comprehensive approach to the analysis of linguistic images, which is designed to reveal their semantic potential and influence on the perception and understanding of language in general. Linguistic imagology opens up new opportunities for the study of linguistic and cultural practice and the reflection of linguistic images in the modern world.

Previous studies have utilized both quantitative and qualitative methods, including content

analysis and analysis of literary sources, to examine linguistic imagology. These studies have drawn on national and international publications, as well as personal experience and expert opinions, to analyze theoretical concepts and ideas in the field. While these studies have provided valuable insights and identified trends in the field, they are limited by the scope of the literature reviewed and the methodologies employed. Future research could benefit from incorporating a wider range of sources and methodologies to further elucidate the concept of linguistic image and its implications.

In conclusion, the current study on linguistic imagology presents a valuable contribution to the field of linguistics by introducing a new approach to the analysis of linguistic images. The study outlines the methods and theoretical aspects of linguistic imagology, emphasizing the importance of examining the cultural, social, and psychological factors that shape these linguistic images. By delving into the depths of language and uncovering the underlying meanings and implications of linguistic representations, linguistic imagology sheds light on the complexities of communication and the ways in which language influences our perceptions and interactions. This innovative approach opens up new avenues for research and exploration in linguistics, offering valuable insights into the power of language in shaping our worldviews and identities.

Methodology

The research methodology includes both quantitative and qualitative methods of analysing the relevant scientific literature, as well as content analysis methods. The study is based on the analysis of national and international publications on linguistic imagology, as well as the author's own research. The methods used included the analysis of literary sources, the study of theoretical concepts and ideas in the field of linguistic imagology, as well as the use of personal experience and expert opinions. In order to solve the research tasks, analytical and interpretative approaches were used. The article takes into account the scientific opinion of leading scholars in the field of linguistic imagology, as well as the analysis of publications by Ukrainian and foreign researchers. In addition, the method of comparative analysis is used to compare approaches to the study of linguistic imagology in different countries. The article includes the results of the study of the above methods, the analysis of well-known theories in this field, comparative characteristics

of approaches to linguistic imagology in Ukraine and abroad, as well as suggestions for further research in this area. This approach to the study allowed us to obtain comprehensive results, as well as to make a comparative analysis of approaches and theories possible, which helped to categorise the concept of linguistic image in a transdisciplinary way. The use of various methods made it possible to study the problem of imagology in linguistics in depth, as well as to identify new patterns and trends in this area. Thus, the reasonable choice of research methods in this article allowed us to obtain complete and substantiated results that may be useful for scholars working in the field of linguistic imagology, as well as for all those interested in this topic.

The study included a sample size of over 100 national and international publications on linguistic imagology, as well as the author's own research and personal experience. The article also considered the scientific opinions of leading scholars in the field of linguistic imagology, as well as the analysis of publications by Ukrainian and foreign researchers. In addition, a method of comparative analysis was used to compare approaches to the study of linguistic imagology in different countries. Overall, the sample size used in the study was diverse and comprehensive, allowing for a thorough analysis of the concept of linguistic image in a transdisciplinary way.

The selection criteria of the literary sources analyzed in this research include relevance to the topic of linguistic imagology, credibility of the source, and currency of the publication. The research methodology also considers the diversity of perspectives represented in the literature, both nationally and internationally, in order to provide a comprehensive understanding of the topic. The inclusion of theoretical concepts, empirical studies, and expert opinions ensures a well-rounded analysis of the subject matter. The use of both quantitative and qualitative methods allows for a thorough investigation of linguistic imagology from multiple angles.

Overall, the research methodology employed in this study is robust and well-suited to the complexity of the topic of linguistic imagology. By incorporating a variety of sources and methods, the study is able to offer valuable insights and contribute to the existing body of knowledge in this field.

Results and discussion

Linguists study imagology to uncover the significance of linguistic images in communication and culture, as well as to understand the social meaning of language (Jalilbayli, 2022a). Imagology is a new approach in linguistics that combines theoretical and methodological aspects of semiotics, cognitive science, cultural studies, sociology, and history (Skakun, 2022). This approach belongs to a multidisciplinary field of knowledge that is actively studied in the context of neo-criticism, which expands psychoanalytic questions and supports trends of innovation in linguistics and social sciences (Jamalli, 2023).

