Introduction. 1987-2017: Thirty Years of Idealised Cognitive Models

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This 2017 Language issue of *Textus* intends to celebrate the 30th anniversary of the publication of George Lakoff's *Women, Fire, and Dangerous Things: What Categories Reveal about the Mind*, a seminal book unanimously considered crucial to any linguist eager to understand how human beings gain knowledge of the world, categorise it, and talk about it. The basic tenet that categorisation is central "to thought, perception, action, and speech" (Lakoff 1987: 5) had already been partially advanced seven years earlier in Lakoff and Mark Johnson's cutting-edge volume *Metaphors We Live By*, where the authors proposed the "Conceptual Metaphor Theory". It marked the breakthrough of Cognitive Linguistics and still plays a pivotal role to further research in a relatively disparate array of fields, such as discourse studies, lexicology, morphology, grammatical analysis, translation, and multimodality, to name just a few. The articles that comprise this issue of *Textus* take a frank look at Lakoff's innovative work on categories (1987) and draw from the literature produced by the Functional-Cognitive Linguistics community over the last thirty years. The aim is to explore the inextricable interconnections between thought and language in figurativity in topics that range from word-formation, verb semantics, lexicon and lexically-specified constructions to cognitive translation studies, forensic linguistics, ESP, and multimodality, while also examining potential developments in future research.

In his 1987 book, Lakoff demonstrates that our understanding and conceptual representation of the world is shaped by our senses and is figuratively organised in the form of *Idealised Cognitive Models* (hereafter, ICMs), i.e., cognitive structures that are idealised for the purpose of understanding and reasoning. He distinguishes

four main types of ICM, which we list below along with some examples:

1) Propositional: the Fillmorean frames, or sets of predicate-argument relationships; e.g. the notion of mother has a cluster composed of (at least) five models: birth (*She gave birth to a baby girl*), marital (*My mother married my father in December*), nurturance (*My mother bottle-fed me*), genealogical (*Jane is my grandmother on my father's side*), and genetic (*Jane is a surrogate mother*);

2) Image-schematic: abstract topological representations closely connected to kinaesthetic experience whereby, in line with Protagoras' anthropocentric perspective, our body is the experiential measure by which we interpret the world; e.g., the PATH schema (*The highway runs over the Alps*), the ORIENTATION schema (*prices are going up and up*), the CONTAINER schema (*His mind is full of nonsense*), or the FORCE schema (*Thieves broke into the bank*);

3) Metonymic: intra-domain mappings, i.e. mappings within a single conceptual domain (The *White House isn't saying anything*, where the White House stands for the US President);

4) Metaphoric: inter-domain mappings, i.e. mappings across two conceptual domains (e.g., LOVE IS A JOURNEY: lovers are travellers, the love relationship is a vehicle, lovers' common goals are the travellers' common difficulties, etc., as in *Our relationship has reached a dead end*).

Lakoff argues that cognition makes use of these knowledge-structuring tools that language users systematically employ, both mentally and linguistically, in the construction of meaning. Language and thought are closely bound and structured in what has come to be known as "embodied experience", and meaning construction comes thereof (Lakoff and Johnson 1999). Meaning can thus be conceived of as a complex process that is not limited to language but permeates any form of human interaction, for it correlates mind, body and context within the complex dynamic adaptive system of enaction (Varela, Thompson and Rosch 1991). On the one hand, most concepts are understood figuratively through ICMs; on the other hand, human communication is replete with figurative language that speakers put to use in a wide variety of contexts so as to yield a range of communicative actions. A general consensus has long been reached among linguists that "language is neither self-

contained nor describable without essential reference to cognitive processing" (Langacker 1991: 1). Rather, language is inextricably connected and dependent on the body and the mind, with which it forms a "Complex Adaptive System" (Holland 1998; Ellis and Larsen-Freeman 2009; Baicchi 2015) that speakers use together with contextual clues for a conceptual representation of reality (Talmy 2000; Radden, Köpcke, Berg and Siemund 2007). This is tantamount to saying that linguistic units allow for the identification of pre-conceptual and conceptual structures supporting our mental functioning (Dirven 2005; Panther and Radden 2004), and enhance the understanding of how the human conceptual system constructs meaning (Gibbs and Colston 2012).

