



Figurativeness in language and beyond

Rzeszów, April 27-28, 2023

BOOK OF ABSTRACTS

University of Rzeszów
Department of English Studies
al. mjr. W. Kopisto 2b
35-315 Rzeszów
tel. (017) 872 12 14
ccl@ur.edu.pl
www.ur.edu.pl/ccl

KEYNOTE SPEAKERS	6
Charles FORCEVILLE.....	6
ON DEVELOPING MULTIMODAL METAPHOR THEORY INTO MULTIMODAL TROPE THEORY	6
Elżbieta GÓRSKA.....	7
THE NEAR-FAR IMAGE SCHEMA AS AN ANALYTIC TOOL IN COGNITIVE LINGUISTIC RESEARCH	7
Zoltán KÖVECSES	8
TOPICS IN EXTENDED CMT. SOME UNDEREXPLORED ASPECTS OF CONCEPTUAL METAPHOR THEORY	8
Jordan ZLATEV	8
METAPHOR AND METONYMY IN THE MOTIVATION AND SEDIMENTATION MODEL	8
SPEAKERS	9
Lubomír ANDREJ.....	9
WORD-FORMATION AND SEMANTIC ANALYSIS OF ONOMATOPOEIA	9
Anna ANDRZEJEWSKA.....	10
VISUALIZATION OF GRAMMATICAL MATERIAL ON THE EXAMPLE OF THE INSTRUMENTAL CASE IN POLISH	10
Bogusław BIERWIAZONEK	11
FURTHER REMARKS ON THE CONCEPT OF SYNTAPHOR IN COGNITIVE SEMANTICS	11
Edmond CANE.....	11
CONSTRUCTIONAL CONTENT PROVIDED THROUGH A FRAME-BASED MODEL - THE ARCHITECTURE OF THE ALBANIAN ARTICLES	11
Jacopo CASTALDI	12
COGNITION, RELEVANCE AND IDEOLOGY FORMATION THROUGH TRAVEL DOCUMENTARIES: A LONGITUDINAL APPROACH TO AUDIENCES	12
Monika CICHMIŃSKA.....	13
CONSTRUAL OF METAPHORS IN TELEVISION SERIES – LOCAL VERSUS GLOBAL METAPHORS	13
Artur CZAPIGA	14
PRAGMALINGUISTIC ANALYSIS OF MEMES COMMENTING ON COVID-19	14
Inga DALE	15
A MULTIMODAL APPROACH TO K. KIEŚŁOWSKI’S PSYCHOLOGICAL DRAMA “THREE COLOURS: BLUE” – A PILOT STUDY	15
Anna DĄBROWSKA.....	15
POPULAR EMOTIONS AMONG STUDENTS AND THEIR CODIFICATION: A CRITICAL METAPHOR ANALYSIS ACCOUNT	15
Bożena DUDA and Paulina MORMOL	16
MULTIMODALITY VS. RETWEETING POTENTIAL OF COVID-19 FAKE NEWS	16
Małgorzata FABISZAK.....	16
SEMIOTICS OF MUSEUM DISPLAYS	16
Ad FOOLEN.....	17

THE FUNCTION OF METAPHOR IN THE CONCEPTUALIZATION AND EXPRESSION OF EMOTIONS	17
Iokasti Christina FOUNDOUKA	18
FROM FIGHTERS TO HYENAS: IDEOLOGICAL LANGUAGE IN GREEK CIVIL WAR FEMALE FIGHTERS PRESS IMAGES	18
Lucia GALLOVÁ	18
WORD-FORMATION MOTIVATION – A NEW PERSPECTIVE	18
Agnieszka GICALA	19
PEACE AND NORMALITY: VALUES AND CURRENT MEANING SHIFTS AND EXTENSIONS IN COGNITION, LANGUAGE, AND TRANSLATION	19
Adam GŁAZ	20
VIOLENT INCLUSION OF OXYMORA	20
Agnieszka GRZAŚKO	20
WORLD IS WAR: A COGNITIVELY-COUCHEDED ANALYSIS OF THE DUEL OF THE ANTHEMS IN M. CURTIZ'S "CASABLANCA" (1942)	20
Tamar GUCHUA	21
RITUAL-BASED PERFORMATIVES (BASED ON GEORGIAN ETHNOGRAPHIC DATA)	21
Damian HERDA	22
<i>O KROK OD ZWYCIĘSTWA</i> AND <i>O WŁOS OD TRAGEDII</i>: A CORPUS STUDY OF TWO PARADIGMATICALLY RELATED PROSPECTIVE CONSTRUCTIONS IN POLISH	22
Dmytro HRYTSU	22
PERCEPTUAL ANALYSIS OF ONOMATOPOEIA IN ENGLISH AND UKRAINIAN: A CONTRASTIVE STUDY	22
Issa KANTÉ	23
FIGURATIVENESS IN COMPETING GEOPOLITICAL DISCOURSES: THE U.S. AND RUSSIAN NARRATIVES IN AND ON AFRICA	23
Henryk KARDELA	24
ROMAN INGARDEN'S THEORY OF THE LITERARY WORK OF ART IN A COGNITIVE GRAMMAR PERSPECTIVE. AN ANALYSIS OF LEWIS CARROLL'S POEM <i>JABBERWOCKY</i>	24
Robert KIEŁTYKA	25
ANIMAL-BASED METONYMY IN THE BIBLE	25
Bożena KOCHMAN-HAŁADYJ	26
UNIVERSALITY VS. SPECIFICITY OF DOG METAPHORS IN POLISH AND ENGLISH PROVERBS – A CONTRASTIVE ANALYSIS	26
Piotr KONDERAK	26
ON EMBODIED POLYSEMIOTIC COMMUNICATION: LANGUAGE, GESTURING AND BODY	26
Ewa KONIECZNA	27
MANUFACTURING CONSENT THROUGH MULTIMODAL DECEPTION: A CASE STUDY OF ANTI-UKRAINIAN FAKE NEWS	27
Beata KOPECKA	28

ON THE INTERPLAY OF LANGUAGE AND IMAGE IN METAPHORS OF INFLATION – THE CASE STUDY OF INTERNET MEMES	28
Lívia KÖRTVÉLYESSY and Pavol ŠTEKAUER	28
ONOMATOPOEIA FROM AN ONOMASIOLOGICAL PERSPECTIVE	28
Krzysztof KOSECKI	29
AGAINST CREOLE EXCEPTIONALISM: A CASE STUDY OF CONCEPTUAL CONSTRUAL OF BODY PART IDIOMS IN NIGERIAN PIDGIN ENGLISH	29
Aleksandra KOWALCZYK	30
FOODSEMIC AND FOOD-MEDIATED TRANSFERS IN ENGLISH	30
Kleparski, Grzegorz. 1997. <i>Theory and Practice of Historical Semantics: The Case of Middle English and Early Modern English Synonyms of Girl/young Women</i> . Lublin: Wydawnictwo KUL.	31
Hubert KOWALEWSKI	31
VEHICLE SELECTION AND THE ASYMMETRY BETWEEN OBJECTIVE AND SUBJECTIVE CONSTRUAL IN CONCEPTUAL METONYMIES	31
Izabela KRAŚNICKA	32
„...JAK TAK DOBRZE SIĘ DOGRZEBAĆ ...” –THE FUNCTION OF METAPHORIC GESTURES AS ELEMENTS OF MULTISEMIOTIC MESSAGES	32
Marcin KUDŁA	32
LOOKING FOR FIGURATIVENESS IN MEDIEVAL FIGURAL REPRESENTATIONS: THE CASE OF HERALDIC BADGES	32
Yibo LIANG	33
METONYMIES IN CHINESE DISH NAMES ACROSS CULTURE AND LANGUAGE	33
Przemysław ŁOZOWSKI	34
THE FIGURATIVE AS AN INTERPLAY OF THE ACTUAL AND THE VIRTUAL: METAPHOR AND METONYMY AT STAKE	34
Goran MILIĆ	34
CHARLIE MIKE MIKE TANGO? ROGER THAT: A COGNITIVE LINGUISTIC APPROACH TO FEATURES OF AVIATION ENGLISH	34
Wai Yan MIN OO	35
CONCEPTUALIZATION OF THE POLITENESS AND IMPOLITENESS OF BURMESE AND RAKHINE NATIVE SPEAKERS IN MYANMAR	35
Łukasz MUSIK	36
THE TAXONOMICAL RELATIONS OF THE ENGLISH AS...AS EQUATIVE CONSTRUCTION	36
Bogdan PAVLIY and Jonathan LEWIS	37
USE OF UKRAINIAN AND RUSSIAN LANGUAGES AMONG SOCIAL MEDIA USERS IN THE WAKE OF THE RUSSIAN INVASION OF UKRAINE	37
Paulina POLAK	37
MORPHOPRAGMATIC ANALYSIS OF IRONIC MEANINGS OF DIMINUTIVES IN POLISH	37
Ewelina PRAŻMO and Hubert KOWALEWSKI	38
THE TRANSLATION OF DIMINUTIVES IN MIRON BIAŁOSZEWSKI'S “A MEMOIR OF THE WARSAW UPRISING.” A COGNITIVE ANALYSIS	38

Jakub PSTRĄG.....	38
SELF-IDENTIFICATION THROUGH NARRATION	38
Camila Belizário RIBEIRO and Maria Clotilde ALMEIDA	39
APOCALYPTIC CARTOONS FOR COP27: A MULTIMODAL APPROACH	39
Anna ROGOS-HEBDA	40
LIVING ON THE MARGINS: THE CONCEPT OF A BEGGAR IN LATE MODERN (AMERICAN) ENGLISH	40
Justyna ROGOS-HEBDA.....	41
METAPHORS, MULTIMODALITY AND MEDIEVAL MANUSCRIPTS: ON MULTISENSORY COGNITION IN PRE-MODERN TEXTUALITY	41
Tatsiana SAROKINA-SOKOŁOWSKA	41
THE FORCE OF LOVE IN ENGLISH AND RUSSIAN IDIOMS: A COGNITIVE LINGUISTIC APPROACH	41
Konrad SZCZEŚNIAK	42
HOW OPPOSITES ATTRACT: A STUDY OF SEMANTIC CHANGE	42
Di WU and Jordan ZLATEV	43
TOWARD AN IDENTIFICATION PROCEDURE FOR (POLYSEMIOTIC) METONYMY	43
Marcin ZABAWA	43
ANTHROPOMORPHIZING METAPHORS IN INFORMAL POLISH OF COMPUTER SCIENCE	43
Xuan ZHAO	44
FIGURATIVENESS IN EUPHEMISMS AND BEYOND	44

KEYNOTE SPEAKERS

Charles FORCEVILLE
University of Amsterdam

ON DEVELOPING MULTIMODAL METAPHOR THEORY INTO MULTIMODAL TROPE THEORY

Keywords: visual tropes; multimodal tropes; visual communication & cognition

It was Aristotle who wrote in his *Poetics* that mastery of metaphor is a sign of genius. It took, however, many centuries before metaphor studies became truly popular, particularly thanks to Ortony (1979) and Lakoff and Johnson (1980). These books emphasized that metaphor is primarily a matter of thought, and only derivatively a matter of language. Scholars such as Whittock (1990), Carroll (1994), and Forceville (1996) took this idea seriously by embarking on metaphor research involving other modes than language – mainly focusing on the visual mode. Work in this area is still in full swing, not least because robust analysis of metaphor (as of anything else in the study of discourse) needs to be cognizant of (1) the combination of modes deployed; (2) the genre to which the metaphorical discourse belongs; and (3) the medium in which it occurs (see Forceville 2020). There are still many mode combinations, many genres, and many media to be studied ...

But work needs to expand into a different direction as well. If “metaphor” is first and foremost a matter of thought, then surely other tropes are, too (Peña-Cervel & Ruiz de Mendoza Ibáñez 2022). Accepting this idea, it makes sense to systematically start investigating which other tropes may be usefully claimed to have visual and multimodal manifestations. Within Conceptual Metaphor Theory (CMT), the awareness that “metonymy” – though less spectacular than metaphor – is an equally crucial trope gained ground around 2000. This insight in turn spawned research on visual and multimodal metonymy (notably by Pérez-Sobrino 2017; but see also Kashanizadeh & Forceville 2020, Guan & Forceville 2020, and Zhang & Forceville 2020).

What about other tropes? Is it possible/useful to talk about visual and multimodal antithesis? Irony? Hyperbole? Symbolism ...? If so, can they co-occur? These are daunting questions, requiring hard thinking and hard work by scholars combining expertise in rhetoric and visual & multimodal analysis (Tseronis & Forceville 2017, see also Forceville 2019). In my talk I cannot but scratch the surface of these questions. Drawing mainly on my own earlier (co-authored) work, I will say something about the role of mode, genre, and medium in analysing metaphor, metonymy, and antithesis, and sketch some of the other problems that need to be addressed by scholars intent upon extending classic verbal rhetoric into a “Conceptual/Multimodal Trope Theory.”

References:

- Carroll, Noël. 1994. “Visual metaphor.” In Jaakko Hintikka (ed.), *Aspects of Metaphor*. Dordrecht: Kluwer, 189-218.
- Forceville, Charles. 1996. *Pictorial Metaphor in Advertising*. London: Routledge.
- Forceville, Charles. 2019. “Developments in multimodal metaphor studies: A response to Górska, Coëgnarts, Porto & Romano, and Muelas-Gil.” In Ignasi Navarro i Ferrando (ed.), *Current Approaches to Metaphor Analysis in Discourse*, 367-378.
- Forceville, Charles. 2020. *Visual and Multimodal Communication: Applying the Relevance Principle*. Oxford: Oxford University Press.
- Guan, Yue, and Charles Forceville. 2020. “Making cross-cultural meaning in five Chinese promotional clips: metonymies and metaphors.” *Intercultural Pragmatics* 17(2): 123–149.
- Kashanizadeh, Zahra, and Charles Forceville (2020). “Visual and multimodal interaction of metaphor and metonymy: A study of Iranian and Dutch print advertisements.” *Cognitive Linguistic Studies* 7(1): 78-110.
- Lakoff, George, and Mark Johnson (1980). *Metaphors We Live By*. Chicago: University of Chicago Press.
- Ortony, Andrew, ed. 1979. *Metaphor and Thought*. Cambridge: Cambridge University Press.
- Peña-Cervel, María Sandra, and Francisco José Ruiz de Mendoza Ibáñez. 2022. *Figuring out Figuration: A Cognitive Linguistic Account*. Amsterdam: Benjamins.
- Pérez-Sobrino, Paula. 2017. *Multimodal Metaphor and Metonymy in Advertising*. Amsterdam: Benjamins.
- Tseronis, Assimakis, and Charles Forceville, eds. 2017. *Multimodal Argumentation and Rhetoric in Media Genres*. Amsterdam: Benjamins.
- Whittock, Trevor. 1990. *Metaphor and Film*. Cambridge: Cambridge University Press.
- Zhang, Cun, and Charles Forceville. 2020. “Metaphor and metonymy in Chinese and American political cartoons (2018-2019) about the Sino-US trade conflict.” *Pragmatics & Cognition* 27(2): 476-501.

THE NEAR-FAR IMAGE SCHEMA AS AN ANALYTIC TOOL IN COGNITIVE LINGUISTIC RESEARCH

Keywords: image schemas, metaphor, multimodal discourse

In cognitive linguistics, the issue of embodiment of image schemas and their role in structuring abstract thought has been widely discussed ever since seminal works by Talmy (1985), Johnson (1987) and Lakoff (1987). Over the years, in studies of diverse research areas cognitive linguists have commonly relied on image schemas in their descriptive practice (Cienki 2013; Coëgnarts and Kravanja 2012; Dancygier and Vandelanotte 2017; Grady 1997; Forceville 2017; Górska 2014, 2017, 2019, 2020; Kimmel 2009; Mittelberg 2018; Pérez Hernández 2013; Potsch and Williams 2012; Romano 2019; Wiseman 2014). However, the very method of using image schemas as analytic tools has not received sufficient attention in cognitive linguistics. In this talk, I will consider one such preconceptual structure – the NEAR-FAR schema, with the primary aim of showing some of the ways in which it has served as a useful analytic tool not only of lexical expressions (Radden and Matthis 2002) and grammatical phenomena (Rybarczyk 2015), but also multimodal discourse (e.g. verbo-gestural discourse (Winter and Matlock 2017) and verbo-pictorial aphorisms by Janusz Kapusta).

My second goal will be to discuss convergent evidence for the conceptual nature of metaphors that take the NEAR-FAR image schema as their source domain, such as: SIMILARITY IS CLOSENESS, DIFFERENCE IS DISTANCE, AFFECTION IS PROXIMITY and EMOTIONAL DISTANCE IS PHYSICAL DISTANCE. The main part of the discussion will focus on linguistic and multimodal evidence, however results of a number of experimental studies will be presented as another kind of convergent evidence for the psychological reality of these conventional metaphors and of the NEAR-FAR schema. It will be argued that this schema is a well-motivated and useful research tool that cognitive linguists have at their disposal.

Last but not least, the reliance on the NEAR-FAR schema in the framing of the Covid-19 pandemic in terms of "social distancing" will be discussed in the context of both the SOCIAL DISTANCE IS PHYSICAL DISTANCE and AFFECTION IS PROXIMITY metaphors.

References:

- Cienki, Alan. 2013. "Image schemas and mimetic schemas in cognitive linguistics and gesture studies." *Review of Cognitive Linguistics* 11(2): 417-432.
- Coëgnarts, Maarten and Peter Kravanja. 2012. "Embodied visual meaning: Image schemas in film." *Projections* 6(2): 84–101.
- Dancygier, Barbara and Lieven Vandelanotte. 2017. "Image-schematic scaffolding in textual and visual artefacts." *Journal of Pragmatics* 122: 91–106.
- Forceville, Charles. 2017. "From image schema to metaphor in discourse: The FORCE schemas in animation films". In Beate Hampe (ed.), *Metaphor, Embodied Cognition, and Discourse*. Cambridge: Cambridge University Press, 239-256.
- Grady, Joseph E. 1997. *Foundations of Meaning: Primary Metaphors and Primary Scenes*. Ph.D. dissertation, University of California, Berkeley.
- Górska, Elżbieta. 2014. "The UP/DOWN orientation in language and music." In Matthias Brenzinger and Iwona Kraska-Szlenk (eds.), *The Body in Language. Comparative Studies of Linguistic Embodiment*. Leiden: Brill, 177-195.
- Górska, Elżbieta. 2017. "The PATH schema in verbo-pictorial aphorisms on LIFE." In Przemysław Łozowski and Adam Gład (eds.), *Route 66: From Deep Structures to Surface Meanings. A Festschrift for Henryk Kardela on his 66th Birthday*. Lublin: Maria Curie-Skłodowska University Press, 219–235.
- Górska, Elżbieta. 2019. "Spatialization of abstract concepts in cartoons. A case study of verbo-pictorial image-schematic metaphors". In Ignasi Navarro i Ferrando (ed.), *Current Approaches to Metaphor Analysis in Discourse*, Berlin/ New York: De Gruyter Mouton, 279-294.
- Górska, Elżbieta. 2020. *Understanding Abstract Concepts across Modes in Multimodal Discourse. A Cognitive Linguistic Approach*. London/New York: Routledge.
- Johnson, Mark. 1987. *The Body in the Mind: The Bodily Basis of Imagination, Reason, and Meaning*. Chicago: University of Chicago Press.
- Kimmel, Michael. 2009. "Analyzing image schemas in literature." *Cognitive Semiotics* 5: 159–188.
- Lakoff, George. 1987. *Women, Fire and Dangerous Things: What Categories Reveal about the Mind*. Chicago/London: The University of Chicago Press.
- Mittelberg, Irene. 2018. "Gestures as image schemas and force gestalts: A dynamic systems approach augmented with motion-capture data analyses." *Cognitive Semiotics* 11(1) (on-line). doi.org/10.1515/cogsem-2018-0002
- Pérez Hernández, Lorena. 2013. "Approaching the utopia of a global brand. The relevance of image schemas as multimodal resources for the branding industry." *Review of Cognitive Linguistics* 11(2): 285-302.

- Potsch, Elisabeth and Robert F. Williams. 2012. "Image schemas and conceptual metaphor in action comics." In Frank Bramlett (ed.), *Linguistics and the Study of Comics*. Cham: Palgrave Macmillan, 13-36.
- Radden, Günter and Elizabeth Matthis. 2002. "Why *similar to* and *different from*?" In Hubert Cuyckens and Günter Radden (eds.), *Perspectives on Prepositions*. Tübingen: Max Niemeyer Verlag, 233-255.
- Romano, Manuela. 2019. "'Refugees are streaming into Europe': An image-schema analysis of the Syrian refugee crisis in the Spanish and British press." *Complutense Journal of English Studies* 27: 39–57.
- Rybarczyk, Magdalena. 2015. *Demonstratives and Possessives with Attitude. An Intersubjectively-oriented Empirical Study*. Amsterdam/Philadelphia: Benjamins.
- Talmy, Leonard. 1985. "Force dynamics in thought and language." In William H. Eilfort, Paul D. Kroeber, and Karen L. Peterson (eds.), *Papers from the Parasession on Causatives and Agentivity*. Chicago: Chicago Linguistics Society, 293–337.
- Wiseman, Rob. 2014. "Social distance in hunter-gather settlement sites: A conceptual metaphor in material culture." *Metaphor and Symbol* 29(2): 129-143.
- Winter, Bodo and Teenie Matlock. 2017. "Primary metaphors are both cultural and embodied". In Hampe, Beate (ed.), *Metaphor, Embodied Cognition, and Discourse*. Cambridge: Cambridge University Press, 99-115.

