ZOLTÁN KÖVECSES

Metaphor in Culture

Universality
and
Variation

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Richard Xiao

Metaphor In Culture Universality And Variation:

Metaphor in Culture Zoltán Kövecses,2005-02-07 To what extent and in what ways is metaphorical thought relevant to an understanding of culture and society More specifically can the cognitive linguistic view of metaphor simultaneously explain both universality and diversity in metaphorical thought Cognitive linguists have done important work on universal aspects of metaphor but they have paid much less attention to why metaphors vary both interculturally and intraculturally as extensively as they do In this book Zolt n K vecses proposes a new theory of metaphor variation First he identifies the major dimension of metaphor variation that is those social and cultural boundaries that signal discontinuities in human experience Second he describes which components or aspects of conceptual metaphor are involved in metaphor variation and how they are involved Third he isolates the main causes of metaphor variation Fourth Professor K vecses addresses the issue to the degree of cultural coherence in the interplay among conceptual metaphors embodiment and causes of metaphor variation

Metaphor and Culture Katharina Eder,2011-05 Seminar paper from the year 2009 in the subject English Language and Literature Studies Linguistics grade 1 University of Vienna language English abstract The first question that arises is in the context of Metaphor and Culture is what metaphor actually has to do with culture This question can be answered in the way that metaphor and culture are related in many ways Metaphor can be viewed as the ornamental use of language and a lot about metaphor and culture arises from what we have heard or learned in school about it such as for instance creative writers or poets who use metaphors Since literature is a significant part of our culture metaphor can be regarded as intimately linked to our socio cultural field So a possible way of relation between metaphor and culture would be literature an exemplary manifestation of culture However there are in fact much more fundamental relations between metaphor and culture which become clear when we look at some currrent thinking in anthropology which leads us to the fact that we can view culture as a set of shared understandings that characterize smaller or larger groups of people cf Shore 1996 Strauss Quinn 1997 It has to be noted that this is obviously not an exhaustive view or definition of culture considering the fact that it leaves out real artifacts real objects practices institutions actions and so on which people participate in and use in various cultures However it integrates a large part of it namely the shared understanding that human beings have in connection with all of these things **Cultural Linguistics and (Re)conceptualized Tradition** Judit Baranyiné Kóczy,Veronika Szelid,2024-12-16 This book offers a cutting edge compilation of studies on re conceptualized traditions in a wide variety of discourses such as the language of emotion folklore religion and morality the natural environment idioms and proverbs It also raises complex theoretical and methodological questions regarding the cultural cognitive linguistic approach to metaphors and figurative language embodiment diachronic and corpus linguistics and pragmatics The languages under scrutiny range from well documented to minority varieties and even to endangered languages and dialects Building from the assertion that cultural conceptualizations are rendered as manifestations of the interplay between language culture and the

collective cognition of communities as handed down from generation to generation this edited book discovers and rebuilds traditional cultural cognition Employing analytical tools provided by the cultural cognitive linguistic framework the authors investigate how the field is being revitalized and renegotiated in present day cultural contexts and how it contributes to shaping our contemporary understanding of the world It is useful for academics and students interested in cultural and cognitive linguistics ethnosemantics sociolinguistics pragmatics applied linguistics linguistic anthropology and religious studies Chapter 7 is available open access under a Creative Commons Attribution 4 0 International License via link springer com   **Cultural Conceptualizations in Translation and Language Applications** Barbara Lewandowska-Tomaszczyk,2020-04-08 The book comprises a selection of 14 papers concerning the general theme of cultural conceptualizations in communication and translation as well as in various applications of language Ten papers in first part Translation and Culture cover the topics of a cognitive approach to conceptualizations of Source Language versus Target Language texts in translation derived from general language media texts and literature The second part Applied Cultural Models comprises four papers discussing cultural conceptualizations of language in the educational context particularly of Foreign Language Teaching in online communication and communication in deaf communities   **Metaphors Shaping Culture and Theory** Herbert Grabes,2009   Nature, Metaphor, Culture Judit Baranyiné Kóczy,2017-11-03 This book analyses the emotional message of Hungarian folksongs from a Cultural Linguistic perspective employing a wide range of empirical devices It combines theoretical notions with analytical devices and has a multidisciplinary essence it relies on the latest Cultural Linguistic findings employing spatial semantics cognitive linguistics cognitive psychology and ethnography The book addresses key questions including How is nature conceptualized by a folk cultural group How are emotions and other mental states expressed via nature imagery with respect to metaphors and construal schemas The author argues that folksongs reflect the Hungarian peasant communities specific treatment of emotions captured in an underlying cultural schema reservedness This schema is grounded in principals of morality and tradition and governs the various levels of representation The main topics discussed are related to two core issues cultural metaphors and cultural schemas of construal in folksongs It provides a detailed example based on over 1000 folksongs of how a cultural group s cognition can be analyzed and better understood through a representative corpus based linguistic approach The research is also pioneering in constructing a comprehensive analysis framework adapted to folk poetry and offers an example of how cultural conceptualizations can be investigated in various discourse types Last but not least the book offers insights into the work of Hungarian linguists and folklorists concerning cultural conceptualizations which have largely been unavailable in English   **Bi-directionality in the Cognitive Sciences** Marcus Callies,Wolfram R. Keller,Astrid Lohöfer,2011 Cognitive science is the interdisciplinary study of the human mind As far as the exact relationship between the cognitive sciences and other fields is concerned however it appears that interdisciplinary exchange often remains unrealized possibly because of the uni

