

## **Project C01: Producing and understanding creative word formations**

**Project leaders:** JOana Cholin, Jana Häussler

### **Project Summary**

The project investigates the cognitive processes underlying creative language behavior by targeting phenomena in creative word formation (e.g., *Coronasemester*, *Bösewichtin* [female villain], *cis-tem*). Creative forms pose a challenge for both language production and language comprehension. For production, creative forms necessitate extra efforts to circumvent or suppress default units and frequently used routines. While novel forms might not be too dissimilar from unintended speech errors, the involved mechanisms might differ. For comprehension, novel units pose an ambiguity problem, as they could either instantiate merely undeliberate errors (production slips or mishearings) or deliberate inventions.

Our investigations rest on the interrelated examination of production and comprehension processes in creative language use. Output word formations from the production experiments will be used as input for comprehension experiments. The project targets the following questions: (i) What are the underlying processes in producing and comprehending creative language, and how can they be triggered and traced in experimental settings? (ii) What cognitive resources are involved in processing creative word formations, and at what costs? (iii) What role do individual differences play and how can those be captured within cognitive models of creative language processing? Besides capturing creative language use, answering these questions will also help to refine cognitive models of language production and comprehension. The project aims at a model that integrates conventional and creative language use from both a speaker and hearer perspective and allows for a systematic inclusion of individual differences in language and cognition. Experiments will therefore include different speaker groups (neurotypical mono- and multilingual speakers, speakers with mild cognitive impairment).

### **Open Positions**

#### **PhD position 1 (65%)**

*Profile:* The ideal candidate has a master in linguistics or a related field, ideally with experience with experimental psycholinguistics and an interest in language production and/or word formation.

*Main research focus within the project:* The focus will lie on setting up, conducting and analyzing experimental studies on creative language production and contributions to psycholinguistic modeling.

PhD position 2 (65%)

*Profile:* The ideal candidate has a master in linguistics or a related field, ideally with experience with experimental psycholinguistics and an interest in language comprehension and/or word formation.

*Main research focus within the project:* The focus will lie on setting up, conducting and analyzing experimental studies on creative language comprehension and contributions to psycholinguistic modeling.

**For further information please contact the project leaders:**

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