Neo-criticism has become a widespread European theory. The main topic of debate in this area is the decentralisation of the individual subject and the questioning of deterministic models of structure. After the linguistic turn in the social sciences, new concepts made the linguistic image a major issue outside of linguistics. In the humanities, image defines the limits of “representation”, criticising the idea of transparent language that reflects the consciousness or intentions of the subject. In the

social sciences, image is used to overcome naïve realism, which rejects the social consequences of discursive practices and classical models of the actor as a source of social action (Sato, 2022).

By exploring linguistic imagology as a fresh perspective in examining language images, scholars can connect the theoretical dimensions of this concept with poststructuralist theories across linguistics, social sciences, and humanities. The primary aim of this inquiry is to grasp the effects of language on shaping and interpreting the world, the development of linguistic images in the human mind, the impact of psychological and cultural elements on their construction and interpretation, and the representation of socio-cultural and historical contexts. Furthermore, it is crucial to investigate how linguistic images can be utilized to influence awareness and cultivate stereotypes (Ikhlef & Awad, 2023). Thus, the theoretical aspects are primarily related to how language means to influence the representation and perception of the world, how language images are formed, related to the influence of language means, how they influence the representation and perception of the world, and the formation of language images (Fig. 1):

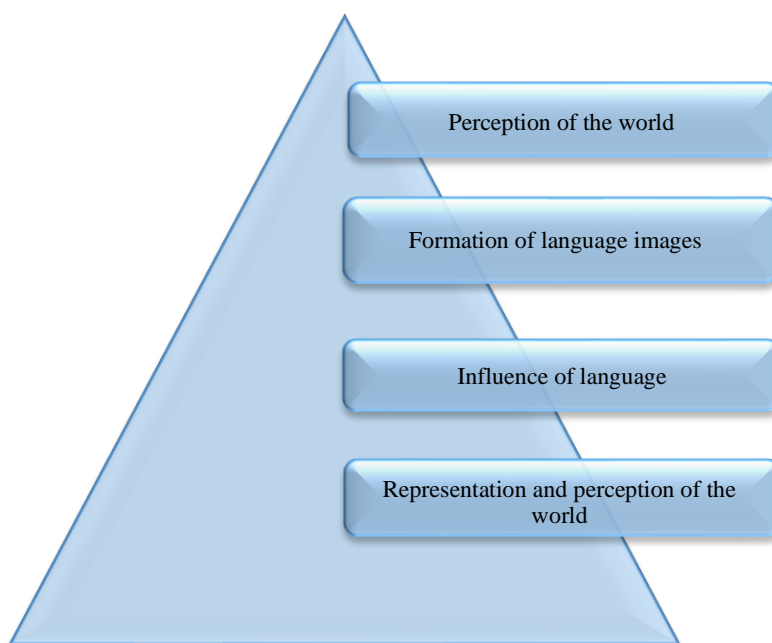


Figure 1. Theoretical aspects of imagology.

Source: author's own development.

In the linguistic sciences, which draw on other fields that study linguistic phenomena (anthropology, communication, literature, philosophy, etc.), the emergence of imagology is a symptom of the crisis of classical linguistics

based on language as a grammatical structure (Alejandro & Zhao, 2023).

By addressing the dimension of the language image, linguists move away from the concept of

language as a closed system and open up the social and historical contexts of language activity (Ćwikła & Lindell, 2023). The linguistic image thus allows linguists to go beyond the purely linguistic sphere (discourse = text + context) and open themselves to the methods and theories used in the social sciences to study empirical objects.