directional application of theories concepts and methods which impedes the productive transfer of knowledge in both directions In the course of the cognitive turn in the humanities and social sciences many disciplines have selectively borrowed ideas from core cognitive sciences like psychology and artificial intelligence The day to day practice of interdisciplinarity thus thrives on one directional borrowings Focusing on cognitive approaches in linguistics and literary studies this volume explores bi directionality a genuine transdisciplinary interchange in which both disciplines are borrowing and lending The contributions take different perspectives on bi directionality some extend uni directional borrowing practices and point to avenues and crossroads while others critically discuss obstacles challenges and limitations to bi directional transfer   A Cognitive Linguistic Study of The Use Of Creative Figurative Language in American Political Discourse Sanja Berberović,Nihada Delibegović Džanić,2021-12-15 A Cognitive Linguistic Study of The Use Of Creative Figurative Language in American Political Discourse   **Mixing Metaphor** Raymond W. Gibbs, Jr.,2016-03-18 Mixing metaphors in speech writing and even gesture is traditionally viewed as a sign of inconsistency in thought and language Despite the prominence of mixed metaphors there have been surprisingly few attempts to comprehensively explain why people mix their metaphors so frequently and in the particular ways they do This volume brings together a distinguished group of linguists psychologists and computer scientists who tackle the issue of how and why mixed metaphors arise and what communicative purposes they may serve These scholars almost unanimously argue that mixing metaphors is a natural consequence of common metaphorical thought processes highlighting important complexities of the metaphorical mind Mixing Metaphor for the first time offers new critical empirical and theoretical insights on a topic that has long been ignored within interdisciplinary metaphor studies   **Cultural Semantics and Social Cognition** Carsten Levisen,2012 Presenting original detailed studies of keywords of Danish this book breaks new ground for the study of language and cultural values Based on evidence from the semantic categories of everyday language such as the Danish concept of hygge roughly meaning pleasant togetherness the book provides an integrative socio cognitive framework for studying and understanding language particular universes It is argued that the worlds we live in are not linguistically and conceptually neutral but rather that speakers who live by Danish concepts are likely to pay attention to their world in ways suggested by central Danish keywords and lexical grids By means of a sophisticated semantic methodology the author accounts for the meanings of even highly culture specific and untranslatable linguistic concepts The book offers new tools for comparative research into the diversity of semantic and cultural systems in contemporary Europe Additionally it contributes to the emerging discipline of cultural semantics and to the ongoing debates of linguistic diversity metalanguage and the use of linguistic evidence in studies of culture and social cognition   **Metaphor and Metonymy** Kathryn Allan,2008 The way in which we understand the concept of intelligence is rooted in metaphor and metonymy This book explores the motivation for some of the lexemes in this semantic field across the history of the English language considering the range of cognitive mechanisms and cultural factors