An impressive amount of research has been conducted into figurative language that unequivocally demonstrates that it is the outcome of fundamental cognitive processes, such as metaphor and metonymy, metaphtonymy, frames, image schemas, blending and conceptual integration, simile, irony, hyperbole, and sarcasm (Dancygier and Sweetser 2014). Since the human experience is conceptualised in figurative ways and verbalised through figurative discourse, figurativity encompasses both sides of the coin, i.e. thought and language; it is an intrinsic part of thinking that uses both epistemological and cognitive functions to make abstract phenomena intelligible.

The contributions in this issue explore many aspects of figurativity, tracing and discussing its pervasiveness in different types of language structures and discourse, and beginning from the smallest possible elements to conclude with multimodality. Some of the papers were presented at the *Second International Conference on Figurative Thought and Language* (https://sites.google.com/site/figurativethoughtandlanguage/home) chaired by Annalisa Baicchi at the University of Pavia on 28-30 October 2015 under the auspices of AIA.

The first paper, by **Elisa Mattiello**, entitled "The Impact of Figuration on Word-formation: The Role of Figurative Language in the Production and Interpretation of Novel Analogical Compounds", investigates the role of metaphor and metonymy in the formation and disambiguation of novel analogy-based compounds, where novel compounds are created on the model of a unique concrete form. The study explores the nature of figurativity

both in the models (i.e. the source words) and the targets (i.e. the new words), showing the role of figuration in the creation of novel analogical compounds.

The second paper by **Marco Bagli**, **"**Tastes We've Lived By. Taste Metaphors in English", focuses on a study of the evolution of the semantic domain of the sense of taste in English. The research is based on data from the Mapping Metaphor Project (MMP) and it examines the importance of the taste domain in language and cognition in the light of findings on embodiment. The taste domain is analysed both as a source and as a target domain in metaphoric mappings.

In the third paper, "On the Figurativity of *Mouth* in Fully Lexically Specified Constructions in English", the theme of embodiment is also taken up by **Alexandra Bagasheva**, who analyses patterns of figurativity in fully lexically specified constructions containing elements from the *mouth* partonymy in English. She theorises on the predominance of metonymic projections in such constructions, in contrast to the prevalence of metaphoric mappings in linguistic expressions where *mouth* has a naming function and is not part of an explicitly described scene. An explanation is sought in terms of affordances.

Stefania Biscetti, in her paper "Representing Manhood: The Pre- and Post-War English Gentleman in 17th Century Courtesy Books", offers a preliminary diachronic investigation into 17th century conceptualisations of the ideal English gentleman. The study notes the continuation across a time span of about 70 years of certain motives and themes, such as the exaltation of reason over passions and the emphasis on social conquest and self-mastery in the public rather than private sphere. It also analyses the changes in the conceptualisations of manhood, signalled by the types of metaphors used. These reveal a shift in emphasis from the inner to the outer self, a different notion of male honour, and a great post-war concern for tolerance and social harmony.

In his paper, "Metonymy and Metaphor in the Construction of Meaning of English Continuative Verbs", **Daniele Franceschi** shifts the focus from grand social conceptualisations to the cognitive operations and pragmatic implications in the use of four continuative verbs in English: *continue, keep, proceed*, and *resume*. The author analyses the influence of metonymy and metaphor on

the prototypical semantic features of aspectual verbs and their complements, licensing or blocking some of the constructions in which these verbs occur. It appears that metonymic and metaphoric mappings may co-exist, thus producing conceptual complexes which eventually result in less canonical constructions.