Zoltán KÖVECSES
Eötvös Loránd University

TOPICS IN EXTENDED CMT. SOME UNDEREXPLORED ASPECTS OF CONCEPTUAL METAPHOR THEORY

Keywords: Conceptual Metaphor Theory, extended CMT, force dynamics

Conceptual metaphor theory (CMT, Lakoff and Johnson, 1980) has undergone several major modifications in the course of its history. The latest of these is Extended CMT (Kövecses, 2020). In the talk, I discuss three issues that were missing from or were not treated with the seriousness they merit. The issues are: (1) "Standard" CMT primarily focused on conceptual metaphors on higher levels of genericness, such as frame or domain level metaphors. Extended CMT introduced conceptual metaphors that function on the mental space level. Why do we need mental space-level metaphors? (2) CMT incorporated several theoretical ideas from cognitive linguistics in general. But it incorporated very little from Talmy's (1988) force dynamics theory. What can force dynamics contribute to CMT? (3) CMT offered no solution to the issue of how metaphoric contextual meaning arises in particular discourse situations. How do conceptualizers arrive at specific metaphorical meanings in a given discourse situation?

References:

- Kövecses, Zoltán. 2020. *Extended Conceptual Metaphor Theory*. Cambridge: Cambridge University Press.
- Lakoff, George and Mark Johnson. 1980. *Metaphors we Live by*. Chicago: The University of Chicago Press.
- Talmy, Leonard. 1988. "Force dynamics in language and cognition." *Cognitive Science* 12, 49-100.

Jordan ZLATEV
Lund University

METAPHOR AND METONYMY IN THE MOTIVATION AND SEDIMENTATION MODEL

Keywords: sign use, part-whole relation, contiguity, motivation, sedimentation, cognitive semiotics

The Motivation & Sedimentation Model (MSM) was developed within the field of cognitive semiotics (e.g., Zlatev, Sonesson & Konderak, 2016) in recent years with the goal of providing novel analyses of controversial phenomena such as language norms (Zlatev & Blomberg, 2019) and metaphor (Devydler & Zlatev, 2020; Zlatev, Jacobsson, Paju 2021; Moskaluk, Zlatev & v.d. Weijer, 2022). A definition of metaphor consistent with the model is: *An (a) act of sign use, (b) involving one or more semiotic systems (e.g., language, gesture, depiction), where (c) the intended meaning (d) is understood through another, more directly represented meaning, (e) which it resembles, albeit in a highly schematic manner*. In my presentation I will spell out this definition, including the theoretically loaded terms in (a-e). What has so far been lacking with MSM-research, however, is a systematic analysis of the "little sister" of metaphor:

metonymy, as well as the interaction between the two kinds of semiotic acts. I will argue for a definition of metonymy which is identical to that of metaphor from (a) to (d), but substitutes (e) with (e’): *which it does not resemble, but is rather related in a part-whole or contiguity-based relationship*.

I argue that this definition is consistent with well-known proposals in the literature, from Roman Jakobson to Ronald Langacker, but not with those of “conceptual metaphor” and “conceptual metonymy”, since MSM implies that there can be no purely mental metaphor or metonymy, as sign use is primarily a public, communicative activity and requires *expression* in one semiotic system or another. I will show that the theory allows us to systematically distinguish between metaphor and metonymy, in language as well as pictures, as well as between more innovative and more conventional metaphors and metonymies, as I illustrate with examples from advertisements and political cartoons.

References:

- Devyllder, S., & Zlatev, J. 2020. “Cutting and breaking metaphors of the self and the Motivation and Sedimentation Model.” In A. Baicchi & G. Radden (eds.), *Figurative Meaning Construction in Thought and Language*. Amsterdam: Benjamins, 253-281.
- Moskaluk, K., Zlatev, J., & van de Weijer, J. 2022. “Dizziness of freedom: Anxiety disorders and metaphorical meaning-making.” *Metaphor and Symbol*, 37(4), 303-322.
- Zlatev, J., & Blomberg, J. 2019. “Norms of language: What kinds and where from? Insights from phenomenology.” In A. Mäkilähde, V. Leppänen, & E. Itkonen (eds.), *Normativity in Language and Linguistics*. Amsterdam: Benjamins, 69-101.
- Zlatev, J., Jacobsson, G., & Paju, L. 2021. “Desiderata for metaphor theory, the Motivation & Sedimentation Model and motion-emotion metaphors.” In A. S. d. Silva (ed.), *Figurative Language: Intersubjectivity and Usage*. Amsterdam: Benjamins, 41-74.
- Zlatev, J., Sonesson, G., & Konderak, P. eds. 2016. *Meaning, Mind and Communication: Explorations in Cognitive Semiotics*. Frankfurt am Main: Peter Lang.

SPEAKERS

Lubomír ANDREJ

Pavol Jozef Šafárik University in Košice

WORD-FORMATION AND SEMANTIC ANALYSIS OF ONOMATOPOEIA

Keywords: onomatopoeia, derivational networks, word-formation, semantics

This paper presents a contrastive analysis of English and Slovak onomatopoeia-based derivational networks. Since there are various definitions of onomatopoeia, it is firstly explained why we chose to adhere to the one we are using, i.e., direct imitations of natural sounds by means of a language-specific system of phonemes, with distinction between primary and secondary onomatopoeia (Körtvélyessy 2020). The semiotic nature of onomatopoeia is also examined, following the theory presented in Radden (2021). The paper is based on the research done for the dissertation thesis, that covers 32 onomatopoeia-based derivational networks for both English and Slovak. The sample of the onomatopoeic words is evenly divided into 16 different sound-types based on the source of the imitated sound (e.g., air, water, mammals, etc.). The outcomes of the research are illustrated in this paper by four derivational networks for two most common onomatopoeic words of the sound type “air” in each language. The objective is to evaluate similarities and differences between (i) onomatopoeia-based networks and networks based on non-iconic words, and (ii) between Slovak and English networks. The former comparison is based on the relevant chapters on English and Slovak derivational networks in Körtvélyessy et al. (2020). While the analysis relies on several parameters, including size and depth of the networks, their saturation values and the word-formation processes applied in derivation, the main focus is on the semantic facet of derivational relations in the networks, in particular, the significance of individual semantic categories, their derivational combinability, blocking effects, and, crucially, various semantic shifts in the individual degrees of derivation that lead to the loss of the sound-imitating nature inherent in the underlying onomatopoeia. The results suggest that the original sound-imitating nature of onomatopoeia is often lost in derivation because of extensive use of metaphor and metonymy in the process of derivation.

References:

- Körtvélyessy, Livia. 2020. "Onomatopoeia – A Unique Species?". *Studia Linguistica* 74: 506–551. DOI: 10.1111/stul.12133.
- Körtvélyessy, Livia, Bagasheva, Alexandra and Štekauer. Pavol, 2020. *Derivational Networks Across Languages*. Berlin/Boston: De Gruyter Mouton. DOI: 10.1515/9783110686630.
- Radden, Günter. 2021. "Iconicity". In John R. Taylor and Wen Xu (eds.), *The Routledge Handbook of Cognitive Linguistics*. New York: Routledge, 268–296.

Anna ANDRZEJEWSKA
University of Opole

VISUALIZATION OF GRAMMATICAL MATERIAL ON THE EXAMPLE OF THE INSTRUMENTAL CASE IN POLISH

Keywords: brain-based learning, cognitive grammar, multimodality, teaching Polish as a foreign language

The subject of the study of this work is the visualization of grammatical material, i.e. a didactic tool used to explain grammar issues in the process of teaching and learning a foreign language. Visualization is understood here as: "the way of conveying meanings in the text through means perceived visually (visual forms)" (Nocoń 2009: 19) and is one of the elements of the glottodidactic system. The research perspective is: Langacker's cognitive grammar model ([2008] 2009), in particular the dimensions of imagery, and neurodidactics (brain-based methods) (Żylińska 2013, Chojak 2019) and the "iconic turn" emerging in culture and science (Mitchell [1994] 2009).

The considerations are based on four basic assumptions derived from linguistic, glottodidactic, pedagogical and psychological works. First of all, grammar carries meaning and is a mental phenomenon, therefore its semantic dimension should not be ignored in teaching a foreign language. Secondly, it reflects the basic perceptual experiences of a human being, as well as their immersion in culture and functioning in society. Thirdly, the descriptions of cognitive grammar have a glottodidactic potential, which is reflected, among others, in visual representations (Kwapisz-Osadnik 2005, 2010, 2017). Fourthly, visualizing the grammar material invites students to think, and thus helps them understand the issue and remember it more effectively thanks to the double coding process.

The aim of the work is to create a new graphic representation of the instrumental case in the Polish language by using descriptions of the dimensions of imagery. It is described that working with a program enriched at the stage of grammar exploration with the visualization technique helps in the L2 acquisition process, in particular in understanding and remembering the grammar issues (Andrzejewska 2022).

References:

- Bąbel, Przemysław, Wiśniak Marzena. 2015. *12 zasad skutecznej edukacji. Czyli jak uczyć, żeby nauczyć*. Sopot: Gdańskie Wydawnictwo Psychologiczne.
- Bańko, Mirosław. 2002. *Wykłady z polskiej fleksji*. Warszawa: Wydawnictwo Naukowe PWN.
- Castañeda Castro Alejandro. 2004. "Potencial didáctico de la Gramática Cognitiva. Pautas para la elaboración de una gramática pedagógica de español/ LE". *redELE* 0/2004.
- Castañeda Castro Alejandro. 2014. *Enseñanza de gramática avanzada de ELE. Criterios y recursos*. Madrid: SGEL.
- Chojak, Małgorzata. 2019. *Neuropedagogika, neuroedukacja i neurodydaktyka. Fakty i mity*. Warszawa: Difin.
- Langacker, Ronald. 2009 (2008). *Gramatyka kognitywna. Wprowadzenie*. Kraków: Universitas.
- Llopolis-García, Reyes, Real Espinosa, Juan Manuel, Ruiz Campillo, José Plácido. 2012. *Qué gramática enseñar, qué gramática aprender*. Madrid: Edinumen.
- Madelska, Liliana, Warchoń-Schlottmann, Małgorzata. 2015. *Odkrywamy język polski. Gramatyka dla uczących (się) języka polskiego jako obcego*. Kraków: Prolog.
- Nocoń, Jolanta. 2009. *Podręcznik szkolny w dyskursie dydaktycznym – tradycja i zmiana*. Opole: Wydawnictwo Uniwersytetu Opolskiego.
- Mitchell, William John Thomas. 2009 (1994). "Zwrot piktorialny." *Kultura Popularna*, 1(23): 4-19.
- Rudzka-Ostyn, Brygida. 2000. *Z rozważań nad kategorią przypadka*. Kraków: Universitas.
- Tokarski, Jan. 2001. *Fleksja polska*. Warszawa: Wydawnictwo Naukowe PWN.
- Żylińska, Marzena. 2013. *Neurodydaktyka czyli nauczanie i uczenie się przyjazne mózgowi*. Gdynia: Wydawnictwo i Ośrodek Innowacji Edukacyjnych.

FURTHER REMARKS ON THE CONCEPT OF SYNTAPHOR IN COGNITIVE SEMANTICS

Keywords: semantics, categorization, metaphor, syntaphor, domain frame

The concept of syntaphor (blend of *synecdoche* and *metaphor*) was introduced by Bierwiaczonek (2020) and further developed in Bierwiaczonek (2021) in an attempt to account for the cases of meaning extension based on similarity which cannot be analysed as metaphoric as they do not involve cross-domain mappings. The mappings occur on the sub-basic level of categorization, whereby the new senses or figurative uses belong to the same basic domain, e.g. the prototypical sense of the lexeme *pin* developed a number of senses which all belong to the domain of ARTEFACTS usually denoted by compounds, such as *drawing pin*, *diamond pin*, *safety pin*, *hair pin*, etc. On the other hand, a term denoting a subcategory of some basic level term may be used figuratively to designate another subcategory of the same basic level term, e.g. an ordinary sedan may be referred to as *limousine*, or a rooster may be called *falcon*. In the presentation, I suggest that syntaphor can be distinguished both from metaphor and some senses based on family resemblances if the “traditional” cognitive semantic representations in the form of domain matrices are enriched by specifications of conceptual frames linked with particular senses, which follows from Langacker’s (2008) discussion of the relation between domains and frames. Given the form of domain-frame matrix, I demonstrate that both metaphor and syntaphor are motivated by contrasts and perceived similarities. The main difference is that metaphor is based on the similarity of frames and differences between central domains, while syntaphor is based on similarity between central domains and differences between central frames. The proposed relation between the prototypical “source” concept and its relatively distinct extended senses based on syntaphor does not preclude contextual sense modifications which may enhance particular domains or frames of the general representation or cause some distinctions to fade away, leaving only the most general sense of the word, as shown by Tuggy (1993) in his discussion of the semantics of the verb *paint*.

References:

- Bierwiaczonek, Bogusław. 2020. “Figures of speech revisited: introducing syntonymy and syntaphor”. In Analisa Baicchi (ed.), *Figurative Meaning Construction in Thought and Language*. Amsterdam/New York: John Benjamins, 225-251.
- Bierwiaczonek Bogusław. 2021. “Prototype semantics: syntaphor in polysemy and beyond”. *Studia Neofilologiczne XVII. Język figuratywny*: 11-29.
- Langacker, Ronald. 2008. *Cognitive Grammar. A Basic Introduction*. Oxford: Oxford University Press.
- Tuggy, David. 1993. “Ambiguity, polysemy, and vagueness.” *Cognitive Linguistics* 4(3): 273–290. Reprinted in Dirk Geeraerts (ed.), *Cognitive Linguistics: Basic Readings*. Berlin, New York: Mouton de Gruyter, 167-184.

Edmond CANE
Beijing International Studies University,
School of European Language, Beijing

CONSTRUCTIONAL CONTENT PROVIDED THROUGH A FRAME-BASED MODEL - THE ARCHITECTURE OF THE ALBANIAN ARTICLES

Keywords: definite article, constructional pairing, semantic frames, markedness, nominal classification

Albanian has about a dozen articles, not very similar to the SAE pattern (Haspelmath 2001, Akademia e Shkencave 2002, Demiraj 2002). They are not structured based on the strict, straight opposition definite/indefinite. They are post-posed in nouns, precede adjectives and many pronouns and establish a genitive relationship between two nouns. The present views in Albanian grammar (based on structuralist approaches) define articles as multifunctional. This paper argues that the Albanian articles are constructional pairings of form/content, also contrary to Booij (2010) as constructional features.

The investigation reveals that the content of each individual article construction is organized at different dimensions. The article ‘i’ for instance, has its *inherent content* contributed directly from its core constructional pairing – it resembles to that of definiteness, but with significant language-specific peculiarities, as it is drawn from the wide range of uses. What is common in all these uses, is the kind of cognitive attention projected on the

tagged noun or adjective/pronoun, and this cognitive highlighting serves either to single out the target referent from the rest of its abstract class, or to assign some relational highlighting, thus connecting (or ‘confirming this connection’) this targeted adjective/pronoun to its governing noun. In the latter case, it is relational content.

The evidence also hints that there is additional content contributed from outside the constructional pairing, as the nouns tagged with this constructional form, enter paradigmatic relations, from where this form assumes additional content relating to gender, number, case-related roles. The paradigmatic frames developed for each article vary widely, and so varies the complex resulting content – it is usage-based construal. For some articles, the main content from the constructional pairing is gender related rather than definiteness, explained by the fact that markedness is asymmetrical (Greenberg 1963, Croft 1996, Haspelmath 2006, 2016). In some articles, the gender-related or case-related content is missing, because the speakers either failed to develop or to retain sufficient cognitive attention for nominal classification.

It is posited that regarding the content of each individual article (for purposes of corpora, FrameNet, etc.), we need to build the network of interconnected frames relevant to the particular article. The relevant frames project content onto the latter. This projection is asymmetric following from the asymmetric patterns of markedness (see Haspelmath 2006, 2016). In addition, patterns identified in nominal classification provide hints to settle the conflicting view of multifunctionality. The main challenge is to investigate and understand how and from which sources content is drawn/contributed for a single construction. In essence, this paper posits a frame-based model to account for various sources of content contributed to the construction.

References:

- Akademia e Shkencave. 2002. *Gramatika e gjuhës shqipe I*. Malaka: Tiranë.
- Booij, G. 2010. “Construction morphology.” *Language and linguistics compass*, 4(7), 543-555.
- Croft, W. 1996. “‘Markedness’ and ‘universals’: from the Prague school to typology.” In Kurt R. Jankowsky (ed.), *Multiple Perspectives on the Historical Dimension of Language*. Münster: Nodus, 15-21.
- Croft, W. 2002. *Typology and Universals*. Cambridge: Cambridge University Press.
- Demiraj, S. 2002. *Gramatika e gjuhës shqipe. Vol. I. Morfologjia*. Malaka: Tiranë.
- Greenberg, J. H. ed. 1963. *Universals of Language*. Cambridge: MIT Press.
- Haspelmath, M. 2001. “The European linguistic area: Standard Average European.” In Haspelmath, Martin; König, Ekkehard; Oesterreicher, Wulf; Raible, Wolfgang (eds.), *Language Typology and Language Universals*. Vol. 2. Berlin: De Gruyter, 1492–1510.
- Haspelmath, M. 2006. “Against markedness (and what to replace it with).” *Journal of linguistics*, 42(1), 25-70.
- Haspelmath, M. 2016. “The challenge of making language description and comparison mutually beneficial.” *Linguistic Typology*, 20(2), 299-303.
- Seifart, F. 2010. “Nominal classification.” *Language and Linguistics Compass*, 4(8), 719-736.
- Senft, G. 2007. “Nominal classification.” In *The Oxford Handbook of Cognitive Linguistics*. Oxford University Press, 676-696.

Jacopo CASTALDI

Canterbury Christ Church University

COGNITION, RELEVANCE AND IDEOLOGY FORMATION THROUGH TRAVEL DOCUMENTARIES: A LONGITUDINAL APPROACH TO AUDIENCES

Keywords: Multimodality, Ideology, Cognition, Relevance Theory, Travel Documentaries, Audience Research

Within the field of multimodal research, one of the earliest and most successful attempts to investigate cognitive mechanisms has been the analysis of texts within the communicative framework of Relevance Theory (Sperber and Wilson, 1995). Forceville (1996; 2020), Infantidou and Tzanne (2006) and Yus (1998; 2016) are examples of this approach applied to the domains of advertising and comics. The findings from these integrated approaches of multimodality and cognition have provided some extremely useful insights into the interpretation of multimodal texts and shown how Relevance Theory principles can be fruitfully applied beyond face-to-face communication.

More recently, Castaldi (2021; 2022; under review) carried out some case studies which looked at ideology formation through travel documentaries. The research draws on a novel methodological approach (Castaldi, 2021) that integrates Audience Research (e.g., Schröder *et al.*, 2003), Social Semiotics (e.g. Kress and van Leeuwen, 1996, 2001; van Leeuwen, 1999; Machin and Mayr, 2012) and Relevance Theory in order to analyse how specific media interactions may affect the ideologies of viewers. This paper takes this

methodological approach one step further by reporting on a longitudinal follow-up to the original case studies, which explores the extent to which the travel documentaries had a long-lasting effect on the participants who watched them.

After a brief discussion of key concepts and of the methodological approach, the paper will look at examples from the case studies to discuss possible ideological influences of the documentaries on the viewers. The cognitive processes that may be at play, both top-down (i.e. viewer-driven) and bottom-up (i.e. text-driven), will be discussed: these are framed within Relevance Theory principles and include instances of manipulative multimodal discourse as well as extended mythological narratives, which can be seen as higher-order figurative discourses.

References:

- Castaldi, Jacopo. 2021. "A multimodal analysis of the representation of the Rohingya crisis in BBC's Burma with Simon Reeve (2018): Integrating Audience Research in Multimodal Critical Discourse Studies". *Multimodal Communication* 10(1): 55-72.
- Castaldi, Jacopo. 2022. *Cognition and ideological effects in the interaction between viewers and BBC travel and cultural documentaries: combining multimodal critical discourse analysis and audience research*. Unpublished doctoral thesis, Canterbury Christ Church University.
- Castaldi, Jacopo. (under review). "Keeping the myth of the British Empire alive: Combining a multimodal analysis of two BBC travel documentaries with audience research".
- Forceville, Charles. 1996. *Pictorial Metaphor in Advertising*. London: Routledge.
- Forceville, Charles. 2020. *Visual and Multimodal Communication: Applying the Relevance Principle*. New York: Oxford University Press.
- Ifantidou, Elly and Angeliki Tzanne. 2006. "Multimodality and relevance in the Athens 2004 Olympic Games televised promotion". *Revista Alicantina de Estudios Ingleses*, 19: 191-210.
- Kress, Gunther and van Leeuwen Theo. 1996. *Reading Images: The Grammar of Visual Design*. London & New York: Routledge.
- Kress, Gunther and van Leeuwen, Theo. 2001. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. London: Arnold.
- Machin, David and Mayr, Andrea. 2012. *How to Do Critical Discourse Analysis*. London: Sage.
- Schröder, Kim Christian, Kirsten Drotner, Stephen Kline and Catherine Murra. 2003. *Researching Audiences*. London: Arnold.
- Sperber, Dan and Deirdre Wilson. 1995. *Relevance: Communication and Cognition* (2nd ed.). Oxford: Blackwell.
- Van Leeuwen, Theo Jacob. 1999. *Speech, Music, Sound*. London: Macmillan.
- Yus, Francisco. 1998. "Relevance theory and media discourse: A verbal-visual model of communication." *Poetics*, 25(5): 293-309.
- Yus, Francisco. 2016. *Humour and Relevance*. Amsterdam/Philadelphia: John Benjamins Publishing Company.

