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### **The word vis-à-vis the visual image: Remembering as a shared sociocultural practice**

The paper adopts a Cultural Linguistic perspective on the language-cognition relation. Our research perspective can be subsumed under the umbrella term of the so-called sociocultural situatedness of the language user as a member of a cultural community.

This approach dovetails with the research strain of situated cognition, which assumes that the operation of the human mind should be examined relative to the context. It may be suggested that the context for the human cognitive processes can be rendered in terms of human embodiment, and the external environment, both physical and social. Furthermore, our understanding of what constitutes the context can be broadened by including the issue of the interaction between the community member and the external environment, with the latter presupposing the use of external vehicles for thought.

The paper takes a culturally-oriented view of meaning-making in human interaction. Of specific interest is the question of the transfer of knowledge accumulated in a given community. It is assumed that the interdependency of literature and visual arts helps sustain the cultural community's memory. Increased attention is paid to how the idiosyncratic nature of human cognition affects the process of knowledge transfer. What and how is remembered by the individual seems to depend not only on the nature of the information-bearing medium, but also on the idiosyncratic nature of the individual's cognition. The problem of the interplay between the word and the visual image will be discussed relative to Zbigniew Herbert's writings.