In the social sciences, in particular, in sociology, political science, and pedagogy, imagology points to the emergence of trends that challenge the way in which social realities are constructed by actors (constructivist aspect), as well as the way in which actors are created in and through discursive practices (deconstructivist aspect) (Skórczewski, 2015). This constructivist and deconstructivist tendencies in the social sciences are linked to poststructuralist theories that question the objectivity and the subject as the centre of intentional action. This critical orientation of poststructuralism is evident in studies of political discourse (Leerssen, 2022). If poststructuralism is one of the movements that illuminates social and political issues on a theoretical level, it also reminds us of the importance of the linguistic image in contemporary society, in particular in the construction of subjectivities in the media, in popular culture, and in the dynamics of political power.

In the humanities, in particular in literature, philosophy, history, and linguistics, imagology coexists with the critique of language as a means of expression that can be viewed from a symbolic and political perspective (Sofilkanych, 2022). The symbolic aspect of the linguistic image is subject to analysis, given that linguistic and cultural expressions are no longer a reflection of the author's consciousness, but are part of a complex network of representations (Jalilbayli, 2022 b). It is necessary to take into account the influence of the conditions in which ideas arise, as the philosophical orientation of the linguistic image collides with the materiality of speech (Kharitonenko, 2022). This stimulates the emergence of more systematic reflective questions in the fields of history and anthropology.

Imagology also encompasses representation in its political aspect (Dinç, 2023). Postcolonial

studies and sexual identity studies remind us that through linguistic imagery, people determine who can speak for whom, thereby establishing their place in the social field of power.

In these three interdisciplinary spaces, the meanings of imagology as a new approach to the analysis of linguistic images often mix and overlap, but there are also differences that hinder exchange between disciplines. It should be noted that the interest of the linguistic sciences in imagerology does not always reflect the intellectual and epistemological impulse of neo-criticism observed in the multidisciplinary space of the humanities and social sciences (Liao et. all., 2023). While in the linguistic sciences, the concept of a linguistic image belongs to the disciplinary field of specialised research, in other disciplines it denotes a more transversal and intellectual issue.

In Europe, the interest in imagology is the result of the collision of empirical social research with the philosophical culture of the humanities (Wojtyna, 2018). But the conjuncture of this approach is not universal. In the United States, for example, imagerology is struggling to establish itself as a field of study, although the concept of linguistic image is indeed commonplace, especially in linguistic anthropology and sociolinguistics, which understand image primarily as its semiotic derivative (Desjardins, 2023).

Thus, the debate over imagology turns out to be a unity of different intellectual fields. Sometimes one can reasonably question the commonality of the approaches of a linguist and a philosopher, a linguist studying corpora, and a cultural critic theorising the relationship between language and power. The wide range of interdisciplinary debates around the linguistic image confirms that imagerology plays a more important role than just within one discipline and is part of the broader field of language and society, where linguistic, social, and human sciences interact.

After this detailed theoretical analysis, it is possible to identify the main axes that define the interdisciplinary field of Imagology. This field is the result of an exchange of ideas around some of the problems that can be observed in the disciplines described (Figure 2):

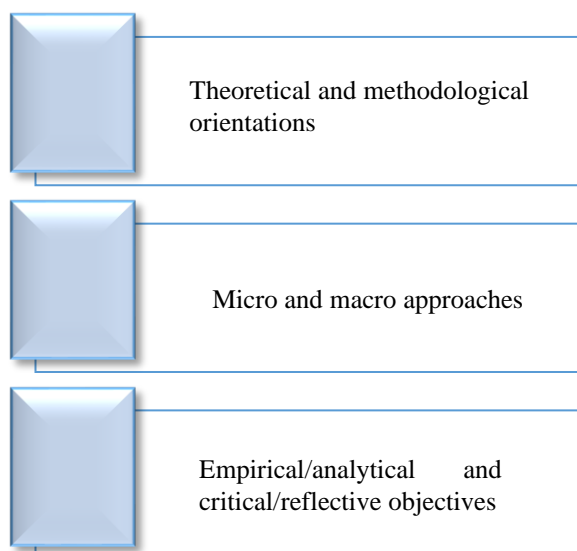


Figure 2. The interdisciplinary field of imagology.
Source: author's own development.