Monika CICHMIŃSKA

University of Warmia and Mazury in Olsztyn

CONSTRUAL OF METAPHORS IN TELEVISION SERIES – LOCAL VERSUS GLOBAL METAPHORS

Keywords: conceptual metaphor, global and local context, television series, multimodal metaphors, cognitive film theory

The aim of the present paper is to suggest that we need a unified approach towards the scope of metaphors as used in television series versus feature films. In cognitive stylistics, we differentiate between micrometaphors and megametaphors (Stockwell 2002). Forceville (2008) suggests that there are metaphors with a local focus and embedded metaphors, while Fahlenbrach (2016) distinguishes audiovisual key metaphors and sub-metaphors. I would like to propose that cinematic metaphors can be either global or local in scope, but also that both globality and locality need to be understood differently than in feature films, especially if we consider television series as a separate genre, in agreement with Forceville (2000) that "genre governs the interpretation of discourse". I would also like to address the issue of cognitive processing as proposed by Bordwell (1989) and the "thinking viewer" as proposed by Ostaszewski (1994) with reference to how metaphors may be understood and construed by the viewers. The paper is part of the author's research into monomodal and multimodal metaphors in selected contemporary television series.

References:

- Bordwell, David. 1989. *Making Meaning: Inference and Rhetoric in the Interpretation of Cinema*. Cambridge: Harvard University Press.
- Fahlenbrach, Kathrin. 2016. "Audiovisual metaphors as embodied narratives in moving images". In Kathrin Fahlenbrach (ed.), *Embodied Metaphors in Film, Television, and Video Games: Cognitive Approaches*. New York and London: Routledge, 33-50.
- Forceville, Charles. 2009. "Non-verbal and multimodal metaphor in a cognitivist framework: agendas for research." In Charles J. Forceville and Edward Urios-Aparisi (eds.), *Multimodal Metaphor. Applications of Cognitive Linguistics, 11*. Berlin: Mouton de Gruyter, 19-42.
- Forceville, Charles. 2016. "Visual and multimodal metaphor in film: chartering the field." In Katrin Fahlenbrach (ed.), *Metaphors in Film, Television, and Video Games: Cognitive Approaches*. New York and London: Routledge, 17-32.
- Forceville, Charles. 2020. *Visual and Multimodal Communication*. Oxford University Press.
- Kövecses, Zoltan. 2020. *Extended Conceptual Metaphor Theory*. Cambridge: Cambridge University Press.
- Ostaszewski, Jacek. 1994. "O widzu myślącym". *Kultura Współczesna* 2, 61-72.
- Stockwell, Peter. 2002. *Cognitive Poetics: An Introduction*. London: Routledge.

Artur CZAPIGA
University of Rzeszów

PRAGMALINGUISTIC ANALYSIS OF MEMES COMMENTING ON COVID-19

Keywords: Internet memes, COVID-19, pragmatic functions

Internet memes often present an emotional response of their creators to the reality. Such items make it easier to understand and accept a difficult situation, they help to deal with stress or doubts and store the society's memory (Wójcicka 2019). By combining short form with compressed content, they also demand active perception from the recipients – what can be seen and read on the surface is only a trigger to a much deeper analysis. Intertextuality, irony, allusion are only some examples of tools used for aiming the Internet users at the proper meanings of the statements. Thus, the creator and the readers need to share some common knowledge, have similar perception of the world, be members of the same culture.

The present paper is an attempt to analyse the similarities and differences between English, Polish and Russian memes reacting to the terrifying situation of COVID-19 outbreak reality. The material was analysed both quantitatively and qualitatively in terms of their form (a visual part alone, text alone, or both elements combined), their size (from short to extended ones), their function (informing, warning, entertaining, soothing etc.), the roles of the main characters, based on the extended Carpmán's Drama Triangle model (Jasper, Young, Zuern 2020). Attention was also paid to the message, if the elements are culture specific or intercultural. Finally, an attempt was made to reveal the pragmatic functions of memes under investigation, their probable intended message, possible effects on the receiver, and – from a wider perspective – what role they played in the COVID-19 discourse. The study adopts Grice's (1975) conversational maxims and the Awdiejew's (2005) model of conversational strategies in order to explain the most probable pragmatic functions of each meme.

References:

- Awdiejew, Aleksy. 2005. "Strategie konwersacyjne". *Acta Universitatis Lodzianensis. Folia Litteraria Polonica* 7: 127-150.
- Grice, Paul H. 1975. "Logic and conversation." In Peter Cole and Jerry L. Morgan (eds.), *Syntax and Semantics 3: Pragmatics*. New York: Academic Press, 41-58.
- Wójcicka, Marta. 2019. *Mem internetowy jako multimodalny gatunek pamięci zbiorowej*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Jasper, James M., Young, Michael P., Zuern, Elke. 2020. *Public Characters: The Politics of Reputation and Blame*. Oxford: Oxford University Press.

Inga DALE

Kazimierz Pułaski University of Technology and Humanities in Radom

A MULTIMODAL APPROACH TO K. KIEŚŁOWSKI'S PSYCHOLOGICAL DRAMA "THREE COLOURS: BLUE" – A PILOT STUDY

Keywords: conceptual metaphor, force-dynamics, multimodality, psychological drama

This paper is a tribute to the work of Krzysztof Kieślowski, a renowned Polish film director, whose impact on the creation of meaning through the 'modes' (as understood by Forceville 2009, 2016) of language, image, gesture, touch, sound, and music has been internationally recognized. Furthermore, this paper is a contribution to the studies of multimodal communication (in the sense of Forceville 2020, 2022) within the cinema genre, with an analytical focus on *emotion* concepts in Kieślowski's psychological drama *Three Colours: Blue*.

While investigating these *emotion* concepts, I analyse the structural conceptual metaphor EMOTION IS FORCE in terms of Kövecses's (2000) elaboration of Talmy's (1988) "force-dynamics" and argue that Kieślowski's attempt to portray the main character's inner battle in response to the loss of her beloved ones may be accounted for with reference to such multimodal modes as the spoken text, visuals, music, sound(s), and bodily behaviour.

References:

- Forceville, Charles. 2009. "Non-verbal and multimodal metaphor in a cognitivist framework: Agendas for research". In Charles Forceville and Eduardo Urios-Aparisi (ed.), *Multimodal Metaphor. Applications of Cognitive Linguistics 11*. Berlin: Mouton de Gruyter, 19-42.
- Forceville, Charles. 2016. "Pictorial and Multimodal Metaphor". In Nina-Maria Klug and Hartmut Stöckl (ed.), *Handbuch Sprache im multimodalen Kontext*. Berlin, Boston: De Gruyter, 241-260.
- Forceville, Charles. 2020. *Visual and Multimodal Communication: Applying the Relevance Principle*. New York: Oxford University Press.
- Forceville, Charles. 2022. "Visual and multimodal communication across cultures". In István Kecskés (ed.), *The Cambridge Handbook of Intercultural Pragmatics/CHIP*. Cambridge: Cambridge University Press, 527-551.
- Kieślowski Krzysztof and Krzysztof Piesiewicz screenplay available at: https://www.scripts.com/script/three_colors%3A_blue_22275
- Kövecses Zoltán. 2000. *Metaphor and Emotion: Language, Culture and Body in Human Feeling*. Cambridge. Cambridge University Press.
- Talmy, Leonard. 1988. "Force dynamics in language and cognition." *Cognitive Science* 12(1): 49-100.

Anna DĄBROWSKA

Maria Curie-Skłodowska University, Lublin

POPULAR EMOTIONS AMONG STUDENTS AND THEIR CODIFICATION: A CRITICAL METAPHOR ANALYSIS ACCOUNT

Keywords: emotions, Critical Metaphor Analysis, students, Cognitive Linguistics, metaphor

Taken from the Cognitive Linguistics perspective, metaphor is recognized not as a figure of speech, but rather as "a cognitive phenomenon in which people understand abstract target domains in terms of concrete source domains" (Lakoff and Johnson, 1980: 8). In addition to its cognitive basis, metaphor, as stated by Charteris-Black (2004), is also vital to Critical Discourse Analysis, by forming a coherent view of reality. In this light, this article attempts to learn university students' values, beliefs, and attitudes secreted in the ideology-loaded definitions that they form in their discourse. By adopting Charteris-Black's (2004) Critical Metaphor Analysis (CMA) framework, we conduct a three-step research, based on the identification, interpretation and explanation of metaphors used by students. The data is to be extracted from the questionnaire, which comprises young people's discourse concerning their most experienced emotions. The findings prove that learners construct representations of themselves, their experience and emotions, through metaphor, seen as mental spaces. In other words, this critical approach to metaphor is a useful tool to unveil the participants' portrayal of identity and social representation.

References:

- Charteris Black, Jonathan. 2004. *Corpus Approaches to Critical Metaphor Analysis*. Basingstoke: Palgrave Macmillan.
- Kramsch, Claire. 2003. "Metaphor and the subjective construction of beliefs". In Paula Kalaja and Ana Maria Ferreira Barcelos (eds.). *Beliefs about SLA: New Research Approaches*. Dordrecht: Kluwer Academic Publishers, 109-128.
- Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*. Chicago: University of Chicago Press.
- Sudajit-apa, Melada. 2017. "A Critical Metaphor Analysis of disability identity and ideology in the Thai undergraduates' home for children with disabilities website project". *Advances in Language and Literary Studies* 8(5): 79-88.

Bożena DUDA and Paulina MORMOL
University of Rzeszów

MULTIMODALITY VS. RETWEETING POTENTIAL OF COVID-19 FAKE NEWS

Keywords: multimodal analysis, fake news, Twitter, retweeting

The topic of fake news and misinformation, though by no means new, had received relatively little academic attention until the second decade of the twenty-first century. Even though the first occurrence of intentional falsification of news items is attributed to the 16th-century political newsletters *avvisi*, which appeared in Italy and spread all across Europe, and which were soon accused of circulating false information, it is the era of social media, and digital communication in general, that brought closer attention to the issue to false news and disinformation (see, Grieve and Woodfield 2023: 2-3).

The present analysis is a pilot study focusing on the relation between the multimodal layout of fake news and its retweeting range. The research question that we aim to answer is whether multimodal fake news spreads more effectively than news items operating on a single mode. The definition of fake news followed in this paper is the one according to Zimdars (2020: 15), which describes fake news as "social media circulation of false information mimicking the style of contemporary news". As for data analysis, we took 100 most popular tweets produced by each of 12 social media account holders (1200 tweets altogether) who, as the report by Center for Countering Digital Hate shows, were proved to be responsible for 65% of anti-vaccine content shared on Facebook and Twitter in a sample collected between 1st February and 16th March 2021. The most viral tweets were selected using the social media analytics tool *Popsters*, and then they were divided into news items operating on one mode (usually written text only) and on more than one mode (e.g.: written language and static visuals), following Forceville's (2020) taxonomy of modes. In addition to quantitative analysis which illustrates the retweeting range, selected tweets will be analysed qualitatively with a view to showing the cognitive mechanisms employed in the creation of fake news.

References:

- Forceville, Charles. 2020. *Visual and Multimodal Communication: Applying the Relevance Principle*. Oxford: Oxford University Press.
- Grieve, Jack and Helena Woodfield. 2023. *The Language of Fake News*. Cambridge: Cambridge University Press.
- Tandoc, Edson C. Jr., Whei Lim, Zheng and Richard Ling. 2018. Defining "fake news". A typology of scholarly definitions. *Digital Journalism* 6(2), 137-153.
- Zimdars, Melissa and McLeod Kembreu (eds.). 2020. *Fake News. Understanding Media and Misinformation in Digital Age*. Cambridge/London: The MIT Press.

Małgorzata FABISZAK
Adam Mickiewicz University, Poznań

SEMIOTICS OF MUSEUM DISPLAYS

Keywords: museum displays, semiotic patterns, polysemiotic, narratives, sorting task, participant observation

Chomsky (2002) claims that language faculty is what makes us specifically human and it finds expression in the ability to generate novel sentences. For Barthes (1975) the ability to create and live through narratives is a universal human feature. These narratives can be expressed through different semiotic codes and result in polysemiotic texts (Zlatev 2018). The present paper aims to answer two questions (1) what are the recurring

semiotic patterns in the museum displays (2) are the patterns observed by a semiotician also noticed by the naive viewers (museum visitors). To answer these questions two sets of data were collected and analysed. First, photographic evidence, participant observation and field notes were collected in a number of narrative museums in Poland (WWII Museum in Gdańsk, Polin Museum in Warsaw, Warsaw Uprising Museum, Silesian Museum in Katowice, Memory of Siberia Museum in Białystok, Pomorska Street in Kraków, museums in Markowa and Michniów). Second, a sorting task was performed by 36 participants on a selection of 40 photographs of museum displays. The results show that an analyst tends to see semiotic patterns as an abstract combination of form and function, when e.g. a double-sided information board is used to indicate either a chronological link between two photographs on the two sides of the exhibit (past and present look of a certain place) or causation, when one side presents a photograph and a bio of a victim and the other side of a perpetrator. Naive viewers tend to focus on more concrete display artefacts such as street name plates with names in different languages metonymically standing for Polish or German administration or narrow passages, which through their claustrophobic design point to traumatic moments in history.

References:

- Barthes, Roland. 1975. "Introduction to the structural analysis of the narrative." *New Literary History* 6(2): 237-272.
- Chomsky, Noam. 2002. *On Nature and Language*. Cambridge: Cambridge University Press.
- Zlatev, Jordan. 2018. "Mimesis theory, learning, and polysemiotic communication." In Michael A. Peters (ed.), *Encyclopedia of Educational Philosophy and Theory*. Singapore: Springer. https://doi.org/10.1007/978-981-287-532-7_672-1, no page numbers.

Ad FOOLEN
Radboud University

THE FUNCTION OF METAPHOR IN THE CONCEPTUALIZATION AND EXPRESSION OF EMOTIONS

Keywords: emotion, expressivity, metaphor

As has been argued in a long-standing tradition in cognitive linguistic research, metaphor plays an important role in the conceptualization of emotions (Kövecses 2000). The abstractness of the emotional domain is generally considered as a main reason for the massive use of metaphor to conceptualize and talk about emotions. A more recent finding, based on experimental research, has shown that processing metaphors evokes more emotion than their literal paraphrases (Mon et al. 2021).

A natural question to ask is, then, in how far these two findings can be seen in relation to each other. I will argue that indeed the two facts are related. The main steps in the argumentation will be:

1. Talking about emotional topics (politics, sex, diseases, etc.) typically leads to the use of expressive devices, like marked intonation, marked constructions, interjections, etc.
2. If metaphors evoke emotion, then they can be added to the list of expressive devices.
3. Emotion is not a 'neutral' domain, i.e. they are different from molecules, neurons, etc. and more like politics etc.
4. If indeed emotion itself is typically an emotional topic, then we can expect that expressive devices will occur in talk about emotion (cf. Foolen 2016).
5. If metaphor belongs to the list of expressive devices, it is to be expected that they will occur more than average in talk about emotion.
6. Frequent use of metaphor in talk about emotion will lead to their conventionalization in language. They will become part of the linguistic inventory of the language.
7. This new perspective on metaphoric language in relation to emotion fits the development in cognitive linguistics towards a more usage-based view on linguistic phenomena.

References:

- Foolen, Ad. 2016. "Expressives". In Nick Riemer (ed.), *The Routledge Handbook of Semantics*. London: Routledge, 473-490.
- Kövecses, Zoltán. 2000. *Metaphor and Emotion*. Cambridge: Cambridge University Press.

Mon Serena K., Mira Nencheva, Francesca M.M. Citron, Casey Lew-Williams, and Adele E. Goldberg. 2021. "Conventional metaphors elicit greater real-time engagement than literal paraphrases or concrete sentences". *Journal of Memory and Language* 121. <https://doi.org/10.1016/j.jml.2021.104285>

Iokasti Christina FOUNDOUKA
Aristotle University of Thessaloniki

FROM FIGHTERS TO HYENAS: IDEOLOGICAL LANGUAGE IN GREEK CIVIL WAR FEMALE FIGHTERS PRESS IMAGES

Keywords: anchoring; press photography; gender; semiotics; Greek civil war

Figurative speech creates narratives that are open to interpretation, therefore a metaphor can be read as "a 'floating chain' of signifieds" (Barthes, 1977: 39). Barthes (1977: 38) refers to two techniques that intend to fix these floating chains of signification: relay and anchorage. When figurative speech is used with a relaying value it is the image that serves the role of fixing the never-ending semiosis. When speech imposes its message on an image, it anchors its meaning and guides its interpretation. The relaying value of the verbal-iconic message supplements the metaphor and helps illustrate its meaning/use. When figurative speech is used as an anchor it imbues the image with connotations. Zouheir Maalej (2011: 97) drawing a line from Lakoff and Johnson, argues that "[...] the anchorage of metaphor in a particular concept at the conceptual level will draw attention to itself, with the result that the source domain elements get foregrounded in the mapping while other potential domains of conceptualization are backgrounded".

In the proposed presentation the researcher will be examining the images of female guerillas during the Greek civil war (1945-1949), published in native newspapers, both left-wing and right-wing oriented. These images, photographic representations of women in arms, are always accompanied by titles, captions and articles. According to Stöckl, H. (2004: 10) the specific usage of one mode over another "is guided by socially determined stance and realizes group interests, subjective points of view or ideological stances". Here, as described by Machin and Mayr (2012: 24) "language is not simply a vehicle of communication [...] but means of social construction and domination".

The researcher will be examining the value of metaphors (relaying or anchoring) in relation to the images they accompany and try answering the following questions: When does the newspapers' agents feel that a strong connotative verbal message is needed to fix the visual signification? Or how are ideological metaphors being used to guide interpretation? From which cultural "pool of texts" are the metaphors being drawn and how is this connected to the ideological background of the agents?

References:

- Barthes, Roland. 1977. *Image, Music, Text* (Trans. by Stephen Heath). London: Fontana Press.
- Maalej, Zouheir. 2011. "Ideological and non-ideological metaphors: A cognitive-pragmatic perspective". In K. Berrada and A. Jehfa (ed.), *Metaphor and Cognition*. Amsterdam: John Benjamins Publishing Company, 97-122.
- Machin, David and Mayr Andrea. 2012. *How To Do Critical Discourse Analysis: A Multimodal Introduction*. London: SAGE.
- Stöckl, Hartmut. 2004. "In between modes: Language and image in printed media." In Ventola Eija, Charles Cassily and Kaltenbacher Martin (eds.), *Perspectives on Multimodality*. Amsterdam: John Benjamins Publishing Company, 9-30.

Lucia GALLOVÁ
Pavol Jozef Šafárik University in Košice

WORD-FORMATION MOTIVATION – A NEW PERSPECTIVE

Keywords: word-formation motivation, onomasiological model, semiotics, arbitrariness

The notion of motivation frequently appears inside and outside of linguistics in various contexts, with various definitions and broad typology. For example, Radden & Panther (2004) distinguish 4 types and Furdik (2008) 17 types of motivation. This paper aims to narrow down the scope of the concept of motivation and discuss it from the perspective of an onomasiological theory of word-formation (Štekauer 1998, 2005). Because motivation is often put in opposition to arbitrariness, the introductory part discusses

the semiotic aspects of motivation and the distinction between arbitrary and non-arbitrary signs. Subsequently, basic approaches to motivation are briefly commented. This is followed by introducing my comprehension of motivation in linguistics in general and word-formation motivation in particular. Unlike the existing approaches, the proposed model is not restricted to the selection of motivating units at the morphematic level. Instead, it views word-formation motivation as a much more comprehensive phenomenon that depends on a series of decisions made at the conceptual, semantic, onomasiological, and onomatological levels. The theoretical principles are supported by an analysis of selected English, French and Slovak complex words falling within several cognitive fields.

References:

- Furdík, Juraj. 2008. *Teória motivácie v lexikálnej zásobe*. Košice: Vydavateľstvo LG.
- Radden, Günter & Panther, Klaus-Uwe. 2004. *Studies in Linguistic Motivation*. Berlin: Mouton de Gruyter.
- Štekauer, Pavol. 1998. *An Onomasiological Theory of English Word-Formation*. Amsterdam-Philadelphia: John Benjamins.
- Štekauer, Pavol. 2005. *Meaning Predictability in Word-Formation*. Amsterdam-Philadelphia: John Benjamins.