In their paper, "Adverse Conceptual Representations of Children in Rape & Sexual Assault Cases in England and Wales, in Legal Processes and the Media", **June Luchjenbroers** and **Michelle Aldridge-Waddon** present a cognitive linguistics analysis of the language used with and about children in the judicial system of England and Wales, as well as the reports of such cases in the UK media. The authors explain outdated social myths, such as the 'Autonomous Testosterone Myth', still encountered in the treatment of children, showing how they are triggered by the questions put to the witnesses. The analysis shows how persistent associations of children with lying and inability to differentiate truth from fiction, etc. are networked in elaborate semantic domains that may trigger inferential information that prejudices hearers against those same child victims.

In the next paper, "Cognitive Linguistics and Translation Studies: Translating Conceptual Metaphors in Popular Science Articles", **Marina Manfredi** illustrates the current situation in the emerging sub-branch of Cognitive Translation Studies. The scholar investigates an interlingual transfer in the domain of popular science discourse through a small selection of illustrative examples taken from authentic Italian target texts and English source texts. By offering a product-oriented metaphor analysis within a Descriptive Translation Studies framework, Manfredi demonstrates that taking a cognitive approach in the analysis of translation of metaphorical expressions necessitates a revision of the traditional concept of translation "equivalence'" and reassessment of the centrality of the translator as a decision-making agent in the translation process.

The contributions by Degani, Crawford and Luporini investigate figurative thought and language as the motivating factor in English for Specific Purposes (ESP).

In "Morality, Ideology and Metaphorical Family Roles in Obama's Political Speeches" **Marta Degani** explores the relationship between politics and morality in American political ideology from a Cognitive Linguistics perspective, with a view to ascertaining whether and, if so, to what extent Lakoff's (1996) predictions of the relationship

between politics and morality are part and parcel of Obama's rhetoric during his first presidential election campaign. More specifically, drawing on ICM models and analysing a representative sample of Obama's 2008 election campaign speeches, Degani identifies the type of values Barack Obama stood for and depicts how his speeches are related to Lakoff's description of 'nurturant parent' morality. Indeed, many nurturant parent values are woven into the fabric of Obama's electoral narrative, and communicated through his criticism of 'strict father' values.

In her article "Investigating Metaphor and Metonymy in Oral Financial Discourse: A Corpus-Driven Study", **Belinda Crawford Camiciottoli** offers a description of how metonymy and metaphor are used in a corpus compiled on the basis of the transcripts of twenty earnings conference calls of large multinationals. The author takes advantage of a semantic annotation tool, which automatically identifies a set of lexical items related to predetermined conceptual domains, and carries out a qualitative analysis of the dataset, which enables her to observe that the same root metaphors and metonymies typical of written financial discourse are also used in oral financial discourse. The metaphors she pins down conceptualise oral financial discourse as living organisms, machines, and nautical and sports entities, while metonymies include acts, parts of buildings, food, human anatomy, and geographical names.

Antonella Luporini's article "In the Depths of the World's Credit Crisis: Compelling Synergies Between Conceptual and Grammatical Metaphor in a Corpus-Assisted Study of the British and Italian Financial Press". The author combines Lakoff's Conceptual Metaphor Theory with the Systemic Functional Theory of grammatical metaphor and, placing the focus on nominalisations as grammatical metaphors in two *ad hoc* corpora of articles from one British and one Italian financial newspaper (*The Financial Times* and *Il Sole 24 Ore*), she analyses the metaphorical representation of the global crisis in the 2008 financial press. Luporini gives evidence of a marked tendency of nominalisation, as grammatical metaphor (GM), to co-occur with linguistic realisations of conceptual metaphor (CM) and to work in a cohesive fashion; in addition, she advances that, in most cases, such co-occurrence is motivated by a set of complementary functions. Overall, the motivated co-occurrence of CM and

GM represents a register-idiosyncratic feature of the language of financial journalism, in terms of information condensation, through which a through which negative economic events emerge as tangible entities, thus foregrounding their disruptive potential.