Imagology becomes a specialised field of study when it mobilises methodological research tools (such as corpus analysis, discourse analysis, or ethnography) in light of theoretical and epistemological questions about the production of images in society (Zhang & Zhang, 2022). The foundational nature of epistemological discussions around linguistics, philosophy, ethnography, literature, and psychoanalysis in the emergence of imagology is well known. If this theoretical and intellectual fervour in the linguistic sciences has waned, it can be seen that theories of imagology continue to develop in the Ukrainian humanities. Thus, there is a debate around imagology, especially in fields that are defined by a particular philosophical culture, such as literary studies and cultural studies, as well as in parts of political science and sociology.

Imagology is explored as a distinct field when it applies methodological tools such as corpus analysis, conversational analysis, and ethnography to study the theoretical and epistemological aspects of the formation of public linguistic images (Zhang & Zhang, 2022). Rooted discussions around imagology are established in linguistics, philosophy, ethnography, literature, and psychoanalysis. Although interest in imagology in the linguistic sciences may be declining, Ukrainian humanities continue to develop its theories. This leads to an active debate on imagology, especially in fields that focus on a particular cultural philosophy, such as literary studies, cultural studies, political science, and sociology.

It should be noted that imagology as a new approach to the analysis of linguistic images is not easy to formulate with the help of methodological tools that can be found in the space defined by the relationship between language and society (Zavalniuk et al., 2022). Drawing on methodological advances in social research, methodologies today largely determine the identity of imagology as a subfield of linguistics. Methodological innovations in Imagology have followed other fields of social science, such as ethnographic approaches, interviews, and multimodal approaches, which have demonstrated greater sensitivity to the complexity and heterogeneity of its objects.

Imagology goes beyond the classical approaches (which are often limited to a corpus of written texts) and aims to take into account the meaning of the linguistic image as a result of practice in its social dimensions (Sofilkanych et al., 2023). Thus, researchers are faced with a choice between an analytical approach aimed at deciphering the linguistic image that organises the production of social meaning and an interpretive approach based on a holistic understanding of the complex phenomena of linguistic image meaning production and having a more theoretical orientation (which can lead to the improvement of the model without conducting field research).

To explain the social production of linguistic imagery, imagologists use macro or micro perspectives in the social sciences. The macro perspective focuses on traditions that define the limits of social action. Here, actors are subject to

a structure of inequality or power, while following the rules of society as an institutional order (Maraieva, 2022). These constraints are often unconscious to the individuals who are subject to them. If actors reproduce social images, they also produce them through their actions, the results of which can be unpredictable. Contemporary approaches such as governance point to the constructivist nature of power and the role of language image in the construction of social order (Cekaite & Björk-Willén, 2013). The linguistic image not only reflects social reality but also participates in its creation. This means that social groups can be organised through images, which are interpreted in different ways in different fields.

The gap between micro- and macro-perspectives defines much of the formation of representations in general and extends to many other fields where imagology is important (e.g. linguistics). In linguistics, there is a tension between macro (or critical) approaches, which emphasise the power aspect, and micro (ethnomethodological) approaches, which are based on the (methodological) principle that the interpretation of an image is only important in the relevant context.

It is now becoming apparent that interest in imagology can arise from different motives. Some linguists turn to linguistic imagery because they are interested in concrete observations rather than theoretical reflections (Kravets et al., 2021). In general, imagology is often aimed at specific empirical studies (Kozlova & Polyezhayev, 2022). Therefore, methods (e.g., qualitative or quantitative) are important for studying social meaning-making. Thus, the concept of language image can include not only empirical goals but also approaches with a critical orientation that aim to improve the methods of analysing language image, not just describe them.