Agnieszka GICALA

Pedagogical University of Kraków

PEACE AND NORMALITY: VALUES AND CURRENT MEANING SHIFTS AND EXTENSIONS IN COGNITION, LANGUAGE, AND TRANSLATION

Keywords: value concept, linguistic worldview, cognitive definition, survey, ethnolinguistics, translation

The paper aims to document and analyse current changes in how the native speakers of English and Polish understand some basic value concepts, such as PEACE, NORMALITY, HOME, FAMILY, HEALTH, FRIENDSHIP, etc. against the background of the dictionary definitions of the names of those values. The methodology of the present study makes use of guidelines for analysing linguistic-cultural concepts and constructing their cognitive definitions, developed by the Lublin School of Ethnolinguistics (cf. Bartmiński 2012 and 2014; Bartmiński, Bielińska-Gardziel, Żywicka 2015), with a special focus on two components: (1) dictionary definitions of value names and (2) results of surveys conducted recently among the young adult native speakers of English and Polish. Comparing and contrasting the core meanings with their current shifts and extensions is aimed to embed words in their broader linguacultural context and thus shed some light on aspects of text analysis preceding an act of translation (cf. Głaz 2019 and 2022; Gicala 2021). Moreover, tracing some unique connotations recorded by the survey respondents is hoped to enrich the cognitive definitions of the values under analysis with the dimension of fresh and creative metaphors (cf. e.g. Fauconnier, Turner 2002; Gicala 2021; Pajdzińska 1993).

References:

- Bartmiński, Jerzy. 2012 [2009]. *Aspects of Cognitive Ethnolinguistics*. Sheffield/Oakville: Equinox.
- Bartmiński, Jerzy, Iwona Bielińska-Gardziel and Beata Żywicka, eds. 2015. *Leksykon aksjologiczny Słowian i ich sąsiadów*, vol. 1, *DOM*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Bartmiński, Jerzy. 2014. *Polskie wartości w europejskiej aksjoserferze*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Fauconnier, Gilles and Mark Turner. 2002. *The Way We Think: Conceptual Blending and the Mind's Hidden Complexities*. New York, Basic Books.
- Głaz, Adam. 2022. *Linguistic Worldview(s). Approaches and Applications*. New York/London: Routledge.
- Głaz, Adam, ed. 2019. *Languages – Cultures – Worldviews. Focus on Translation*. Basingstoke: Palgrave Macmillan.
- Gicala, Agnieszka. 2021. "Translating a worldview. Linguistic worldview in literary translation." In Elżbieta Muskat-Tabakowska and Agnieszka Pantuchowicz (eds.), *Cultures in Translation*. Berlin: Peter Lang, 34-46.
- Pajdzińska, Anna. 1993. *Frazeologizmy jako tworzywo współczesnej poezji*. Lublin: Agencja Wydawniczo-Handlowa Antoni Dudek.

Adam GŁAZ

Maria Curie-Skłodowska University, Lublin

VIOLENT INCLUSION OF OXYMORA

Keywords: oxymoron; violent inclusion; radical empathy; oxymetaphor; oxytonymy; oxymetaphonymy

Similarly to metaphor and metonymy, oxymoron has been shown to be a cognitive mechanism (Gibbs and Kearney 1994; Shen 1997). It has been linked with metaphor (into oxymetaphor, Gozzi 1999) or metonymy (Herrero Ruiz 2011, who explains it in terms of blending, domain reduction, and highlighting). In this study, we seek explanations of such oxymora as *violent inclusion/the violence of inclusion* or the Polish *radykalna empatia* ‘radical empathy’ (used in feminist discourse) by inquiring into their cognitive architecture but also into the cultural context of their use. The former example, in fact, takes us to a more complex case of a double oxymoron used by Mezzadra and Neilson (2013: 7), who talk about borders as “devices of inclusion that select and filter people ... in ways no less violent than those deployed in exclusionary measures”, thus simultaneously activating the oxymoronic notions of “inclusive borders” and “violent inclusion”. Does this involve a tiered architecture of metaphor, metonymy, or metaphonymy (Goossens 1990)? Can we apply here Gozzi’s notion of oxymetaphor, and perhaps propose our own notions of oxytonymy or even oxymetaphonymy? In this endeavour, considerations of cultural (socio-political) factors are crucial, such as Mezzadra and Neilson’s (2013) view of inclusion and exclusion in the context of borders not as opposites but as a continuum.

References:

- Gibbs, Raymond W., Jr. and Lydia R. Kearney. 1994. “When parting is such sweet sorrow: The comprehension and appreciation of oxymora”. *Journal of Psycholinguistic Research* 23: 75–89.
- Goossens, Louis. 1990. “Metaphonymy: The interaction of metaphor and metonymy in expressions for linguistic action”. *Cognitive Linguistics* 1(3): 323–342. <https://doi.org/10.1515/cogl.1990.1.3.323>
- Gozzi, Raymond. 1999. “The oxymetaphor – paradoxical superstar”. *ETC: A Review of General Semantics* 56(2): 211–216.
- Herrero Ruiz, Javier. 2011. “The role of metonymy in complex tropes: Cognitive operations and pragmatic implications”. In Réka Benczes, Antonio Barcelona, and Francisco Ruiz de Mendoza Ibáñez (eds.), *Defining Metonymy in Cognitive Linguistics: Towards a Consensus View*. Amsterdam/Philadelphia: John Benjamins, 167–193.
- Mezzadra, Sandro and Brett Neilson. 2013. *Border as Method, or, The Multiplication of Labour*. Durham and London: Duke University Press.
- Shen, Yeshavahu. 1997. “Cognitive constraints on poetic figures”. *Cognitive Linguistics* 8(1): 33–71.

Agnieszka GRZAŚKO
University of Rzeszów

WORLD IS WAR: A COGNITIVELY-COUCHEDED ANALYSIS OF THE DUEL OF THE ANTHEMS IN M. CURTIZ’S “CASABLANCA” (1942)

Keywords: Casablanca, anthem, World War II, six-space model of conceptual integration

The overriding aim of this presentation is to account for and discuss the factors that determine the multimodal nature of film while analysing the battle of the anthems from M. Curtiz’s “Casablanca” (1942). Therefore, the score from the film in question serves as the empirical material in the linguistic analysis performed from a multimodal-cognitive perspective (see, for example, Forceville and Urios-Aparisi 2009).

To be more precise, we aim to analyse the scene in which a group of German soldiers are singing “Die Wacht am Rhein” and they are being outshouted by the refugees and the French, who start to sing “La Marseillaise”. As a result, there are two patriotic compositions which, metonymically represent two countries and all the values associated with them. Given their symbolic nature and unambiguous associations with particular nations, the audience immediately understands why these two songs were chosen by the director of the film to conceptually embody Free France and Germany. Thus, a seemingly innocuous scene acquires a deeper meaning which is a manifestation of the WORLD IS WAR metaphor, given that on the surface we can see singing people, who, in fact, figuratively embody the FIGHTING IS SINGING metaphor.

In our research we adopt the six-space model of conceptual integration developed by Brandt and Brandt (2005) in order to show that the integration of visual (and gestural), verbal and auditory modes of communication, that are part and parcel of each film, ought to be approached as a conceptual operation.

Specifically, the following mental spaces are involved: Semiotic space (the expressive event), Presentation space (fighting scene), Reference space (singing space), Virtual space (where the blend is being created), the Relevance space (World War II) and Meaning space (the blend as finally experienced).

References:

- Brandt Line and Per Aage Brandt. 2005. "Making sense of a blend. A cognitive-semiotic approach to metaphor". *Annual Review of Cognitive Linguistics* 3: 216-249.
- Curtiz, Michael. 1942. "Casablanca". Warner Bros.
- Forceville, Charles and Eduardo Urios-Aparisi (eds). 2009. *Multimodal Metaphor*. Berlin/New York: Mouton de Gruyter.

Tamar GUCHUA
Akaki Tsereteli State University

RITUAL-BASED PERFORMATIVES (BASED ON GEORGIAN ETHNOGRAPHIC DATA)¹

Keywords: Performatives, Ritual, Ethnography of Communication

Performative utterances do not describe anything, they are used for a rather distinct objective: to make things happen. Utterances referring to *to bless, to swear, to promise, to threaten*, etc. have been considered performatives.

Notably, in Georgian such utterances have some semantic peculiarities: 1) They are formulaic, that is, a meaning of a construction is not a sum of its components' meanings and 2) words, referring to those actions, are not just etymologically associated with those referring to free individual behaviors but rather to established social situations, certain rituals, occurring in a given people's culture and history. For example: *šen šemogevle* [lit. I will surround you] – a blessing formula. It is related to the ritual when a person goes around (surrounds) a sick person and believes that s/he can die instead of the one who was surrounded (Sakhokia 1956: 95); *šens p'irs šakari* [lit. sugar to your mouth] – a blessing formula. It is related to a wedding ritual. When the bride and groom were approaching the house, one member of a bridal party was the first to go to the house to tell the hosts the news of bringing the bride. The hosts would put sugar into the messenger's mouth. It is known that sugar was not easy to get back then (Mourier 2018: 165; Sakhokia 1979: 754); *šegircxves cxviri* [lit. let your nose be disgraced] – a curse formula. It is related to the old Georgian form of punishment, cutting off the nose, which was often used by men to punish unfaithful wives (Sakhokia 1979: 822; Lamberti 1938: 16), etc.

The paper is aimed at illustrating similar, semantically specific performative utterances, at establishing their ritual provenance, and at highlighting their ethno-cultural peculiarities. Evidence from Georgian ethnographic sources will be drawn as empirical data, and the methodology of the Ethnography of Communication will be applied for their analysis.

References:

- Austin, John. 1962. *How to do things with words*. Oxford: OUP.
- Hymes, Dell. 1977. *Foundations in Sociolinguistics: An Ethnographic Approach*. London: Tavistock.
- Lamberti, Arcangelo. 1938. *Description of Samegrelo*. Tbilisi: Federacia [in Georgian].
- Makalatia, Sergi. 1941. *History and Ethnography of Samegrelo*. Tbilisi: Georgian Local History Society [in Georgian].
- Mourier, Jules. 2018. *Samegrelo (Old Kolkheti)*. Tbilisi: Artanuji [in Georgian].
- Sakhokia, Tedo. 1979. *Georgian Figurative Words and Expressions*. Tbilisi: Merani [in Georgian].
- Sakhokia, Tedo. 1956. *Ethnographic Writings*. Tbilisi: Publishing House of the Scientific Methodological Cabinet [in Georgian].
- Spears, Richard. 2005. *McGraw-Hill's Dictionary of American Idioms and Phrasal Verbs*. Chicago: McGraw-Hill.

¹This work was supported by Shota Rustaveli National Science Foundation of Georgia (SRNSFG) [PHDF-21-091].

Damian HERDA
Jagiellonian University

O KROK OD ZWYCIĘSTWA AND O WŁOS OD TRAGEDII: A CORPUS STUDY OF TWO PARADIGMATICALLY RELATED PROSPECTIVE CONSTRUCTIONS IN POLISH

Keywords: grammaticalization, constructions, prospective aspect, temporality, cognitive linguistics, corpus linguistics, Polish

Drawing on random samples of attestations extracted from the National Corpus of Polish (NKJP), this paper examines two formally and semantically related constructions, namely *o krok od* ‘a step away from’ and *o włos od* ‘a hair away from’ (N=500), both of which, aside from spatial marking, serve as the exponents of prospective aspect, indicating the initial boundary of an ensuing situation (cf. Comrie 1976; Heine 1994; Herda 2022). The aim of the study is to compare their respective degrees of grammaticalization in the aspectual function, including the distribution of the relevant occurrences between concrete nouns metonymically invoking eventualities (e.g. *o włos od drugiego Nobla* ‘a hair away from a second Nobel prize’), abstract nouns denoting eventualities (e.g. *o krok od awansu* ‘a step away from promotion’), gerunds, i.e. nominalizations in *-enie*, *-anie*, or *-cie* (e.g. *o włos od omdlenia* ‘a hair away from fainting’), and eventive phrases headed by the pronoun *tego* ‘that.GEN’ (e.g. *o krok od tego, by stać się rządem mniejszościowym* ‘a step away from becoming a minority government’). It is demonstrated that both expressions exhibit a comparably high percentage of aspectual attestations, without there being any statistically significant distributional differences ($p > .05$), a finding indicative of a strong analogical pull between the two constructions. However, the prospective marker *o włos od* ‘a hair away from’ has turned out to combine with negatively loaded elements considerably more frequently than *o krok od* ‘a step away from’ ($p < .05$), which can be explained in terms of conceptual persistence of the noun *krok* ‘step’ (cf. Hopper 1991), originally implying a conscious act of progression toward a desired goal. Another trace of persistence manifests itself in the latter expression’s pronounced tendency to appear in the sports register, notably in the context of football, which, in turn, suggests a cultural impact on its grammaticalization patterns.

References:

- Comrie, Bernard. 1976. *Aspect: An Introduction to the Study of Verbal Aspect and Related Problems*. Cambridge: Cambridge University Press.
- Heine, Bernd. 1994. “On the genesis of aspect in African Languages: The proximative”. In Kevin E. Moore, David A. Peterson, and Comfort Wentum (eds.), *Proceedings of the Twentieth Annual Meeting of the Berkeley Linguistics Society: Special Session on Historical Issues in African Linguistics*. Berkeley, CA: Berkeley Linguistics Society, 35–46.
- Herda, Damian. 2022. “From space to time and beyond: A corpus inquiry into the grammaticalization patterns of *a/one step away from*”. *Studia Neophilologica*. DOI: <https://doi.org/10.1080/00393274.2022.2085170>
- Hopper, Paul J. 1991. “On some principles of grammaticization”. In Elizabeth C. Traugott and Bernd Heine (eds.), *Approaches to Grammaticalization*, Vol. 1. Amsterdam and Philadelphia, PA: John Benjamins, 17–35.
- NKJP = Bańko, Mirosław, Rafał L. Górski, Barbara Lewandowska-Tomaszczyk, Marek Łaziński, Piotr Pęzik, and Adam Przepiórkowski (2008–2012). *Narodowy korpus języka polskiego* [National Corpus of Polish]. Retrieved from <http://nkjp.pl/poliquarp/> (last accessed 5th October 2022).

Dmytro HRYTSU
Pavol Jozef Šafárik University in Košice

PERCEPTUAL ANALYSIS OF ONOMATOPOEIA IN ENGLISH AND UKRAINIAN: A CONTRASTIVE STUDY

Keywords: Onomatopoeia, auditory phonetics, perceptual variation

Bluntly put, onomatopoeias are verbal imitations of a natural sound. There is an ongoing discussion when it comes to the semiotic uniqueness of onomatopoeias (Körtvélyessy 2020; 2022), their diachronic development (Flaksman 2018), as well as classification within the language system and the theory of sound symbolism (Körtvélyessy 2022, Dingemanse 2016). Despite such rich literature, the analysis of onomatopoeia lacks phonetic perspective. Bredin (1996) briefly mentions phonetic nature of onomatopoeia, while Tsur (2001) provides an extensive acoustic analysis of sound-imitating words. Bredin (1996) and Tsur (2001) state that the imitation of natural sounds is restricted to three types of constraints: i) restriction of the system; ii) restriction of

the human anatomy; iii) restriction of the human perception. Gregová (2021) analyzed the perception of onomatopoeia in adult speakers of Slovak language to account for the marginality of these imitative expressions. The results of the analysis showed that the perception of onomatopoeia varied among the participants, with most of them failing to assign a lexical onomatopoeia to the sound, and vice versa, to identify the meaning of onomatopoeia. To account for the argument that intraspeaker variation of onomatopoeia perception varies from language to language, a perceptual analysis incorporating two typologically different languages, English and Ukrainian, was carried out. Native speakers of both languages were asked to indicate the sound imitated by the given onomatopoeia, and to assign an existing, lexical onomatopoeia to the sound played. The results will help to understand to what extent the restriction of human perception influences onomatopoeias, as well as define a degree to which the perception varies within the given language.

References:

- Bredin, Hugh. 1996. "Onomatopoeia as a figure and a linguistic principle". *New Literary History* 27(3): 555-569.
- Dingemanse, Mark, Will Schuerman, Eva Reinisch, Sylvia Tufveson, & Holger Mitterer. 2016. "What sound symbolism can and cannot do". *Language* 92(2): 117-13.
- Flaksman, Maria. 2018. "Onomatopoeia and regular sound changes". *Journal of Siberian Federal University. Humanities & Social Sciences* 81-112(2): 1-10.
- Gregová, Renáta. 2021. "On the position of onomatopoeia in adult language. Evidence from Slovak". *Lingua Posnaniensis* 63(2): 39-51.
- Körtvélyessy, Lívia. 2020. "Onomatopoeia – a unique species?" *Studia Linguistica* 74(2): 506-551.
- Körtvélyessy, Lívia. 2022. "On the place of onomatopoeia in the lexicon". [Unpublished manuscript].
- Tsur, Reuven. 2001. "Onomatopoeia: Cuckoo-language and tick-tocking. The constraints of semiotic systems". Available at: https://www.tau.ac.il/~tsurxx/Cuckoo_onomatopoeia.html

Issa KANTÉ

University of Reunion, Ile de La Réunion

FIGURATIVENESS IN COMPETING GEOPOLITICAL DISCOURSES: THE U.S. AND RUSSIAN NARRATIVES IN AND ON AFRICA

Keywords: figurativeness, discourse, geopolitical narrative, ideology, Africa, the United States, Russia

Historically, Africa has been a battleground for geopolitical, ideological and economic competitions between great powers (Weise and Macaulay 1985, Bonnier and Hedenskog 2020). This study focuses on the revival of the geopolitical struggle in Africa between the U.S. and Russia (Stronski 2019, Cohen 2020), notwithstanding the denial of the American Secretary of State Anthony Blinken during his visit to South Africa:

And our commitment to a stronger partnership with Africa is not about trying to outdo anyone else. We've all heard that narrative, that South Africa and the continent as a whole are the latest playing field in the competition between great powers. That is fundamentally not how we see it.

The analysis relies on both Critical Discourse Studies (CDS) and analyses in Cognitive Linguistics (Thompson 1988, Fairclough 1992, van Dijk 1995, Chilton and Lakoff 1995, Reisigl and Wodak 2009, among others). It investigates the speeches given by Russian Foreign Minister Sergey Lavrov (12,821 tokens) and the U.S. Secretary of State Anthony Blinken (14,830 tokens) during their respective visits to Africa in July and August 2022. The corpus-based analysis seeks to understand how the two antagonists combine various discursive constructions and strategies with figurative language (Chilton and Lakoff 1995 and Twardzisz 2011) to sustain and convey the narratives and the international agenda of their countries. The findings reveal that the two diplomats extensively conceptualize (metonymically and metaphorically – see Kövecses 2003) Africa as a key geopolitical FRIEND or PARTNER. The ultimate goal of these conceptualizations is to foreground their own ideologies in order to tighten their "special" relationship with Africa. We also examine the socio-cognitive effects of the discourses on the African leaders and people. The study of a sample of reactions and counter-discourses shows that the geopolitical and ideological subordination of African nations to the so-called "Eastern or Western bloc" is increasingly being challenged. For instance, the remarks of Uganda's President Yoweri Museveni during Sergey Lavrov's visit, and the South African Minister Naledi Pandor's with Anthony Blinken are indicative in this regard.

References:

- Bonnier, Evelina and Jakob Hedenskog. 2020. "The United States and Russia in Africa: A survey of US and Russian political, economic and military-security relations with Africa". *Swedish Defence Research Agency FOI-R--5039—SE*: 1-79.
- Chilton, Paul and George Lakoff. 1995. "Foreign policy by metaphor". In Christina Schäffner and Anita (eds.), *Language and peace*. Amsterdam: Harwood Academic Publishers, 37-59.
- Cohen, Herman. 2020. *US Policy toward Africa: Eight Decades of Realpolitik*. London: Lynne Rienner Publishers.
- Fairclough, Norman. 1992. *Discourse and Social Change*. Cambridge: Polity.
- Kövecses, Zoltán. 2003. *Metaphor and Emotion: Language, Culture, and Body in Human Feeling*. Cambridge: Cambridge University Press.
- Reisigl, Martin and Ruth Wodak. 2009. "The discourse-historical approach (DHA)". In Ruth Wodak and Michael Meyer (eds.), *Methods for Critical Discourse Analysis*. London: Sage, 87-121.
- Stronski, Paul. 2019. "Late to the party: Russia's return to Africa". *Carnegie Endowment for International Peace*, 1-32.
- Thompson, John. 1988. "Mass communication and modern culture: Contribution to a critical theory of ideology". *Sociology* 22(3): 359–383.
- Twardzisz, Piotr. 2011. "Metaphorisation of international relations discourse". *Kwartalnik Neofilologiczny* 1: 17-32.
- Van Dijk, Teun. 1995. "Discourse analysis as ideology analysis". In Christina Schäffner and Anita Wenden (eds.), *Language & Peace*. London: Routledge, 41-58.
- Weise, Eric and Ekido Macaulay. 1985. "The Soviet-American struggle for influence in Africa: A pragmatic assessment". *The African Review: A Journal of African Politics, Development and International Affairs* 12(2): 32-42.