The last group of articles is concerned with figurative language, in particular the interplay between metonymy and metaphor, as occurs in multimodal texts. They are preceded by a theoretical discussion of metonymy offered by **Cristiano Broccias**. In "A Radical Approach to Metonymy", Broccias reproduces a selection of influential definitions of metonymy and discusses the assumption according to which metonymy is almost implicitly considered as a category, a position that he labels the Platonic or the essentialist position. He then sets out to identify similarities and differences between metonymy, facetisation, and active zones, as well as to discuss the distinction between general cognitive abilities and their correlates in language, with the aim of arguing that each "metonymic" example should be analysed in its own right by relying on a variety of parameters that do not necessarily cohere into clear-cut categories, or even prototype-based ones.

In their article entitled "Eyelashes, Speedometers or Breasts? An Experimental Cross-Cultural Approach to Multimodal Metaphor and Metonymy in Advertising" **Jeannette Littlemore** and **Paula Pérez-Sobrino** investigate the combination of metaphor and metonymy in the multimodal context of advertising, with a view to exploring figurative complexity in advertisements containing both words and images, and relating it to comprehension, accuracy of interpretation, and advertising effectiveness. With this aim in mind, they measure the impact of varying degrees of figurative complexity on consumer responses to advertisements, through a mixed-methods approach of lab experiments and qualitative inquiry. They assess the speed and depth of comprehension, the perceived appeal, and the physiological effect of advertisements on participants from three linguistic and cultural backgrounds – English, Spanish, and Chinese. The results demonstrate that in the interpretation of advertisements, figurative complexity is not significantly related to speed of processing; instead, it is significantly related to the participants' complexity of interpretation, and significantly negatively related to the advertisement's perceived effectiveness. In addition, there is statistically significant cross-cultural variation,

whereby Spanish participants are significantly faster than English and Chinese, English participants produced a greater variety of possible interpretations, and Spanish participants used significantly more positively-connoted words than English and Chinese. Finally, no significant effect of linguistic and cultural background is found on the perceived effectiveness of the advertisements.

In "You Are the Colour of My Life: Impact of the Positivity Bias on Figurativity in English", **Jodi Sandford** studies the types of embodied linguistic mechanisms activated when figurative speech about COLOUR/SEEING is elaborated. The "negativity" and "positivity" biases that embodied theories posit in relation to language are used by the author to discuss possible conceptual underpinnings that explain the processing of visual figurativity involving colour in linguistic tasks. The author has conducted a series of experiments that represent a novel application of the Implicit Association Test (IAT) to linguistic categorisation and cognitive semantic construal of colour associates. The results show that, in the same way as positive words strongly outnumber negative words, with a tendency for high frequency words to be more positive than low frequency words, this appears to be true also for colour words. Since colour carries a positive valence, and, consequently it is not often assessed as negative, the empirical linguistic tasks resulted in a predominantly positive bias in visual figurativity processing.

Cinzia Spinzi and **Elena Manca**'s article, "Reading Figurative Images in the Political Discourse of the British Press", focuses on visual metaphors and multimodal ones in the political cartoons appearing in the British press during the Brexit campaign. Independently of their political slant, the newspapers comprised in the dataset show that feelings of confusion and ambiguity emerged systematically. The authors investigate the role of the visual metaphor in the meaning construction of the 'in/out' campaign in the run-up to the EU referendum, and find that the interplay between metaphors and metonymies play a special role in the narration of events and in the construction of public opinion. In fact, such interplay triggers the implicature of how the Brexit campaign is described and perceived. More specifically, when conflicts emerge, these are expressed with recourse to source domains of sports and war, also supported by historical intertextual elements that enhance metaphor comprehension. In addition, the feelings of uncertainty

about the potential effects of the Brexit vote are conveyed by the source-in-target metonymies.

Acknowledgements

The editors would like to express their deeply felt gratitude to our colleague Jodi Sandford for her generous collaboration and skilled copyediting.

We wish to dedicate this volume to the memory of our mentor and friend René Dirven, Professor Emeritus of English Linguistics at the University of Duisburg-Essen, Germany. He was one of the most influential European-based founding fathers of Cognitive Linguistics.

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