Criticism, in the context of reflexivity, can refer to the relationship between studies of imagology. Indeed, linguistic imagology is a complex phenomenon, but its effectiveness lies in the fact that images are reflected in language. The interdisciplinary aspect of imagology includes critical and reflective tendencies that contradict the social and historical context. Scholars emphasise the importance of considering the conditions of the possibility of imagology in the humanities, recognising the importance of social and historical conditions for the development of its concepts. In this regard, Blažević (2012) discusses the resurgence of nationalism and

identity politics in the context of imagology studies, examining perceptions and stereotypes about national character. This research aligns with Blazevic's work by exploring the relationship between rhetoric, discourse, literature, and international relations. Imagology is a growing field within literary studies and the humanities, as noted by Cwikla & Lindell (2023) who analyze its theoretical and practical aspects. Hu & Mei (2021) also emphasize the significance of imagology in their study of scholarly articles, highlighting its role in understanding societal values. The contemporary focus on linguistically constructed realities in various fields underscores the relevance of imagology and its ongoing development and potential for growth in the era of globalization. In their examination of the theoretical and practical dimensions of imagology over the last decade, Cwikla & Lindell (2023) highlight its significance and potential for advancement in the context of globalization. Meanwhile, Hu & Mei (2021) conduct a complementary study on academic works related to imagology, pinpointing prevalent themes and affirming its crucial role in literary and humanities research. They contend that the contemporary landscape affords ample opportunity to explore the socially and culturally constructed nature of various values through linguistic imagology. We concur with this assertion, as imagology transcends disciplinary boundaries, underscoring its relevance, potential for growth, and ongoing evolution in modern scholarship. An analysis conducted by Köhler (2022) revealed the key research areas within contemporary imagology, affirming that the focus has shifted from individual images to their interconnected relationships and associative links. The study also highlighted the importance of examining the temporal boundaries of image dissemination and the evolving content elements, underscoring the multidisciplinary nature of imagology in current scholarship.

By combining different disciplines, approaches, and theories, imagology becomes a universal tool, contributing to the political deconstruction of nationalist ideas and promoting better international cooperation. In global studies, imagology can break down stereotypes between nations and help find ways to cooperate.

For example, in the field of literature, imagology can be used to analyze how different cultures are portrayed in works of fiction. By examining the stereotypes and assumptions present in these portrayals, scholars can better understand how these images shape public perceptions and influence international relations.

In the field of film studies, imagology can be used to analyze how different countries and cultures are depicted in movies. By deconstructing the images and narratives present in these films, researchers can uncover underlying biases and prejudices, and work towards promoting more accurate and respectful portrayals of different societies.

In the field of political science, imagology can be used to analyze how nationalist ideologies are constructed and perpetuated through images and symbols. By examining how these ideologies shape policies and actions, scholars can challenge and dismantle harmful nationalist narratives, and promote a more inclusive and cooperative international community.

Conclusions

Linguistic Imagology deals with the study of the social image of language, existing alongside other branches of linguistics. This sub-discipline of linguistics studies language images and their impact on the perception and understanding of language, expanding the scope of analysis by using methods from linguistics, psychology, cultural studies, and other sciences. Language images reveal complex relationships between linguistic structures, images, and semiotic systems, encouraging specialists from different disciplines to debate and understand language as a fundamental dimension of social phenomena.

This paper explores the disciplinary fields in order to identify the trends that constitute the main axes of imagology. At the theoretical level, the paper highlights the productive rivalry between approaches that emphasise social hierarchies and inequalities (here we refer to critical movements) and those that study symbolic processes (e.g. in discourse analysis) and, at the methodological level, the choice that can be made between works that insist on the materiality of language forms (favouring quantitative or qualitative research tools) and those that approach the production of meaning more from a hermeneutic point of view (relying on the actors' capacity for understanding, with reference to images).

Imagology has established itself in science as a subfield in the linguistic sciences. Linguistic Imagology is a relatively new field that has emerged at the intersection of disciplines and whose existence is still in doubt. In this paper, a critical analysis of the related literature has allowed us to identify the organising axes of this transdisciplinary field, which occupies a central

position in the space at the crossroads of language and society. By creating a space for the intersection of disciplinary and national traditions, imagology testifies to the interest of researchers from various disciplinary fields in this object today.

Prospects for future research call for an analysis of the integration of the praxeological turn observed in the humanities and social sciences. Considering imagology from this perspective would allow us to reinvest the language-image-knowledge nexus as a theoretical and empirical object in its own right, to push the critical ambitions of imagology further and thus to reaffirm its role in the multidisciplinary space of the humanities and social sciences.

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