Henryk KARDELA

Independent scholar

ROMAN INGARDEN'S THEORY OF THE LITERARY WORK OF ART IN A COGNITIVE GRAMMAR PERSPECTIVE. AN ANALYSIS OF LEWIS CARROLL'S POEM *JABBERWOCKY*

Keywords: literary work of art, Roman Ingarden, Cognitive Grammar, grouping, relevance, *Jabberwocky*

Based on the conception of *grouping* proposed by Ronald Langacker (2016, 2017), the paper reformulates the basic assumptions of Roman Ingarden's theory of the literary work of art (Ingarden 1973a, 1973b) in terms of the Cognitive Grammar approach (Langacker 1987, 1991, 2008, 2016, 2017). The claim is made that, given a gestalt-based approach to the *multi-stratal* nature of the literary work as envisioned by Ingarden, the idea of grouping is a perfect methodological tool to apply in all holistic analyses developed within the program of cognitive studies, including the cognitive poetics program advanced by Stockwell (2002, 2020), Gavins (2007), Freeman (2020) and others. This is so because grouping is an incremental cognitive process which "cuts through" – in a "gestalt-like" fashion – all levels of conceptual organization posited in cognitive linguistic research. The paper offers a Cognitive Grammar analysis of Lewis Carroll's poem *Jabberwocky*, a well-known example of so-called nonsense verse, which exploits primarily two, out of four Ingarden's literary work strata: *the stratum of word sounds* and *the stratum of meaning units of various orders*. Because the depth of interpretations of a literary work of art varies from reader to reader, an adequate theory of reading must account for the level of *reader's satisfaction* with his/her *interpretational effect* during the reading process. A very useful in this regard appears to be Relevance Theory with its principle of *Optimal Relevance* (OT), according to which an utterance is optimally relevant if (a) *it is at least relevant enough to be worth the addressee's processing effort* and (b) *it is the most relevant one compatible with the speaker's abilities and preferences*. (cf. Wilson 2017: 85), Wilson and Sperber (2012: 65). The paper proposes to incorporate OT into the CDS cum grouping-governed interpretation process of Lewis Carroll's poem.

References:

- Freeman, Margaret. 2020. *The Poem as Icon*. Oxford: Oxford University Press.
- Gavins, Joanna. 2007. *Text World Theory. An Introduction*. Edinburgh: Edinburgh University Press.
- Ingarden, Roman. 1973a. *The Literary Work of Art. An Investigation on the Borderlines of Ontology, Logic and Theory of Literature*. Trans. by George Grabowicz. Evanston: Northwestern University Press.
- Ingarden, Roman. 1973b. *The Cognition of the Literary Work of Art*. Trans. by Ruth Crowley and Kenneth Olson. Evanston: Northwestern University Press.
- Langacker, Ronald. 1987. *Foundations of Cognitive Grammar. Vol. 1. Theoretical Prerequisites*. Stanford: Stanford University Press.

- Langacker, Ronald. 1991. *Foundations of Cognitive Grammar*. Vol. 2. *Descriptive Application*. Stanford: Stanford University Press.
- Langacker, Ronald. 2008. *Cognitive Grammar. A Basic Introduction*. Oxford: Oxford University Press.
- Langacker, Ronald. 2016. *Nominal Structure in Cognitive Grammar. The Lublin Lectures*. Lublin: Maria Curie-Skłodowska University Press.
- Langacker, Ronald. 2017. *Ten Lectures on the Elaboration of Cognitive Grammar*. Leiden/Boston: Brill.
- Stockwell, Peter. 2002. *Cognitive Poetics. An Introduction*. London: Routledge.
- Stockwell, Peter. 2020. *Cognitive Poetics. An Introduction*. Second edition. London: Routledge.
- Wilson, Deidre and Dan Sperber. 2012. *Meaning and Relevance*. Cambridge: Cambridge University Press.
- Wilson, Deidre. 2017. "Relevance Theory." In Yan Huang (ed.), *Oxford Handbook of Pragmatics*. Oxford: Oxford University Press, 79-100.

Robert KIEŁTYKA
University of Rzeszów

ANIMAL-BASED METONYMY IN THE BIBLE

Keywords: conceptual metonymy, animal-based metonymy, symbolism, the Bible

My investigation into the use of animal terms in the Bible revealed occurrences in which the names of 93 animals were mentioned in literal and figurative contexts. It is, therefore, possible to come across lions, insects, leopards and, what is particularly significant from the culture and cognition perspective, while dogs can be found in a few passages, there is not a single mention of a domesticated cat in the entire canon of the Scriptures. Some animal terms are employed figuratively in both metaphorical and metonymic applications. In this account, however, I mainly focus on the metonymic use of such animal terms as, for example, *lamb* (A LAMB FOR SACRIFICE), *serpent* (A SERPENT FOR DECEPTION), *dove* (A DOVE FOR GOD'S GRACE) or *locusts* (LOCUSTS FOR A PLAGUE). My aim is to emphasise that each animal mentioned in the Bible has a specific meaning and culture-bound symbolism associated with it. In the paper, I try to answer the question of why particular animal terms are used as possible source domains (vehicles) and why names of animals are so commonly employed in the Scriptures. The methodological tool adopted is conceptual metonymy as advocated and studied by, among others, Kövecses and Radden (1998), Radden and Kövecses (1999), Bierwiazzonek (2013), Littlemore (2015), however my claim is that metonymy frequently interacts with conceptual metaphor as part of a mechanism known as metaphonymy (see Goossens 2003). My corpus is an online version of the Bible available at <https://www.biblegateway.com/>. The results of my investigation, supported by evidence quoted from the Scriptures, may be said to corroborate not only the conceptual nature of metonymy as such but also its impact on social cognition. Being inspired by Kövecses (2017: 215), I believe that the presence of conceptual metonymy may be evidenced at all levels of linguistic description, while its "important contribution to connecting mind with the body, language with culture, body with culture, and language with the brain" cannot be underestimated.

References:

- Bierwiazzonek, B. 2013. *Metonymy in Language, Thought and Brain*. Sheffield: Equinox.
- Goossens, L. 2003. "Metaphonymy: The interaction of metaphor and metonymy in expressions for linguistic action". In René Dirven and Ralf Pörings (eds.), *Metaphor and Metonymy in Comparison and Contrast*. Berlin: Mouton de Gruyter, 349-377.
- Kövecses, Z. 2017. "Conceptual metaphor theory." In E. Semino & Z. Demjén (eds.), *Routledge Handbook of Metaphor*. London and New York: Routledge, 13-27.
- Kövecses, Z. and G. Radden. 1998. "Metonymy: Developing a cognitive linguistic view." *Cognitive Linguistics* 9(1): 37-77.
- Littlemore, J. 2015. *Metonymy. Hidden Shortcuts in Language, Thought and Communication*. Cambridge: Cambridge University Press.
- Online version of the Bible available at <https://www.biblegateway.com/>.
- Radden, G. and Z. Kövecses. 1999. "Towards a theory of metonymy." In K. U. Panther & G. Radden (eds.), *Metonymy in Language and Thought*. Amsterdam: John Benjamins, 17-60.

Bożena KOCHMAN-HAŁADYJ
University of Rzeszów

UNIVERSALITY VS. SPECIFICITY OF DOG METAPHORS IN POLISH AND ENGLISH PROVERBS – A CONTRASTIVE ANALYSIS

Keywords: dog metaphors, proverbs, source domain, target domain, universality, culture-specificity, contrastive analysis

The present article deals with the use of dog metaphorical concepts embodied in the proverbial stocks of Polish and English linguo-cultures. The research study takes the advantage of the Great Chain of Being Theory proposed by Lakoff and Turner (1989), and accounted for, by among others, Kövecses (2002), assuming the universality of human and animals categorisation as well as their relationships. A cognitive, social and pragmatic view makes it possible to obtain not only the universal principles underlying the cognition of proverbs but also background knowledge and cultural beliefs they depict (Moreno 2005). By conducting a cross-cultural cognitive investigation of the main meaning encoded in proverbs of the discussed language systems the socio-cultural influences upon the use of dogs are subject to the examination. Regarding similarities they indicate the existence of some deeper layer of the actual unity of human experience, regardless of the differences between people living in different cultures. For instance, Pl. *Nie na darmo stary pies szczeka* [lit. An old dog barks not in vain] /Eng. *An old dog barks not in vain*, express the same messages, therefore universal dogs' and humans' characteristics. In turn, the cases suggesting the direct influence of culture upon human cognition and, hence, on metaphors are paremias which do not have a strict counterpart or equivalent in dog-centred proverbs in the other language subject to the analysis. Cases in point are Pl. *Ni pies, ni ryba/wydra* [lit. Neither dog nor fish/otter], Eng. *Brag is a good dog, but Holdfast is better*.

References:

- Kövecses, Zoltán. 2002. *Metaphor. A Practical Introduction*. New York: Cambridge University Press, Cambridge.
- Lakoff, Georg and Turner, Mark. 1989. *More than Cool Reason: A Field Guide to Poetic Metaphor*. Chicago: University of Chicago Press.
- Moreno, Ana Ibáñez. 2005. "An analysis of the cognitive dimension of proverbs in English and Spanish: The conceptual power of language reflecting popular beliefs." *SKASE Journal of Theoretical Linguistics* 2: 42-54.

Piotr KONDERAK
Maria Curie-Skłodowska University, Lublin

ON EMBODIED POLYSEMIOTIC COMMUNICATION: LANGUAGE, GESTURING AND BODY

Keywords: cognitive semiotics, polysemiotic system, co-speech gesturing, phenomenology, embodiment

Cognitive semiotics (Konderak 2018, Zlatev 2015) explores the notion of *polysemiotic communication* understood as intertwined use of two or more semiotic systems. Language - in its various forms - can be treated as a paradigmatic example of a semiotic system (Zlatev et al. 2020). In actual communicative situations, language is a component of more complex *polysemiotic system*, where speech is integrated with several other bodily activities including body posture, head movements, face expressions, gaze, and manual gestures of a kind. These extra-linguistic semiotic resources gain their importance in the context of "embodied turn" in studies on semiosis and communication.

In my presentation, I focus on the phenomenon of *co-expression* of speech and gesturing, the latter understood as a bodily activity. Co-speech gesturing, called also *spontaneous gesticulation* (McNeill 1992) or *singular gestures* (Müller, 2018), is characterized as spontaneously created gestures, which are global-synthetic, holistic and which are not explicitly planned or monitored.

There are experimental studies on stuttering, memory losses, blindness (cf. Quaeghebeur et al. 2014), which show deep interdependence between speech and gesticulation. As I argue, in such cases *integration* of speech and co-speech gesturing can be observed. In other words, I claim that language together with co-speech gestures (semiotic resource) constitute one, broader polysemiotic system of communication. I will supplement the above findings with my own study on meaning-making activities during educational interactions.

It is not a coincidence that spontaneous gesturing is synchronous and co-expressive with speech. An account of integration of language (speech) and embodied activities can be found in phenomenology, especially within Merleau-Ponty's (1962) philosophy of embodiment. In this view, our various activities are different facets of the same activity: of the whole organism immersed in its environment. In this context, subjects experience various forms of expressing (gesturing, speech) as activity of one body.

References:

- Konderak, Piotr. 2018. *Mind, Cognition, Semiosis: Ways to Cognitive Semiotics*. Lublin: UMCS Press.
- McNeill, David. 1992. *Hand and Mind: What Gestures Reveal About Thought*. Chicago: University of Chicago Press.
- Merleau-Ponty, Maurice. 1962. *Phenomenology of Perception*. London: Routledge.
- Mondada, Lorenza. 2016. "Challenges of multimodality: Language and the body in social interaction". *Journal of Sociolinguistics* 20(3): 336-366.
- Müller, Cornelia. 2018. "Gesture and sign: Cataclysmic break or dynamic relations?" *Frontiers in Psychology* 9: 1651.
- Quaeghebeur, Liesbet, Duncan, Susan, Gallagher, Shaun, Cole, Jonathan and McNeill, David. 2014. "Aproprioception, gesture and cognitive being". In Cornelia Müller, Alan Cienki, Ellen Fricke, Silva H. Ladewig, David McNeill and Jana Bressemer (eds.), *Body – Language – Communication* (HSK 38.2). Berlin: De Gruyter-Mouton, 2048-2061.
- Zlatev, Jordan. 2015. "Cognitive semiotics". In Peter Trifonas (ed.), *International Handbook of Semiotics*. Dordrecht: Springer, 1043-1067.
- Zlatev, Jordan, Żywiczyński, Przemysław and Wacewicz, Sławomir. 2020. „Pantomime as the original human-specific communicative system”. *Journal of Language Evolution* 5(2): 156–174.

Ewa KONIECZNA
University of Rzeszów

MANUFACTURING CONSENT THROUGH MULTIMODAL DECEPTION: A CASE STUDY OF ANTI-UKRAINIAN FAKE NEWS

Keywords: disinformation, construal operations, multimodality, fake news, *us vs them*

Fake news, meant not to inform but deceive, nowadays is spread mainly through the Internet and social media, which make use both of verbal and non-verbal modes. Therefore, it is proposed here that fake news can be regarded as a form of "multimodal deception, i.e. deception that operates across modes" (Dyner 2022: 140). One of the main aims of fake news is to manufacture consent, i.e. to win support of ordinary people for the authorities' policies and decisions (Herman and Chomsky 1988).

The present paper is an attempt at investigating Russia-inspired anti-Ukrainian fake news (rampant in Poland since the beginning of the Russian invasion of the Ukraine in February 2022), whose aim is to manufacture consent of Polish citizens for turning away not only from the Ukrainian refugees, who left their homeland and escaped to Poland, but also from the whole Ukrainian nation and – in effect – for withdrawing support for the military and financial aid for the Ukraine.

The main goal of the paper is to look into various types of (multimodal) construal operations implemented to manufacture consent among the Polish population. Preliminary results of the study show that the processes of schematisation, categorisation, subjectification, frame activation as well as a shift in a temporal and spatial profile (Langacker 2008) play an important role in evoking a well-known polarised opposition: *us vs them*, which in turn, lies at the root of hostility – in the case under study – towards the Ukraine and Ukrainians. The analysis is based on fake news identified as such by two Polish fact-checking agencies: *Demagog* and *AFP Sprawdzam*.

References:

- Dyner, Marta. 2022. "Memefying deception and deceptive memefication: Multimodal deception on social media." In Laurence Horn (ed.), *From Lying to Perjury*. De Gruyter Mouton, 139-165.
- Herman Edward and Noam Chomsky. 1988. *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.
- Langacker, Ronald. 2008. *Cognitive Grammar: A Basic Introduction*. Oxford: Oxford University Press.

Beata KOPECKA
University of Rzeszów

ON THE INTERPLAY OF LANGUAGE AND IMAGE IN METAPHORS OF INFLATION – THE CASE STUDY OF INTERNET MEMES

Keywords: inflation, intersemiotic convergence, metaphor, metaphorical creativity, multimodality

Starting from the second half of 2021 inflation has been a worldwide issue, regularly discussed in the media. In Poland, according to the online magazine *Business Insider* the term *inflation* was voted word no. 1 of the year 2022 by internet users. This should come as no surprise, as in 2022 surging prices had an impact on every household. For the same reason, inflation has been a frequent topic of Internet memes for more than a year now.

Memes are short Internet messages with an intentionally humorous effect, communicating current events in the socio-cultural sphere. They are created and virally transmitted by Internet users, and, importantly, the intended message is communicated by means of an interplay between verbal and pictorial elements (cf. Gackowski et al. 2017). With communication in which at least two different semiotic systems are used, Internet memes will be treated in the presentation as multimodal texts (cf. Maćkiewicz 2017).

The aim of my presentation is to investigate metaphors of INFLATION in Polish language Internet memes, focusing on the issues of intersemiotic convergence and creativity. The metaphor is considered a conceptual process (cf. Kövecses 2010, Kövecses, 2020). In the case of memes it is instantiated by both linguistic expressions and images. Depending on the interaction between these two semiotic systems, and consequently their role in evoking the metaphor, different degrees of intersemiotic convergence will be distinguished in the presentation (cf. Hart and Queralto 2021). All memes that appear in the analysis were derived from the website *memsekcja.pl*, they included the hashtag *#inflacja*, and they were published towards the end of 2021 and in 2022.

References:

- Gackowski, T., Brylska K. Patera M. (eds.) 2017. *Memy czyli życie społeczne w czasach kultury obrazu. Seria MEDIA początku XX w.* t. 32. Warszawa: Oficyna Wydawnicza ASPRA-JR.
- Hart, Ch. and Queralto, J.M. 2021. "What can cognitive linguistics tell us about language-image relations? A multidimensional approach to intersemiotic convergence in multimodal texts". *Cognitive Linguistics* 32(4): 529–562.
- Kövecses, Z. 2010. *Metaphor. A Practical Introduction*. Oxford: Oxford University Press.
- Kövecses, Z. 2020. *Extended Conceptual Metaphor Theory*. Cambridge: Cambridge University Press.
- Maćkiewicz, J. 2017. 'Badanie mediów multimodalnych – multimodalne badanie mediów. Studies of multimodal media – multimodal media studies.' *Studia Medioznawcze/ Media Studies* 2 (69): 33-42.
- "Słowo roku 2022. Inflacja wygrała nawet z wojną". In: *Business Insider* 3rd Jan. 2023.
businessinsider.com.pl/gospodarka/slowo-roku-2022-inflacja-wygrala-nawet-z-wojna/5wrmnjc

Livia KÖRTVÉLYESSY* and Pavol ŠTEKAUER**

*University of Rzeszów

**Pavol Jozef Šafárik University in Košice

ONOMATOPOEIA FROM AN ONOMASIOLOGICAL PERSPECTIVE

Keywords: onomatopoeia, arbitrariness, causal sign, phonestheme, onomasiological approach

In the structuralist tradition, morphemes are used as the basic building blocks in the process of coining new words. Morphemes are understood as the smallest meaningful units of language and are characterized as arbitrary linguistic signs. While the basic principle of arbitrariness is that there is no natural connection between the signifier and the signified, in onomatopoeia, they are inherently related due to the causal relation between them. For this reason, we suggest labeling onomatopoeia as causal signs and replacing the opposition arbitrary vs. non-arbitrary by the causal – non-causal dichotomy.

In their basic form, onomatopoeia is monomorphemic, underived words. This fact seems to resist an analysis of onomatopoeia into smaller units. Our analysis of 90 languages of the world, however, shows a different situation as illustrated in (1):

(1) Kambaata *fúrr* 'sound of a snorting horse'

This onomatopoeia consists of three phonesthemes (Firth 1930):

- f: breathing- and wind-related onomatopoeia in Kambaata all contain the voiceless labiodental fricative f (Tries, to appear). This language-specific phonestheme corresponds to the general observation that prolonged tones or noises are mostly represented by the usage of (i) (long) vowels or (ii) fricatives and/or sibilants (Voronin 2006: 39).

- rr: the lengthening of vowels and consonants in general symbolizes duration of sound events

- u: as found out by Johansson et al. (2020: 287ff), the macro-concept AIRFLOW (air moving or fine material moving through air), which subsumes our horse snorting, is phonetically associated with vowel sound groups ([+round] and [back]) in which the most commonly occurring cardinal sound is /u/.

In addition, the macroconcept EXPULSION, also relevant to horse snoring, strongly associates with the combination of a vowel with r. As the example illustrates, onomatopoeic words, as causal signs, also have their building blocks. While they are not morphemes, they have the same components as arbitrary linguistic signs, that means, they have form and meaning, the signifier and the signified. The relationship between these components is, however, causal.

To sum it up, like morphemes that build complex words, phonesthemes build words of direct imitative nature, onomatopoeia. This premise raises the question of possible structural analysis of onomatopoeia. According to the onomasiological model of word-formation (Štekauer 1998), the coining of a new word is a cognitively founded phenomenon that results from a series of creative decision-making acts within the overall naming act: (i) the generalization-abstraction process at the conceptual level; (ii) its reflection in the hierarchical structure of semes at the semantic level; (iii) selection of semantic categories that will constitute the onomasiological structure; and (iv) the selection of morphemes at the onomatological (morphematic) level. In this model, morphemes of the onomatological level are assigned to semantic categories of the onomasiological structure.

The aim of our talk is twofold: First, we aim to present a new theoretical approach to onomatopoeia. Second, we will apply the onomasiological model to the process of onomatopoeia coining. As a result, onomatopoeia will be described as structured units of causal nature. This perspective raises several questions. Our talk aims to answer the following ones:

- Can onomatopoeia be described as prototypically unmotivated words? Is the notion of motivation also applicable to onomatopoeia?

- Is the onomasiological model of coining words applicable to onomatopoeia?

References:

Firth, John. Rupert. 1930. *The Tongues of Men, and Speech*. London: Oxford University Press.

Johansson, Niklas. Erben, Andrey Anikin, Gert. Carling, & Arthur. Holmer. 2020. "The typology of sound symbolism: Defining macro-concepts via their semantic and phonetic features". *Linguistic Typology* 24(2): 253-310.

Štekauer, Pavol. 1998. *An Onomasiological Theory of English Word-Formation*. Amsterdam/Philadelphia: John Benjamins.

Tries, Yvonne. To appear. "Onomatopoeia in Kambaata". In L. Körtvélyessy and P. Štekauer (eds.), *Onomaopoeia in the World's Languages*. Berlin/New York: Mouton de Gruyter.