that can inform metaphorical mappings   **Using Corpora in Contrastive and Translation Studies** Richard Xiao,2010 This title explores the theoretical and practical issues pertaining to the creation and use of corpora in contrastive and translation studies It represents the latest developments in corpus based translation studies corpus based contrastive studies parrallel corpus development and bilingual lexicography   **Cultural Conceptualisations in West African English** Frank Polzenhagen,2007 This book is an application of the cognitive linguistic framework to the study of the New Englishes specifically West African English Its theoretical part provides an outline of the analytical tools in particular conceptual metaphor metonymy and cultural model theory Using corpus linguistic methods and incorporating research from neighbouring social sciences the empirical part explores culture specific conceptualisations and their linguistic expression in the variety under analysis The findings attest to the cultural contextualisation of the English language in the West African setting The last part of the book critically discusses the current debate on the role and spread of English as a global language from a cognitive linguistic and discourse analytical perspective   Literature, Metaphor and the Foreign Language Learner Jonathan D. Picken,2007-10-23 The value of work with literature has been argued for extensively in the applied linguistics literature The author builds on this by investigating the FL learner s perspective on work of this nature This empirical research sheds light both on how students deal with the challenge of making sense of literature in a foreign language and how they evaluate the experience of doing this The book highlights the role of metaphor in this experience and concludes with two pedagogy related chapters   *Cognitive Approaches to English* Mario Brdar,Marija Omazić,Višnja Pavičić Takač,2009 The present volume contains a selection of papers presented at the conference Cognitive Approaches to English an international event organized to mark the 30th anniversary of English studies at the Faculty of Philosophy Josip Juraj Strossmayer University Osijek which was held in Osijek on October 18 19 2007 The participants were invited to discuss issues in cognitive accounts of English ranging from fundamental to methodological to interdisciplinary and applied The volume is accordingly divided into four parts Part I Motivation in grammar deals with various phenomena in the grammar of English in the broadest sense of the term all of which are shown to be motivated by metaphorical and or metonymic operations Part II Constructing meaning between grammar and lexicon contains five chapters dealing with phenomena ranging from various peculiarities of form meaning pairings such as synonymy polysemy and figurative meanings to concept formation The four chapters that make up Part III are concerned with the phenomenon of interlinguistic and intercultural variation in the use of metaphorical and metonymic processes The volume is concluded by Part IV the three papers of which attempt to reconsider some TEFL issues from a cognitive linguistic point of view   Applied Psycholinguistics ,2006

   Culture, Body, and Language Farzad Sharifian,2008 One of the central themes in cognitive linguistics is the uniquely human development of some higher potential called the mind and more particularly the intertwining of body and mind which has come to be known as embodiment Several books and volumes have explored this theme in length However the

interaction between culture body and language has not received the due attention that it deserves Naturally any serious exploration of the interface between body language and culture would require an analytical tool that would capture the ways in which different cultural groups conceptualize their feelings thinking and other experiences in relation to body and language A well established notion that appears to be promising in this direction is that of cultural models constituting the building blocks of a group s cultural cognition The volume results from an attempt to bring together a group of scholars from various language backgrounds to make a collective attempt to explore the relationship between body language and culture by focusing on conceptualizations of the heart and other internal body organs across a number of languages The general aim of this venture is to explore a the ways in which internal body organs have been employed in different languages to conceptualize human experiences such as emotions and or workings of the mind and b the cultural models that appear to account for the observed similarities as well as differences of the various conceptualizations of internal body organs The volume as a whole engages not only with linguistic analyses of terms that refer to internal body organs across different languages but also with the origin of the cultural models that are associated with internal body organs in different cultural systems such as ethnomedical and religious traditions Some contributions also discuss their findings in relations to some philosophical doctrines that have addressed the relationship between mind body and language such as that of Descartes

   World Englishes Hans-Georg Wolf,Frank Polzenhagen,2009 The book presents Cognitive Linguistics as a framework for the study of cultural variation in world Englishes and within languages in general by offering a corpus based analysis of the linguistic realization of the cultural model of community in Afr   **Международная конференция Когнитивное моделирование в лингвистике : труды** ,2009   **The Chinese Heart in a Cognitive Perspective** Ning Yu,2009 This book is a cognitive semantic study of the Chinese conceptualization of the heart traditionally seen as the central faculty of cognition The Chinese word xin which primarily denotes the heart organ covers the meanings of both heart and mind as understood in English which upholds a heart head dichotomy In contrast to the Western dualist view Chinese takes on a more holistic view that sees the heart as the center of both emotions and thought The contrast characterizes two cultural traditions that have developed different conceptualizations of person self and agent of cognition The concept of heart lies at the core of Chinese thought and medicine and its importance to Chinese culture is extensively manifested in the Chinese language Diachronically this book traces the roots of its conception in ancient Chinese philosophy and traditional Chinese medicine Along the synchronic dimension it not only makes a systematic analysis of conventionalized expressions that reflect the underlying cultural models and conceptualizations as well as underlying conceptual metaphors and metonymies but also attempts a textual analysis of an essay and a number of poems for their metaphoric and metonymic images and imports contributing to the cultural models and conceptualizations It also takes up a comparative perspective that sheds light on similarities and differences between Western and Chinese cultures in the understanding of the heart brain body mind self

and person The book contributes to the understanding of the embodied nature of human cognition situated in its cultural context and the relationship between language culture and cognition

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