



# LUND UNIVERSITY

## Constructing credibility in discourse Modes of knowing, temporality and epistemic control

Paradis, Carita

2012

[Link to publication](#)

*Citation for published version (APA):*

Paradis, C. (2012). *Constructing credibility in discourse Modes of knowing, temporality and epistemic control*. Abstract from Modality, corpus, discourse: Usage-based methods, epistemic stance, subjectivity, evidentiality, perspectivisation, Sweden.

*Total number of authors:*

1

### General rights

Unless other specific re-use rights are stated the following general rights apply:

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal

Read more about Creative commons licenses: <https://creativecommons.org/licenses/>

### Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

LUND UNIVERSITY

PO Box 117  
221 00 Lund  
+46 46-222 00 00



# Constructing credibility in discourse: Modes of knowing, temporality and epistemic control

---

*Carita Paradis*  
*Lund University*

Following Jaszczolt's (2009) proposal that temporality is a function of epistemic control (Brisard 2002, Langacker 2009), this paper explores the use of temporal marking in relation to the different modes of knowing involved in wine reviewing, i.e. seeing, hearing, smelling, tasting, feeling and the making of conjectures about the future on the basis of the latter modes. Using data from a corpus of wine reviews from Robert Parker's *WineAdvocate*, I propose that the mode of knowing about the wine and the temporal marking in the recontextualization of this knowledge in the wine reviews are both important pieces of evidence of the writer's epistemic control with implications for the credibility and the rhetorical success of the wine critic (Paradis & Hommerberg 2010; Hommerberg 2011).

## References

- Brisard, F. 2002. The English present. In Brisard, F. (ed.) *Grounding: The epistemic footing of deixis and reference*. Berlin Mouton de Gruyter. 259–97.
- Jaszczolt, K. M. 2009. *Representing time: An essay on temporality as modality*. New York: Oxford University Press.
- Hommerberg, C. 2011. *Persuasiveness in the discourse of wine: The rhetoric of Robert Parker*. Växjö: Linnaeus University Dissertations
- Langacker, R. 2009. The English present: temporal coincidence vs. epistemic immediacy. In *Investigations in cognitive grammar*. New York: Mouton de Gruyter.
- Paradis, C. & Hommerberg 2010. Temporality as a function of epistemic control: a rhetorical account. Conference presentation at SLE (Societas Linguistica Europaea) at Vilnius.