Voronin, Stanislav. 2006. *Osnovy fonosemantiki* [The Fundamentals of Phonosemantics]. Moscow: Lenand.

Krzysztof KOSECKI
University of Lodz

AGAINST CREOLE EXCEPTIONALISM: A CASE STUDY OF CONCEPTUAL CONSTRUAL OF BODY PART IDIOMS IN NIGERIAN PIDGIN ENGLISH

Keywords: creole, creole exceptionalism, culture, expressivity, idiom, lexicon, metaphor, metonymy.

One of the claims of creole exceptionalism has been that poorer cognitive abilities of speakers of creole languages result in the use of lexicons whose conceptual and expressive complexity is reduced in comparison with non-contact languages (DeGraff 2005a, 2005b). Building on previous studies of Nigerian Pidgin English / NPE lexicon (Frąckiewicz 2021; Idegbekwe 2015; Mensah 2011, 2012) and applications of cognitive linguistic framework in creole linguistics (Corum 2016, 2021; Nordlander 2007; Osei-Tutu and Corum 2013), the present paper aims to contribute to the criticism of the exceptionalism claim by analysing the conceptual structure of body part idioms in Nigerian Pidgin English / NPE, one of the English-lexified

Atlantic creoles. It is argued that – much like in non-contact languages (Geeraerts 2003, Goossens 2003, Kövecses and Szabó 1996), such expressions involve complex patterns of metaphor-metonymy interaction (Corum 2016), which enhance the expressivity of the creole's lexicon. The conceptual complexity of the idioms, some of which reflect the substratum patterns of West African languages, allows NPE speakers to deal with diverse aspects of experience, such as emotions, mental life, social interaction, or business transactions. It also serves as evidence for fully-fledged cognitive abilities of NPE users, which allow them to convey meanings motivated both by English and by the indigenous languages and cultures.

References:

- Corum, Micah. 2016. *Cognitive Semantics for Creole Linguistics: Application of Metaphor, Metonymy and Cognitive Grammar to Afro-Caribbean Creole Languages and Cultural Studies*. Doctoral dissertation, University of Puerto Rico at Río Piedras.
- Corum, Micah. 2021. "Conceptual construal, convergence, and the creole lexicon". In Nicholas G. Faraclas and Sally J. Delgado (eds.), *Creoles, Revisited: Language Contact, Language Change, and Postcolonial Linguistics*. London/New York: Routledge, 185-204.
- DeGraff, Michel. 2005a. "Do creole languages constitute an exceptional typological class?" *Revue Française de Linguistique Appliquée* [French Review of Applied Linguistics] 10(1): 11-24.
- DeGraff, Michel. 2005b. "Linguists' most dangerous myth: The fallacy of creole exceptionalism". *Language and Society* 34(4): 533-591.
- Frackiewicz, Olga. 2021. "Nigerian Pidgin English phraseology in the context of areal influences". In Nina Pawlak and Izabela Will (eds.), *West African Languages: Linguistic Theory and Communication*. Warsaw: University of Warsaw, Faculty of Oriental Studies, 213-229.
- Geeraerts, Dirk. 2003. "The interaction of metaphor and metonymy in composite expressions". In René Dirven and Ralf Pörings (eds.), *Metaphor and Metonymy in Comparison and Contrast*. Berlin: Mouton de Gruyter, 435-465.
- Goossens, Louis. 2003. "Metaphonymy: The interaction of metaphor and metonymy in expressions for linguistic action". In René Dirven and Ralf Pörings (eds.), *Metaphor and Metonymy in Comparison and Contrast*. Berlin: Mouton de Gruyter, 349-377.
- Idegbekwe, Destiny. 2015. "Anthropomorphisms and the Nigerian Pidgin proverbs: A linguistic conceptual metaphorical analysis". *EBSU Journal of Social Sciences Review* 5(2): 71-84.
- Kövecses, Zoltán and Peter Szabó. 1996. "Idioms: A view from cognitive linguistics". *Applied Linguistics* 17(3): 326-355.
- Mensah, Eyo Offiong. 2011. "Lexicalization in Nigerian Pidgin". *Concentric: Studies in Linguistics* 37(2): 209-240.
- Mensah, Eyo Offiong. 2012. "Grammaticalization in Nigerian Pidgin". *Íkala, Revista de Lenguaje y Cultura* [Íkala, Review of Language and Culture] 17(2): 167-179.
- Nordlander, Johan. 2007. "The metonymic element in Krio conceptualization: The cases of BIF and BUSH". In Krzysztof Kosecki (ed.), *Perspectives on Metonymy: Proceedings of the International Conference "Perspectives on Metonymy", Held in Łódź, Poland, May 6-7, 2005*. Frankfurt am Main: Peter Lang, 271-287.
- Osei-Tutu, Kwan and Micah Corum. 2013. "Metonymic reasoning in Ghanaian Pidgin: A focus on noun to verb conversions". In *Creolization and Commonalities: Transgressing Neo-colonial Boundaries in the Languages, Literatures and Cultures of the Caribbean and the Rest of the African Diaspora: Proceedings of 16 Annual Eastern Caribbean Islands Conference "The Islands in between: Languages, Literatures and Cultures of the Eastern Caribbean, Aruba, November 2013"*, 66-77.

Aleksandra KOWALCZYK

Siedlce University of Natural Sciences and Humanities

FOODSEMIC AND FOOD-MEDIATED TRANSFERS IN ENGLISH

Keywords: FOODSTUFFS macrocategory, foodsemy, food-mediated transfers, various metaphorical paths

My aim is to briefly discuss those metaphorical changes where the source domain is formed by lexical items from the macrocategory **FOODSTUFFS** and the target domain belongs to various categories within the **HUMAN BEING** macrocategory, such as **FEMALE HUMAN BEING**, **ATTRACTIVE/IMMORAL FEMALE HUMAN BEING**, **MALE HUMAN BEING**, **HUMAN BODY PARTS** and **MALE/FEMALE PRIVY PARTS**. These numerous and profoundly established changes within the conceptual categories given above are also well-documented in the literature on the subject. However, one may observe that the phenomenon of food metaphor is not restricted to linking the conceptual macrocategory **HUMAN BEING** to **FOODSTUFFS**, but rather it relates to other conceptual categories, such as **ABSTRACTS** and **INANIMATE OBJECTS**. Therefore, for such figurative uses, we propose a working term *food-mediated transfers*. Consequently, in this paper we shall focus more on transfers that are semantic extensions involving

the use of foodstuff names and affecting, such conceptual target categories as **ABSTRACTS** and **INANIMATE OBJECTS**, for example **IMPRISONMENT**, **ALCOHOL**, **DRUGS** and **MONEY**.

In selecting the material for the analysis, we have been guided by easy principles. First of all, vocabulary items which belong to **FOODSTUFFS** macrocategory and are listed in *Random House Word Menu* have been confronted with the content of various dictionaries, such as *Green's Dictionary of Slang*, *The Oxford English Dictionary* or *The Routledge Dictionary of Modern American Slang Unconventional English*, among others. In order to account for semantic changes based on metaphor/metonymy we propose to use the model of analysis proposed by Klepanski (1997) in which conceptual domains (CDs) are implemented. In a nutshell, they are sets of attributive values which, when connected with an element of a lexical category, enable us to classify and locate it within a conceptual category and figure out possible attributive paths of foodsemic developments.

References:

- Dalzell, Tom. 1998. *The Slang of Sin*. Springfield: Merriam-Webster, Incorporated.
- Dalzell, Tom. 2008. *The Routledge Dictionary of Modern American Slang and Unconventional English*. New York: Routledge. Taylor and Francis Group.
- Glazier, Stephen. 1997. *Random House Word Menu*. New York: Random House.
- Green, Jonathan. 1998. *Cassell's Dictionary of Slang*. London: Cassell.
- Green, Jonathan. 2010. *Green's Dictionary of Slang*. London: Chambers.
- Klepanski, Grzegorz. 1997. *Theory and Practice of Historical Semantics: The Case of Middle English and Early Modern English Synonyms of Girl/young Women*. Lublin: Wydawnictwo KUL.
- Klepanski, Grzegorz. 2008. "Dolce torta, dolce Angelina: Romance foodsemy with Italian accent." In Grzegorz A. Klepanski and Agnieszka Uberman (eds.), *Galicja Studies in Language, Literature and Culture. With Special Reference to English and Diachronic Semantics*. Chelms: Wydawnictwo TAWA, 33-39.
- Kövecses, Zoltan. 2010. *Metaphor. A Practical Introduction*. Oxford: Oxford University Press.
- Lakoff, George, and Mark Johnson. 1980. *Metaphors We Live By*. Chicago: Chicago University Press.
- Oxford English Dictionary*. <https://oed.com/>.

Hubert KOWALEWSKI

Maria Curie-Skłodowska University, Lublin

VEHICLE SELECTION AND THE ASYMMETRY BETWEEN OBJECTIVE AND SUBJECTIVE CONSTRUAL IN CONCEPTUAL METONYMIES

Keywords: conceptual metonymy, Cognitive Grammar, vehicle selection, salience

The notion of salience is usually a big part of the solution of the problem of vehicle selection in conceptual metonymies. The problem can be neatly summarized by the question "Why does concept A (rather than B, C, etc.) serves as the vehicle for the target concept T?" Yet what makes some concepts more salient for certain speakers in certain situation? Factors contributing to salience are the observability of the vehicle, the immediacy and vitality of the contiguity relation between the vehicle and the target, as well as the size of vehicle's dominion (in Langacker's (1993) sense). Radden and Kövecses's (1999) principles are other important constraints on vehicle selection. Within Langacker's Cognitive Grammar framework (Langacker 2008), a conceptual metonymy can be described as shift of profile from an objectively construed vehicle concept (i.e. the semantic content in the direct focus of attention) to a more subjectively construed target concept (i.e. the semantic concept outside the direct focus of attention). Viewed from this perspective, the factors contributing to the attractiveness of a potential vehicle concept are ones that decrease the asymmetry between the objective construal of the vehicle and the subjective construal of the target, which facilitates the apprehension the contiguity relation between the two concepts.

References:

- Langacker, Ronald W. 1993. "Reference-Point Constructions." *Cognitive Linguistics* 4: 1-38.
- Langacker, Ronald W. 2008. *Cognitive Grammar. A Basic Introduction*. New York: Oxford University Press.
- Radden, Günter and Zoltán Kövecses. 1999. "Towards a theory of metonymy." In Klaus-Uwe Panther and Günter Radden (eds.), *Metonymy in Language and Thought*. Amsterdam and Philadelphia: John Benjamins, 17-60.

Izabela KRAŚNICKA
Jagiellonian University

„...JAK TAK DOBRZE SIĘ DOGRZEBAĆ ...” –THE FUNCTION OF METAPHORIC GESTURES AS ELEMENTS OF MULTISEMIOTIC MESSAGES

Keywords: metaphoric gestures, dialogue, multisemiotic message, co-speech gestures

Metaphoric gestures, as one of the types of gestures accompanying speech (David McNeill, 1992), are characterized primarily by the fact that they have a double structure – they consist of an iconic base through which the referent is depicted – i.e. a concept is represented gesturally, most often of an abstract nature (McNeill 1992: 80). In the case of metaphoric gestures, it is therefore important to determine the ways of their connection with speech, and thus to indicate the relationships that connect speech and gesture in a multisemiotic message. I will consider multisemiotic messages to be such utterances, during which the speaker conveys meaning using at least two different semiotic modes – here: speech and gesture (Kress, van Leeuwen, 2013), although these messages are also accompanied by other non-linguistic ways of expression that can function as modes (mimics, tone of voice, posture of the speaker and many others). As D. McNeill and S. Duncan note “by looking at the speech and the gesture, jointly, we are able to infer characteristics of this underlying idea unit that may not be obvious from the speech alone” (McNeill, Duncan, 2000: 143). My earlier observations of people in dialogue showed that there are several ways in which metaphoric gestures are related to verbal utterances, creating idea units. The aim of the paper will be therefore to revise the research hypotheses regarding different ways in which metaphoric gestures occur in dialogue. Preliminary observations have shown that metaphorical gestures can illustrate an abstract concept (e.g. when the speaker makes a semicircular movement, with both hands, accompanying the word: *community*), disclosing its conceptualization, but they can also represent the source domain of verbally expressed metaphor, having the character of iconic gestures, but also relating to abstract concepts (as in the example mentioned in the title, *dogrzebać się*). These two ways of using metaphorical gestures in a dialogue seem to be the most common, what I will show in the paper, although there can also be others. The research material consists of selected journalistic programs, including radio interviews, the video recordings of which are available on selected Internet portals, on political and social topics. Such a choice makes it possible to observe people who use gestures during interaction. Often, these conversations reveal a strong emotional involvement of the speakers, which is also, or perhaps even primarily, visible in their spontaneous gestures. This, in turn, allows for the observation of the conceptualization of concepts and the ways in which they are represented in a multisemiotic message.

References:

- Kress, Gunther and Theo van Leeuwen. 2013. “Kolor jako system semiotyczny: wstęp do gramatyki koloru”. In Anna Duszak, Grzegorz Kowalski (ed.), *Systemowo-funkcjonalna analiza dyskursu*, Kraków: Universitas, 229-257.
- Kraśnicka, Izabela. 2020. “Meaning in multisemiotic messages – functions of gestures accompanying speech as elements of utterance structure.” *Crossroads. A Journal of English Studies* 31(4), *Studies in Cognitive Linguistics* 2: 7-22.
- McNeill, David. 1992. *Hand and Mind. What Gestures Reveal about Thought*. Chicago: University of Chicago Press.
- McNeill, David and Susan Duncan. 2000. “Growth points in thinking-for-speaking.” In David McNeill (ed.), *Language and Gesture*. Cambridge: Cambridge University Press, 141-161.

Marcin KUDŁA
University of Rzeszów

LOOKING FOR FIGURATIVENESS IN MEDIEVAL FIGURAL REPRESENTATIONS: THE CASE OF HERALDIC BADGES

Keywords: Middle Ages, heraldry, heraldic badge, metaphor, metonymy, metaphonymy

The heraldic badge, which reached its golden age between the fourteenth and sixteenth centuries, usually had a simpler design than a coat of arms and typically consisted of a single figure of an animal, plant, tool, or some other physical object (Siddons, 2009). Thanks to relative simplicity of form it could be more easily reproduced using a variety of techniques, ranging from embroidery, to relief, to painting. Consequently, the badge could serve as a mark of ownership or allegiance, appearing on military flags, household furnishings,

illuminated manuscripts, etc. The fact that badges were more freely adopted and dropped than coats of arms raises questions concerning the motivations behind their choice. While later sources attribute figurative origins to many badges, there are surprisingly few contemporary texts to support such interpretations. However, accepting the view that “representation and communication always draw on a multiplicity of modes” (Jewitt, 2017: 15), in the present study I examine contemporary sources, including written texts, drawings, stained glass and wooden reliefs in search of the figurative use of badges. The analysis shows that whatever their origin, in particular communicative contexts badges could be reinterpreted figuratively, leading to what can be labelled as “waking” metaphonymy (cf. Goossens 1995, Ruiz de Mendoza Ibáñez and Díez Velasco 2002, Müller 2008).

References:

- Goossens, Louis. 1995. “Metaphonymy: The interaction of metaphor and metonymy in figurative expressions for linguistic action”. In Louis Goossens, Paul Pauwels, Brygida Rudzka-Ostyn, Anee-Marie Simon-Vandenberg and Johan Vanparrys (eds.), *By Word of Mouth: Metaphor, Metonymy and Linguistic Action in a Cognitive Perspective*. Amsterdam: John Benjamins Publishing Company, 159-174.
- Jewitt, Carey. 2017. “An introduction to multimodality”. In Carey Jewitt (ed.), *The Routledge Handbook of Multimodal Analysis*. London/New York: Routledge, 15-30.
- Müller, Cornelia. 2008. *Metaphors Dead and Alive, Sleeping and Waking: A Dynamic View*. Chicago: University of Chicago Press.
- Ruiz de Mendoza Ibáñez, Francisco J. and Olga I. Díez Velasco. 2002. “Patterns of conceptual interaction.” In Rene Dirven and Ralf Pörings (eds.), *Metaphor and Metonymy in Comparison and Contrast*. Berlin/New York: Mouton de Gruyter, 489-532.
- Siddons, Michael P. 2009. *Heraldic Badges in England and Wales: I. Introduction*. Woodbridge: The Boydell Press.

Yibo LIANG

Eötvös Loránd University, Budapest

METONYMIES IN CHINESE DISH NAMES ACROSS CULTURE AND LANGUAGE

Keywords: metonymy, conceptual metonymy, metonymy categorization, Chinese dish names

There are various kinds of Chinese dish names, which contain abundant Chinese traditional culture and reflect the cognitive process of Chinese people. Most previous studies about dish names focused on their cultural connotation, translation strategies and pragmatic functions. “Cultural Linguistics explores the features of human languages that encode culturally constructed conceptualisations of human experience” (Sharifan, 2017: 84). Therefore, it is meaningful to investigate the abundant metonymical meanings in the Chinese dish names and cognitive and cultural factors that influence those metonymical expressions from a perspective of cultural linguistics. Using the data which amounts to a total of 200 Chinese dish names including metonymical expressions gathered from menus in the traditional Chinese restaurants and some electronic Chinese dishes’ cookbooks, this research is aimed to provide a comprehensive analysis of the metonymical linguistic expressions in Chinese dish names to determine whether and how culture-specific uses of metonymy are influenced by particular aspects of Chinese culture on the basis of conceptual metonymy theory (Wen & Taylor, 2021). To this end, we present a systematic categorization of the metonymical expressions in Chinese dish names based on four types: place name-based metonymy, person name-based metonymy, containment-based metonymy, homophony-based metonymy. We then elaborate the cultural conceptualizations of these four types of metonymies from three perspectives: cultural schemas, cultural categories and cultural metonymy. Furthermore, this study could be added to the pool of studies which prove the view that a fine-grained study of metonymies of a particular culture and their linguistic realization can elucidate how culture influences human cognition (Krišković & Tominac, 2010).

References:

- Krišković, Arijana and Sandra Tominac. 2010. “Metonymy based on cultural background knowledge and pragmatic inferencing: evidence from spoken discourse.” *Fluminensia* 21(2), 49-72.
- Sharifan, Farzad. 2017. “Cultural linguistics and linguistic relativity.” *Language Sciences* 59: 83-92.
- Wen, Xu and John R. Taylor. 2021. *The Routledge Handbook of Cognitive Linguistics* (1st ed.). New York: Routledge.

Przemysław ŁOZOWSKI
Maria Curie-Skłodowska University, Lublin

THE FIGURATIVE AS AN INTERPLAY OF THE ACTUAL AND THE VIRTUAL: METAPHOR AND METONYMY AT STAKE

Keywords: figurativeness in language, actuality-versus-virtuality, metaphor-versus-metonymy

Langacker's (1999) actuality-versus-virtuality distinction is adopted to constitute the basis for a search of figurativeness in language. The figurative is, thus, claimed to be relative to (i) what it is that in any given cognitive apprehension context happens to be actual and (ii) what it is that it projects into away from its actual status. Langacker (1999) does not make use of either the term figurative or figurativeness, yet his understanding of the terms virtual and fictive invites a prospect of attempting to see the figurative as the virtual. If so, figurativeness would involve "numerous departures from the direct descriptions of actuality" (p. 78) within a given (possible) world/reality. So, to recall Langacker's examples, no matter whether or not the objects and activities in the specific (1) and (2) are considered to be real, they are actual, whereas the generic (3) depicts some kind of virtuality:

1. Adam ate an apple.
2. Eve eventually exited Eden.
3. Serpents seldom seem sincere.

Now, it is claimed that this from-actuality-to-virtuality transfer can prove productive as a description of figurativeness, make figurativeness more of a process, rather than a state, and, more importantly, can help stop thinking of the figurative as having anything to do with the literal and the direct as its source. (The illustrative examples will come from the metaphor-versus-metonymy research, as in Lakoff and Johnson (1980) and Kövecses (2010) and (2020).)

References:

- Kövecses, Zoltan. 2010. *Metaphor: A Practical Introduction*. 2nd edition. New York: OUP.
Kövecses, Zoltan. 2020. *Extended Conceptual Metaphor Theory*. Cambridge: CUP.
Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*. Chicago: The University of Chicago Press.
Langacker, Ronald. 1999. "Virtual Reality". *Studies in the Linguistic Sciences* 29(2): 77-103.

Goran MILIĆ
J.J. Strossmayer University of Osijek

CHARLIE MIKE MIKE TANGO? ROGER THAT: A COGNITIVE LINGUISTIC APPROACH TO FEATURES OF AVIATION ENGLISH

Keywords: aviation English, conceptual metaphor, conceptual metonymy, abbreviations, acronyms

The paper tackles Aviation English, a highly specialized, standardized, purely spoken English variant used by pilots, air traffic controllers, and other aviation professionals, driven by need for clarity, brevity and precision, and thus characterized by its own *phraseology* i.e. particular pronunciation, vocabulary, grammatical structures, and discourse styles, prescribed as the *lingua franca* in the domain.

Although its linguistic characteristics have been addressed from the ESP perspective (Estival 2016, Moder 2013), the explanation of motivation and meaning construction behind the different phenomena remains essentially absent. This paper draws on the ICAO Manual of Radiotelephony as the staple reference work outlining and prescribing the (constantly adapted) AE phraseology, supplementing it with a handbook on radiotelephony communications (Francetić 2018) to test the potential of cognitive linguistic constructs in accounting for the cognitive, pragmatic and other converging motivation behind different aspects of AE phraseology.

Many instances of the specialized and restricted vocabulary designating both the aeronautical facilities and specific actions (e.g. *apron*, *ceiling*, *squawk*) are handled by recourse to conceptual metaphor and metonymy as meaning construction mechanisms.

The two are also utilized to study the motivation and phonological peculiarities epitomized in the International Phonetic Alphabet, designed to provide unambiguous words for each letter of the alphabet, and the specific pronunciation of numbers (e.g. *fife*, *niner*, *tree* and *tousand* for ‘five’, ‘nine’, ‘three’ and ‘thousand’, respectively), geared towards eliminating difficult English phonemes and limiting possible ambiguities. These receive a motivated account in cognitively-motivated Natural Phonology (Nathan 1996) and Barcelona's (2012) approach to phonemes as conceptual categories subject to metonymy. Finally, a host of abbreviations and acronyms, indispensable in AE, provide a fertile ground for a further (re)examination of the role of metonymy in word formation, as a hotly debated theoretical issue within and outside cognitive linguistics (Barcelona 2005, Brdar 2017, Bierwiazzonek 2013, Bauer 2017).

References:

- Barcelona, Antonio. 2005. “The multilevel operation of metonymy in grammar and discourse, with particular attention to metonymic chains.” In Francisco J. Ruiz de Mendoza & Sandra Peña Cervel (eds.), *Cognitive Linguistics: Internal Dynamics and Interdisciplinary Interaction*. Berlin: Mouton de Gruyter, 313–352.
- Barcelona, Antonio. 2012. “Metonymy in, under and above the lexicon.” In Sara Martín Alegre Melissa Moyel, & Elisabet Pladevall, & Susagna Elisabet Tubau (eds.), *At a Time of Crisis: English and American Studies in Spain. Works from the 35th AEDEAN Conference UAB/Barcelona 14-16 November 2011*, Barcelona: Departament de Filologia Anglesa i de Germanística, Universitat Autònoma de Barcelona/ AEDEAN, 254–271.
- Bauer, Laurie. 2017. “Metonymy and the semantics of word-formation.” In Koutsoukos, Audring & Masini (eds.), *Morphological Variation: Synchrony and Diachrony: MMM11 Online Proceedings*, 1-13.
- Bierwiazzonek, Bogusław. 2013. *Metonymy in Language, Thought and Brain*. Sheffield: Equinox.
- Brdar, Mario. 2017. *Metonymy in Word-Formation: Their Interactions and Complementation*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Estival, Dominique. 2016. “Aviation English: A linguistic description.” In Dominique Estival, Candace Farris & Brett Molesworth (eds.), *Aviation English as a Lingua Franca*. New York: Routledge, 22-53.
- Francetić, Ivana. 2018. *Radiotelephony Communications 1: Handbook*. Zagreb: Fakultet prometnih znanosti; Sveučilište u Zagrebu.
- Moder, Carol Lynn. 2013. “Aviation English.” In Carol A. Chappelle (ed.), *The Encyclopedia of Applied Linguistics*. Wiley: Blackwell, 1-5.
- Nathan, Geoffrey S. 1996. “Steps towards a cognitive phonology.” In Bernhard Hurch & Richard A. Rhodes (eds.), *Natural Phonology: The State of the Art*. Berlin and New York: Mouton de Gruyter, 107-120.

Wai Yan MIN OO

Eötvös Loránd University, Budapest

CONCEPTUALIZATION OF THE POLITENESS AND IMPOLITENESS OF BURMESE AND RAKHINE NATIVE SPEAKERS IN MYANMAR

Keywords: Politeness, Impoliteness, Burmese, Rakhine, Conceptualization

The terms “Politeness” and “Impoliteness” are defined in various ways by different scholars such as Leech (1983), Culpeper (2005), and Kadar (2017) in the field of pragmatics. According to scholars of the discursive approach to politeness like Eelen (2001), those phenomena mainly differ on the point of actual participants and cultures. The aim of this study is to investigate the notions of politeness and impoliteness in Burmese, and Rakhine ethnic language users. Theoretical/folk-theoretic conceptualizations (second-order) by Kadar and Haugh (2013) are the theoretical standpoint of the current research. The qualitative research method is used to find out the required data. Five participants from each ethnic group are interviewed via telephone and in person. The data obtained from the interview was analyzed with the discourse analysis method. The findings were examined to reveal the commonalities and variations between the Burmese and Rakhine people concerning the concepts of politeness and impoliteness. Furthermore, the characteristics of politeness and impoliteness in each language are also discussed. It is hoped that this study will contribute to understanding the politeness and impoliteness in the Myanmar context from the standpoint of different cultures and the literature on politeness study, especially from the perspective of conceptualization.

References:

- Culpeper, J. 2005. "Impoliteness and entertainment in the television quiz show: The weakest link." *Journal of Politeness Research: Language, Behaviour, Culture* 1, 35-72.
- Eelen, G. 2001. *A Critique of Politeness Theory* (Vol.1) (1st edition). New York: Routledge.
- Kadar, D. Z. 2017. "Politeness in pragmatics." *Oxford Research Encyclopedia*. Oxford: Oxford University Press.
- Kadar, D. Z., & Haugh, M. 2013. *Understanding Politeness*. Cambridge: Cambridge University Press.
- Leech, G. N. 1983. *Principles of Pragmatics*. London: Longman.

Łukasz MUSIK

Jan Długosz University in Częstochowa

THE TAXONOMICAL RELATIONS OF THE ENGLISH *AS...AS* EQUATIVE CONSTRUCTION

Keywords: equative construction, COMPAREE, PARAMETER, STANDARD

The presentation concerns the English *as₁...as₂* equative construction – illustrated with sentence (a) *Mark is as intelligent as Sue* – which is subsumed within the comparative construction in reference grammars and typological accounts, e.g. Haspelmath and Buchholz (1998).

First, the prototypical *as...as* construction is discussed, along with its semantic components and grammatical morphemes, which are illustrated in sentence (a) above, incorporating the semantic components – the COMPAREE (*Mark*), the PARAMETER (*intelligent*), and the STANDARD (*Sue*) – and the grammatical morphemes – the PARAMETER MARKER *as₁* and the STANDARD MARKER *as₂*.

Then, the presentation discusses the referential taxonomy of the COMPAREE and STANDARD, which could make a specific or generic reference to entity₁ and entity₂, respectively. Since the semantic components and the PARAMETER MARKER occur in different formal variants in discourse, the presentation describes their formal taxonomies, with special emphasis on the PARAGON STANDARD which, applying the terminology of Lakoff (1987), represents the 'paragon' of a given PARAMETER, as in sentence (b) *He is as rich as Croesus*, where the PARAGON STANDARD, *Croesus*, designates the paragon of wealth, indicated by the PARAMETER, *rich*. With some combination of the PARAMETER and STANDARD, the *as...as* construction might constitute an entrenched idiomatic expression, as in sentence (b) above. The presentation describes the idiomatic *as...as* construction in terms of the classification of idioms proposed by Fillmore et al. (1988), concentrating on its form and selected semantic aspects.

The final part presents the schematic representation of a semantic and formal dimension of each formal variant of the *as...as* construction, based on the Construction Grammar formalism proposed by Goldberg (1995), who also describes inheritance links that occur between constructions. The presentation illustrates through diagrams the taxonomic relations and inheritance links correlating the variants of the *as...as* construction and summarises their distinctive characteristics.

References:

- Fillmore, Charles J., et al. 1988. "Regularity and idiomaticity in grammatical constructions: The case of *let alone*." *Language* 64(3): 501-538.
- Goldberg, Adele. 1995. *Constructions: A Construction Grammar Approach to Argument Structure*. Chicago, IL: Chicago University Press.
- Haspelmath, Martin and Oda Buchholz. 1998. "Equative and similative constructions in the languages of Europe." In Johan van der Auwera (ed.), *Adverbial Constructions in the Languages of Europe*. Berlin/New York: Mouton de Gruyter, 277-334.
- Lakoff, George. 1987. *Women, Fire, and Dangerous Things: What Categories Reveal about the Mind*. Chicago/London: The University of Chicago Press.

Bogdan PAVLIY* and Jonathan LEWIS**
*Toyama University of International Studies
** Hitotsubashi University

USE OF UKRAINIAN AND RUSSIAN LANGUAGES AMONG SOCIAL MEDIA USERS IN THE WAKE OF THE RUSSIAN INVASION OF UKRAINE

Keywords: languages, Ukrainian, Russian, social media, Twitter

In the wake of the Russian invasion of Ukraine in February 2022, many Ukrainians are reported to have embraced the Ukrainian language and rejected Russian. This paper investigates to what extent this phenomenon is actually taking place in everyday online communication. We also explore the relationship between gender and use of the two languages among social media users with a strong connection to Ukraine. Starting with a unique dataset of users who sent geotagged tweets in Ukraine during 2015-2016, we collected those users' more recent Twitter posts, estimated their gender, and classified them by location. The overall figures show a strong increase in the number of Ukrainian tweets sent by these users in early 2022, while the number of Russian tweets remained much the same. Of the tweets sent by female users, 80% were in Russian until early 2021 before falling to 45% by late 2022, while for male users, the overall proportion of Russian tweets had already gradually fallen to 65% in early 2021 and is now around 35%. We will identify cases of users switching from Russian to Ukrainian or of becoming more voluble in Ukrainian, following this up with a qualitative reading of their posts. Here, as our research methods, we will apply content analysis and social network analysis combined with time series analysis of our data. We will investigate which topics are discussed mainly in Ukrainian and which in Russian, and if the users correspond in Ukrainian even with those who tweet in Russian, or adjust their language. The data collection remains ongoing and by the time of the conference we will be able to share more insights into this fast-moving phenomenon.

References:

- Arel, Dominique. 2017. "Language, status, and state loyalty in Ukraine." *Harvard Ukrainian Studies* 35(1): 233-263.
- Ivanova, Olga. 2013. "Bilingualism in Ukraine: Defining attitudes to Ukrainian and Russian through geographical and generational variations in language patterns." *Sociolinguistic Studies* 7(3): 249-272.
- Janmaat, Jan. 1999. "Language politics in education and the response of the Russians in Ukraine." *Nationalities Papers* 27 (3): 475-501.
- Laitin, David. 1998. *Identity in Formation: Russian-Speaking Populations in the Near Abroad*. Ithaca: Cornell University Press.
- Pavlenko, Aneta. 2010. "Linguistic landscape of Kyiv, Ukraine: A diachronic study". In E. Shohamy, E. Ben-Rafael and M. Barni (eds.), *Linguistic Landscape in the City*. Clevedon: Multilingual Matters, 133-150.
- Pavliy, Bogdan and Jonathan Lewis. 2015. "Borders of identity and actual language use in Ukraine: An Analysis of geotagged tweets." *Japanese Slavic and East European Studies* 36: 77-97.
- Zhurzhenko, Tatiana. 2021. "Fighting empire, weaponising culture: The conflict with Russia and the restrictions on Russian mass culture in post-Maidan Ukraine." *Europe-Asia Studies* 73(8): 1441-1466.

Paulina POLAK
University of Silesia in Katowice

MORPHOPRAGMATIC ANALYSIS OF IRONIC MEANINGS OF DIMINUTIVES IN POLISH

Keywords: diminutives, morphopragmatics, irony

Diminutives are often associated with positive evaluations. Nevertheless, their negative implications also play significant role in interpersonal communication. The paper aims at discussing the morphopragmatic usage of diminutive forms to express their most common negative meaning, namely irony, which is a type of figurative language as ironic statements are usually unexpected and indirect and, therefore, more effective (Dressler and Barbaresi, 1994: 358). It is worth mentioning Dressler and Barbaresi's remark (1994: 360) who, following Oomen, write that irony is always evaluative (see also Hutcheon, 2002: 168), which "fits in well with the evaluative character of diminutives".

Morphopragmatics is a relatively new discipline, nevertheless, it definitely deserves attention and should be classified as a field of linguistics where one can find answers for many questions concerning possible pragmatic contexts of using morphologically complex words.

Detailed morphopragmatic analysis of synthetic languages (such as Polish) will make a major contribution towards enabling linguists to fully comprehend the meanings of problematic words.

References:

- Dressler, Wolfgang U., and Lavinia M. Barbaresi. 1994. *Morphopragmatics. Diminutives and Intensifiers in Italian, German, and Other Languages*. Berlin/New York: Mouton de Gruyter.
- Hutcheon, Linda. 2002. „Ironia, satyra, parodia – o ironii w ujęciu pragmatycznym”. In Michał Głowiński (ed.), *Ironia*. Gdańsk: Wydawnictwo słowo/obraz terytoria, 165-190.

Ewelina PRAŻMO and Hubert KOWALEWSKI
Maria Curie-Skłodowska University, Lublin

THE TRANSLATION OF DIMINUTIVES IN MIRON BIAŁOSZEWSKI'S “A MEMOIR OF THE WARSAW UPRISING.” A COGNITIVE ANALYSIS

Keywords: diminutive, translation, cognitive semantics, construal, polysemy

In the present paper we investigate the diminutives used in Miron Białoszewski's *Pamiętnik z powstania warszawskiego* and the ways in which they are rendered in the English translation by Madeline G. Levine - *A Memoir of the Warsaw Uprising*. We adopt a semantic account of the category of the diminutive following Daniel Jurafsky's classification (1996) coupled with John Taylor's (1989) approach which treats the diminutive as a radial network of interrelated senses. According to this view, the core meaning of the diminutive is entangled in polysemous relations arising through metaphor, metonymy, and other semantic extensions. In *Pamiętnik...*, the diminutive seems to be used most commonly in the descriptions of highly stressful and dangerous events, possibly in order to make those experiences less frightening (the meaning of low intensity and low quality) and more manageable (the literal meaning of smallness). At times it seems to help re-interpret a bad experience or rather – to mitigate the subjectively experienced impact of a negative event. The proliferation of diminutives is enabled by the productivity of the morphology of the Polish language as well as Białoszewski's own linguistic creativity. In the English version, the translator sometimes uses certain compensatory strategies, but more often than not she omits the diminutive altogether. The aim of this paper is not to provide a critical evaluation of the translation, but rather to investigate the effect that the diminutive or the lack thereof has on the construal of the analysed texts.

References:

- Białoszewski, Miron. 2016. *Pamiętnik z powstania warszawskiego*. Warszawa: Państwowy Instytut Wydawniczy.
- Białoszewski, Miron. 2015. *A Memoir of the Warsaw Uprising*. (Transl. by Madeline G. Levine). New York: New York Review of Books Classics.
- Jurafsky, Daniel. 1996. “Universal tendencies in the semantics of the diminutive.” *Language* 72(3), 533-578.
- Taylor, John R. 1989. *Linguistic Categorization: Prototypes in Linguistic Theory*. Oxford: Oxford University Press.

Jakub PSTRĄG
Jagiellonian University in Kraków

SELF-IDENTIFICATION THROUGH NARRATION

Keywords: narrative strategies, non-verbal communication, self-presentation, emotions

According to David Herman (2010) the narrative enables and narrative-constrains effects of the interaction among multiple semiotic channels (cf. Bucher, 2015). Conversational storytellers, for example, can use two semiotic modes to design verbal as well as visual (gestural) representations in narratively organized discourse, which both reflects and helps create a particular kind of communicative interaction—one that can (though it

need not) facilitate an extended turn at talk by the party seeking to convey information about a story world. Oscillating between the struggle for truthfulness and creativity, between oblivion, concealment, hypocrisy, self-deception and self-conscious fictionalizing, autobiography renders a story of personality formation. At the heart of its narrative logic lies the duality of the autobiographical person, divided into ‘narrating I’ and ‘narrated I’, marking the distance – verbally and non-verbally – between the experiencing and the narrating subject (Schwalm, 2014). Michael Bamberg (2014) claims, that narrating, a speech activity that involves ordering characters in space and time, is a privileged genre for identity construction because it requires situating characters in time and space through gesture, posture, facial cues, and gaze in coordination with speech. Thus, narrating enables speakers/writers to disassociate the speaking/writing self from the act of speaking, to take a reflective position vis-à-vis self as character. My goal is to show how these narrative strategies are implemented by guests invited to the Graham Norton Show.

References:

- Bucher, Hans-Jürgen. 2015. „Rozumienie multimodalne lub recepcja jako interakcja. Teoretyczne i empiryczne podstawy systematycznej analizy multimodalności”. In Roman Opiłowski, Józef. Jarosz, Przemysław Staniewski (ed.), *Lingwistyka mediów. Antologia tłumaczeń*. Wrocław: Atut, 79–110.
- Herman, David. 2010. “Word-image/utterance-gesture. Case studies in multimodal storytelling”. In Ruth Page (ed.), *New Perspectives on Narrative and Multimodality*. London/New York: Routledge, 78–98.
- Schwalm, Helga. 2014. “Autobiography”. In Peter Hühn, Jan Christoph Meister, John Pier, Wolf Schmid (ed.), *Handbook of Narratology*. Berlin/Boston: De Gruyter, 14–29.
- Bamberg, Michael. 2014. “Identity and narration”. In Peter Hühn, Jan Christoph Meister, John Pier, Wolf Schmid (ed.), *Handbook of Narratology*. Berlin/Boston: De Gruyter, 241–252.

Camila Belizário RIBEIRO* and Maria Clotilde ALMEIDA**

*University of Lisbon

**University of Lisbon/CLUL

APOCALYPTIC CARTOONS FOR COP27: A MULTIMODAL APPROACH

Keywords: cartoons, multimodality, metaphor, cognition

Since our bio-social minds are operative in the discursive conceptualization of past, present human experiences in the world, and most importantly of the future conditions of our life on the planet in a predictive way, this study aims to engage in a multimodal analysis of a series of 26 apocalyptic-designed cartoons portraying the difficult COP27 summit discussions on climate issues. This series of cartoons recently published by the website cartoonmovement.com, under the heading “Another year, another climate summit...”, implies that no real and effective progress is foreseen regarding effective climate action and therefore human and animal life on the planet is doomed, as metaphorically proclaimed by the UN secretary-general António Guterres himself during the mentioned summit: “we are on a highway to climate hell with our own foot at the accelerator” (2022). So, our analysis will dissect the metaphorical and metonymic resources used in the construal of the apocalyptic road-to-hell monomodal and multimodal cartoon framings, relying on the S-P-G schema, in the light of Forceville and Urios-Aparisi’s approach to multimodal metaphor (2009), Bounegru and Forceville’s investigation on economic crisis cartoons (2011), Forceville’s multimodal analysis of the FORCE schema in animation films (2017), Kövecses’ (2006) basic considerations on culture, language and cognition, among others (cf. also Rocha and Almeida 2018; Almeida and Geirinhas 2020), and by the study on cartoons on the climate change battle in the USA by Domínguez et al. (2022). As far as our present investigation is concerned, it is by now clear that WAR and MONSTER source domains, as well as the DANGEROUS IS DARK primary metaphor, are used in the figurative reasoning of climate issues in the cartoon corpus under study, which constitute a clear sign that, in the light of this cartoon corpus, salvaging the lifeworld on the planet seems to be an almost impossible endeavour in the (near) future.

References:

- Almeida, Maria Clotilde and Geirinhas, Rui. 2020. “Imagined worldviews in John Lennon’s ‘Imagine’: A multimodal re-performance.” *Rev. Estud. Ling.* 28(2): 845-870.

- Bounegru, Liliana and Forceville, Charles. 2011. "Metaphors in editorial cartoons representing the global financial crisis". *Visual Communication* 10: 209-229.
- Domínguez, Marti; Moreno-Tarín, Sara and Pina, Tatiana. 2022. "Unicorns, donkeys and elephants: the battle on climate change in the United States of America as reflected in cartoons". In Filardo-Lamas, Laura; Morales-López, Esperanza and Floyd, Alan (eds.), *Discursive Approaches to Sociopolitical Polarization and Conflict*. London: Routledge, 215-234.
- Forceville, Charles. 2017. "From Image Schema to metaphor in discourse: The FORCE schema in animation films". In Hampe, Beate (ed.), *Metaphor, Embodied Cognition and Discourse*. Cambridge: Cambridge University Press, 239-256.
- Forceville, Charles and Urios-Aparisi, Eduardo. (eds). 2009. *Multimodal Metaphor*. Berlin: De Gruyter.
- Guterres, António. 2022. "United Nations Secretary General António Guterres at the Opening Ceremony of the Climate Implementation Summit at COP27". Available at: UN Secretary General at the Opening of the Climate Implementation Summit | #COP27 | United Nations - YouTube.
- Kövecses, Zoltan. 2006. *Language, Mind and Culture. A Practical Introduction*. New York: Oxford University Press.
- Rocha, Cristina and Almeida, Maria Clotilde. 2018. "Economic Crisis Cartoons from a 'gendered' multimodal perspective." *Presentation at the 11th AELCO International Conference*, University of Córdoba, 17-19 October.

Anna ROGOS-HEBDA
Adam Mickiewicz University in Poznań

LIVING ON THE MARGINS: THE CONCEPT OF A BEGGAR IN LATE MODERN (AMERICAN) ENGLISH

Keywords: Critical Metaphor Analysis, multifactorial usage-feature analysis, BEGGAR, near-synonyms, Late Modern English, framing strategies

"Otherness", of whatever nature, not infrequently evokes uneasiness, if not, indeed, discomfort extending into fear. Unsurprisingly, then, the construction and depiction of *the other* in discourse is typically negative, drawing on carefully selected linguistic tools in the form of referential and predicational strategies, topoi and metaphors (Reisigl – Wodak 2001).

The aim of the present study is to examine the linguistic image of one of the "usual others" – a person with no permanent abode or job, asking for money or food, as reflected in early American English between 1820 and 1909. To that end, 800 instances of five nouns profiling the concept have been extracted at random from the *Corpus of Historical American English*. Their plural forms, i.e. *beggars*, *yeggmen*, *hoboes*, *vagrants* and *tramps* were then manually annotated for such socio-semantic properties as period, genre, source concept, attitude and the framing strategy applied, in order to supplement (critical) metaphor analysis (Charteris-Black 2004) with multifactorial usage-feature analysis (Glynn 2010, 2014) of the meaning-making interactions in the data set. The research questions the present study seeks to address pertain to potential change overtime in the discursive construction of a BEGGAR as well as the differences in the behaviour that the analysed near-synonyms might display.

References:

- Charteris-Black, Jonathan. 2004. *Corpus Approaches to Critical Metaphor Analysis*. New York: Palgrave Macmillan.
- Davies, Mark. 2010. "The Corpus of Historical American English (COHA): 400 million words, 1810-2009." <https://www.english-corpora.org/coha/>
- Glynn, Dylan. 2010. "Corpus-driven cognitive semantics. Introduction to the field". In Dylan Glynn and Kerstin Fischer (eds.), *Quantitative Methods in Cognitive Semantics: Corpus-Driven Approaches*. Berlin: Mouton de Gruyter, 1-42.
- Glynn, Dylan. 2014. "Correspondence Analysis. Exploring Data and Identifying Patterns". In Dylan Glynn and Justyna Robinson (eds.), *Corpus Methods for Semantics*. Amsterdam: John Benjamins Publishing Company, 443-485.
- Reisigl, Martin and Ruth Wodak. 2001. *Discourse and Discrimination. Rhetoric of Racism and Antisemitism*. London: Routledge.

Justyna ROGOS-HEBDA
Adam Mickiewicz University in Poznań

METAPHORS, MULTIMODALITY AND MEDIEVAL MANUSCRIPTS: ON MULTISENSORY COGNITION IN PRE-MODERN TEXTUALITY

Keywords: manuscript textuality, visual code-switching, visual pragmatics, multimodality

Multimodality is a staple of digitally transmitted communication, and it is that ‘digital’ aspect that gives the combination of different semiotic resources in meaning-making processes (cf. Kress and Van Leeuwen 2001; Kress 2010) a particularly modern feel. Yet multimodality as a cognitive experience is neither inherently digitally oriented, nor is it a modern phenomenon, although it is very much a central element of textuality, both present and past. This talk points to the ways in which the multimodality framework can be instrumental in unpacking the multilayered meanings of texts predating both the digital and the print revolutions, to which our cognitive access is limited. Relying on Kress’ (2010) and Kress and Van Leeuwen’s (2001) definitions of multimodality, Carroll et al.’s (2013) visual pragmatics framework and Sebba’s (2012) visual code-switching model, the paper will juxtapose the visual, textual, spatial and linguistic resources utilized in a range of manuscripts of secular and religious English literature (both vernacular and Anglo-Latin as well as Anglo-French), spanning early-to-late Middle Age, including the 10th c. Nowell Codex (a.k.a. the Beowulf MS), the Eadwine Psalter (Trinity College Cambridge MS R.17.1), John Lydgate’s *Confessio Amantis* (CUL MS Dd. 8.19) and William Caxton’s second edition of Chaucer’s *Canterbury Tales* (BL G.11586). It will demonstrate the range of ways in which the scribes and the printer Caxton metaphorize the pragmatic functions of their texts by means of visual-spatial resources and how recognizing these cognitive ‘moves’ can help us understand better our own investment with multimodality.

References:

- Carroll, Ruth, Matti Peikola, Hana Salmi, Mari-Liisa Varila, Janne Skaffari, and Risto Hiltunen. 2013. “Pragmatics on the page. Visual text in Late Medieval English books”. *European Journal of English Studies* 17(1): 54-71.
- Kress, Gunther. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. New York: Routledge.
- Kress, Gunther and Theo van Leeuwen. 2001. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. London: Arnold.
- Sebba, Mark. 2012. “Researching and theorising multilingual texts”. In Mark Sebba, Shahrzad Mahootian, and Carla Jonsson (eds.), *Language Mixing and Code-switching in Writing. Approaches to Mixed- Language Written Discourse*. London: Routledge, 27–43.

Tatsiana SAROKINA-SOKOŁOWSKA
Maria Curie-Skłodowska University, Lublin

THE FORCE OF LOVE IN ENGLISH AND RUSSIAN IDIOMS: A COGNITIVE LINGUISTIC APPROACH

Keywords: Conceptual Metaphor, Idiom, Agonist, Antagonist, Force Dynamics, Embodiment/ Universality

The paper develops a cognitive linguistic analysis of selected English and Russian idiomatic expressions involving the domain of LOVE. Seen from a cognitive linguistic perspective, idiomaticity is not just a matter of language, nor are idioms treated as unanalyzable wholes; rather idiomaticity is a universal aspect and process of human cognition. Idioms, as Kövecses (2002) notes, “are conceptual in nature, their meaning is not arbitrary, and they are “conceptually motivated” by cognitive mechanisms such as metaphor, metonymy and conventional knowledge that link figurative meaning to literal.” What underlies idiomaticity is the metaphoricity of human thought (Katz et al. 1998). For Kövecses, “many conceptual metaphors appear to be potentially universal or near-universal.” (Kövecses 2002, 2015) Universal metaphors may exhibit cross-cultural, within-cultural, or individual as well as historical and developmental variations (Kövecses, 2002). For instance, LOVE as one of the central concepts in the Russian worldview, is a *key culture-specific word* in the sense of Wierzbicka (1997) that encapsulates the spirituality and subjectivity of Russian culture. Indeed, as stated by Stepanov (1997: 418), one of the basic claims about the domain of LOVE is its

role as a “motive power” in Russian culture. Adopting the metaphor-based approach to emotions as delineated in Kövecses (2015) combined with Leonard Talmy’s (1988) force dynamic theory, the paper places idiomatic expressions taken from the Russian national corpus such as ‘любовь нахлынул’ [lubov’nakhlynula] (‘love suddenly comes’), ‘не чаять души в ком-то’ [ne chayat’ dushi v k kom-to] (lit. “not have one’s soul in someone, to lose one’s soul”) and ‘любовь угасла’ [lyubov’ ugasla] (lit. love faded away) along the “intensity scale” based on the force dynamics-related figure of *agonist* in the “agonist-person – antagonist-emotion” configuration. By the same token, we analyse the strength of interaction between these two conceptual entities. The analysis of metaphors undertaken in this study shows that emotion metaphors exhibit either common scenarios for all concepts, in accordance with the *Embodiment/Universality* principle (cf. Kövecses 2015), as in the case of LOVE, or they are subject to cultural variation.

References:

- Katz, Albert N., Cacciari, Cristina., Gibbs, Raymond W. Jr., Turner, Mark. 1998. *Figurative Language and Thought*. New York: Oxford University Press.
- Kövecses, Zoltán. 2002. *Metaphor: A Practical Introduction*. Oxford: Oxford University Press
- Kövecses, Zoltán. 2015. *Where Metaphors Come from?* Oxford: Oxford University Press.
- Stepanov, Jury. S. 1997. *Константы: Словарь русской культуры*. Москва: Языки русской культуры.
- Talmy, Leonard. 1988. “Force dynamics in language and cognition”. *Cognitive Science* 12: 49-100.
- Wierzbicka, Anna. 1997. *Understanding Cultures Through Their Key Words: English, Russian, Polish, German, and Japanese*. Oxford: Oxford University Press.

Konrad SZCZEŚNIAK
Palacký University Olomouc

HOW OPPOSITES ATTRACT: A STUDY OF SEMANTIC CHANGE

Keywords: semantic change, switch context, formulaic language, conceptual organization

This presentation explores the cognitive-semantic link between the concepts of attraction and kinship. Examples from a number of languages (mainly English, Polish, Czech and Portuguese) will be analyzed to point out ambiguous uses, where a language form can be interpreted as expressing both attraction and kinship. It is assumed that ambiguity serves as a switch context in the emergence of new senses. It is further proposed that the semantic change under consideration is likely to occur in specific syntactic patterns and formulaic environments. The findings, such as the direction of semantic change, will be considered against the backdrop of cognitive phenomena such as in-group bias (e.g. Sears & Rowe 2003), ethnocentrism, egocentric bias and the initial attraction of opposites. These will be shown to manifest themselves in semantic re-analyses that give rise to the gradual changes of meaning, in line with the assumption that linguistic categorizations are “reflections of general conceptual organization, categorization principles, processing mechanisms, and experiential and environmental influences” (Geeraerts & Cuyckens 2007: 3).

References:

- Geeraerts, Dirk & Hubert Cuyckens. 2007. “Introducing cognitive linguistics.” In D. Geeraerts & H. Cuyckens (eds.), *The Oxford Handbook of Cognitive Linguistics*. Oxford: Oxford University Press, 3-21.
- Sears, Greg J. & Patricia M. Rowe. 2003. “A personality-based similar-to-me effect in the employment interview: Conscientiousness, affect-versus competence-mediated interpretations, and the role of job relevance”. *Canadian Journal of Behavioural Science* 35(1): 13-24.

Di WU*,** and Jordan ZLATEV**

* Sun Yat-sen University;

** Lund University

TOWARD AN IDENTIFICATION PROCEDURE FOR (POLYSEMIOTIC) METONYMY

Keywords: Motivation & Sedimentation Model, part-whole relations, contiguity, semiotic systems

Aiming for empirical validity, metaphor scholars have developed procedures for identifying metaphors in verbal text, such as MIP (Pragglejaz Group 2007) and MIPVU (Steen et al. 2010), as well as in pictures, such as VisMip (Šorm and Steen 2018), and in verbo-pictorial representations such as street art (Stampoulidis et al. 2019). While metonymy has gained much interest in the past decades, there has been less effort to provide corresponding identification procedures for it, especially when moving beyond the semiotic system of language. Perez-Sobrino (2017) provides an extensive empirical analysis of “multimodal” metaphors and metonymies in advertising, but the criteria for identifying metonymies, and their combinations with metaphors are not always clear. An identification procedure for metonymy is badly needed, as the “conceptual turn” in the field had led what is in fact an inflation of the concept, as pointed out by Brdar-Szabó and Brdar (2022). We need to set limits so as not to overextend metonymy to phenomena like mental associations (e.g., Christmas and childhood memories), enactive perception (e.g., tears and sadness), or inferences (e.g., a bachelor and his typical way of life).

Based on the classical analysis of metaphor and metonymy as (verbal or non-verbal) sign-use that is based, respectively, on the similarity and contiguity of meanings (Jakobson 1971) we propose the following theoretical definition of the concept, in accordance with the Motivation & Sedimentation Model (Zlatev 2023): *An (a) act of sign use, (b) involving one or more semiotic systems (e.g., language, gesture, depiction), where (c) the intended meaning (d) is understood through another, more directly represented meaning, (e) which it does not resemble (as in metaphor) but is rather related to it in a part-whole or contiguity-based relationship.* We show how this definition can be operationalized into an identification procedure, which we apply to a sample of verbo-pictorial messages, identifying monosemiotic and polysemiotic metaphors and metonymies.

References:

- Brdar-Szabó, Rita & Brdar, Mario. 2022. “Metonymy in multimodal discourse, or how metonymies get piggybacked across modalities by other metonymies and metaphors.” In A. Bagasheva, B. Hristov (eds.), *Figurativity and Human Ecology*. Amsterdam: John Benjamins, 209-249
- Jakobson, Roman. 1971. *Selected Writings II: Word and Language*. The Hague: Mouton, 239-259.
- Perez-Sobrino, Paula. 2017. *Multimodal Metaphor and Metonymy in Advertising*. Amsterdam: John Benjamins.
- Pragglejaz Group. 2007. “MIP: A method for identifying metaphorically used words in discourse.” *Metaphor and Symbol* 22(1): 1–39.
- Šorm, Ester., and Gerard J. Steen. 2018. “VISMIP: Towards a method for visual metaphor identification.” In Gerard J. Steen (ed.), *Visual Metaphor: Structure and Process*. Amsterdam: John Benjamins, 47-87.
- Steen, Gerard J., Dorst, Aletta G., Herrmann, J.Berenike., Kaal, Anna A., Krennmayr, Tina., & Pasma, Tryntje. 2010. *A Method for Linguistic Metaphor Identification: From MIP to MIPVU*. Amsterdam: John Benjamins.
- Stampoulidis, George., Bolognesi, Marianna., & Zlatev, Jordan. 2019. “A cognitive semiotic exploration of metaphors in Greek street art.” *Cognitive Semiotics* 12(1): 1-20.
- Zlatev, Jordan. 2023. “Metaphor and metonymy in MSM.” Plenary lecture at Culture and Cognition in Language 3 Conference, University of Rzeszów, April 28-29, 2023.

Marcin ZABAWA

University of Silesia in Katowice

ANTHROPOMORPHIZING METAPHORS IN INFORMAL POLISH OF COMPUTER SCIENCE

Keywords: metaphor, anthropomorphization, corpus, English borrowing, semantic field of computers

The Polish language of computer science contains many metaphorical expressions, both modelled on English and created already on the Polish soil. The most prominent metaphors include COMPUTERS ARE

HUMANS, COMPUTERS ARE BUILDINGS, COMPUTERS ARE OFFICES, COMPUTER PROGRAMS ARE CLOTHES, and INTERNET IS OCEAN. The paper is set within the cognitive framework (cf. e.g. Lakoff and Johnson 1980, Coulson 2005, Kövecses 2010, 2015).

The aim of the paper, as the title suggests, is to analyze anthropomorphizing metaphors (i.e. centred around COMPUTERS ARE HUMANS metaphor, cf. Zabawa 2018; for a general discussion on personification and anthropomorphization, cf. e.g. Paxson 1994, Delbaere et al. 2011) in the Polish language of computer science. In fact, COMPUTERS ARE HUMANS can be seen as a superordinate metaphor (a master metaphor, Gozzi 1999) around which other subordinate metaphors are organized. The paper will discuss, together with numerous examples, such subordinate metaphors as COMPUTER VIRUSES ARE PEOPLE, COMPUTER PROGRAMS ARE PEOPLE, INTERNET WEBSITES ARE PEOPLE, COMPUTER COMPONENTS ARE HUMAN ORGANS, MALFUNCTIONING COMPUTERS ARE SICK PEOPLE, WELL-FUNCTIONING COMPUTERS ARE HEALTHY PEOPLE, OUT-OF-ORDER COMPUTERS ARE DEAD PEOPLE, TEMPORARILY OFF COMPUTERS ARE SLEEPING PEOPLE, INCOMPLETE COMPUTERS ARE DISABLED PEOPLE, OLD COMPUTERS ARE OLD PEOPLE, COMPUTER PROGRAMS ARE PEOPLE OF A CERTAIN PROFESSION, CHOICE BETWEEN COMPUTERS IS WAR and others.

Some of the metaphorical expressions are already lexicalized and included in dictionaries (e.g. WSJP), e.g. *kwarantanna* ‘quarantine’ (of an infected computer file). Such metaphors are often modelled on English (cf. examples in Stalhåmmar 2001) and can therefore be regarded as lexical or semantic loans in Polish. Others are, by contrast, highly informal and are usually created already on the Polish soil, e.g. *chory* ‘sick’ (about a computer that is not working properly). Therefore, an additional aim of the paper is to discuss the role of the influence of English on metaphorical expressions in informal Polish of computer science.

The study is based on a corpus, collected and analyzed by the author. The corpus (more than 1,500,000 running words) consists of short informal texts (entries) taken from 32 Polish Internet forums devoted to computers and the Internet (for more on the corpus, cf. Zabawa 2017). All texts have been read and metaphorical expressions have been noted down.

References:

- Coulson, Seana. 2005. “Metaphor and conceptual blending”. In Keith Brown (ed.), *Encyclopedia of Language & Linguistics*. 2nd edition. Oxford: Elsevier Science, 32-39.
- Delbaere Marjorje, Edward F. McQuarrie and Barbara J. Phillips. 2011. “Personification in advertising”. *Journal of Advertising* 40 (1): 121-130.
- Gozzi, Raymond Jr. 1999. *The Power of Metaphor in the Age of Electronic Media*. Cresskill: Hampton Press.
- Kövecses, Zoltan. 2010. *Metaphor. A Practical Introduction*. 2nd edition. Oxford: Oxford University Press.
- Kövecses, Zoltan. 2015. *Where Metaphors Come From. Reconsidering Context in Metaphor*. Oxford: Oxford University Press.
- Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*. Chicago/London: Chicago University Press.
- Paxson, James J. 1994. *The Poetics of Personification*. Cambridge: Cambridge University Press.
- Stalhåmmar, M. 2001. “Through the computer screen”. In Katin Aijmer (ed.), *A Wealth of English. Studies in Honour of Göran Kjellmer*. Göteborg: Acta Universitatis Gothoburgensis, 114-122.
- WSJP. 2023. *Wielki słownik języka polskiego*. <https://wsjp.pl/>
- Zabawa, Marcin. 2017. *English Semantic Loans, Loan Translations, and Loan Renditions in Informal Polish of Computer Users*. Katowice: Wydawnictwo Uniwersytetu Śląskiego.
- Zabawa, Marcin. 2018. “COMPUTERS ARE HUMANS: On conceptual metaphors in the semantic field of computers and the Internet in Polish”. *Linguistica Silesiana* 39: 249-266.

Xuan ZHAO

Eötvös Loránd University; Southwest University

FIGURATIVENESS IN EUPHEMISMS AND BEYOND

Keywords: euphemisms, metaphor, metonymy, culture, social psychology

The current study seeks to explore the figurativeness in euphemisms across Chinese culture and English culture. The data is collected and classified from three main sources: dictionaries, corpora and mass media. The author mainly collects typical euphemistic expressions in the field of marriage, age, and appearance from both cultures. Al-Khasawneh (2018) holds that people often use euphemistic expressions to avoid offensive topics, to make them more implicit and considerate. The paper mainly employs the extended

Conceptual Metaphor Theory (CMT) (Kövecses, 2020), conceptual framework of metonymy (Radden and Kövecses, 1999), with additional insights from the Cultural Conceptualizations (CC) framework by Sharifian (2011) to support the analysis of data. It is demonstrated that most euphemisms, as the vehicle, provides mental access to the target through metonymic relations, such as the PART FOR WHOLE metonymy in the frame of marriage in Chinese traditional rituals. As regards to age, Chinese culture always compares old people to *sunset*, *dusk* and *west*, while English culture prefers to use words like *senior citizen* and *a grand dame* to refer to elderly people in a positive manner. The analysis can deepen our understanding of the social psychology of people who speak the language.

References:

- Akimov, Y. 2022. *Conceptualization of Death, Disease and Body in Chinese Euphemisms: A Survey of Sensitive Vocabulary in Chinese Modern Lexicography*. [Doctoral dissertation, Free University of Berlin]. ProQuest Dissertations and Theses Global.
- Allan, K. & Burridge, K. 2006. *Forbidden Words: Taboo and the Censoring of Language*. Cambridge: Cambridge University Press.
- Al-Khasawneh, F. 2018. "An Intercultural study of euphemistic strategies used in Saudi Arabic and American English". *Indonesian Journal of Applied Linguistics* 8(1): 217-225.
- Kövecses, Z. 2006. *Language, Mind and Culture*. Oxford: Oxford University Press.
- Kövecses, Z. 2020. *Extended Conceptual Metaphor Theory*. Cambridge: Cambridge University Press.
- Lakoff, G., and Johnson, M. 1980. *Metaphors We Live By*. Chicago: University of Chicago Press.
- Li, Guonan. 2001. *Cíqé Yǔ Cíhuì* [Figures and Vocabulary]. Shanghai: Shanghai Foreign Language Education Press.
- Radden, G. and Kövecses, Z. 1999. "Towards a theory of metonymy". In K. U. Panther, & G. Radden (eds.), *Metonymy in Language and Thought*. Amsterdam: John Benjamins Publishing Company, 17-60.
- Rawson, H. A. 1981. *Dictionary of euphemisms and other doubletalk*. New York: Crown Publishers, Inc.
- Sharifian, F. 2017. *Cultural Linguistics: Cultural Conceptualizations and Language*. Amsterdam: John Benjamins Publishing Company.
- Stefanowitsch, A. & Gries, S. T. 2006. *Corpus-based Approaches to Metaphor and Metonymy*. Berlin: Mouton De Gruyter.
- Zhang, G. 1996. *Hànyǔ Wěiwǎnyǔ Cídiǎn* [A Dictionary of Chinese Euphemisms]. Beijing: Beijing Language and Culture University Press.