AN INTRODUCTION TO COGNITIVE POETICS

Lecture 2: **Conceptual Metaphor and Blending Theories. The notions of Conceptual Metonymy and Oxymoron**
(September 24-25, 2015)

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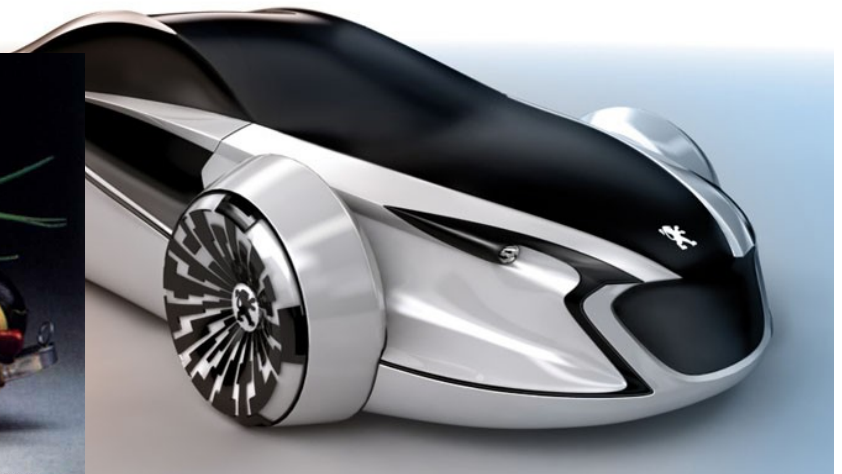
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Outline

- Some basic notions of CMT
- Conceptual metaphor
- Blending theory
- Conceptual metonymy
- Conceptual oxymoron

Some basic notions

- Concept

- Domain

- Image-schema

- Idealized Cognitive Model

Some basic notions

- Concept

Some basic notions

- Basic unit of knowledge

- Mental representation which exists in the brain

- Preserves contingent and bodily experience

Some basic notions

- Concepts and pictures of the world
- Concept (O. Vorobyova)
  - Unit of knowledge and memory
  - Reflects knowledge and experiences
  - Partially embodied
  - Verbalized through language means
  - Includes non-verbal information (mental imagery)
  - Bears cultural markers

Some basic notions

- Ways of concept manifestation in texts
  - Explication : gradual explication : implication
  - Concentrated representation : cumulative representation : diffuse representation
  - Convergent representation : divergent representation
  - Direct nomination : hint : associated representation

Some basic notions

- Concepts
  - According to the medium
    - Linguoconcepts
    - Textual
    - Discourse
    - Philosophical
    - Cultural (linguocultural and ethnical)
    - Literary
    - Aesthetic

Some basic notions

- According to their content
  - Categorial (TIME)
  - Theosophical (LIFE)
  - Teleonomic (TRUTH)
  - Anthropoconcepts (MOTHER)
  - Emotional concepts
  - Psychological concepts
  - Gender concepts
  - Mythoconcepts, etc.

Some basic notions

- Concepts
  - Degree of abstraction
    - Universal
    - Intermediate
    - Concrete
  - According to a place in a hierarchy
    - Mega- / macro- / hyper- / mezo - / cata –

Some basic notions

- Degree of variance
  - Variable (constants)
  - Invariable
- According to their format
  - Singular (LOVE)
  - Gestalt (LIFE/DEATH)
  - Cluster (ROAD TO FAME)
  - Iconic (GOLDEN AUTUMN)
  - Parables (PRAGUE SPRING)
  - Essayistic (MODERNISM)

Some basic notions

- Picture of the world
- A part of individual or collective consciousness
  - Elements:
    - Common for the humanity
    - National
    - Personal
- Language picture of the world
- Conceptual picture of the world

Some basic notions

- Domain

CAR

Some basic notions

- A conceptual entity
- A structure of background knowledge
- Relates to interconnected aspects of experience

Some basic notions

- Image schema

Some basic notions

- The most rudimentary concepts (Evans)
- Refer to body experience: movements through space, manipulation of objects, perceptual interactions
- Schematic
- Help to structure bodily and non-bodily experience

Some basic notions

John went out of the room.
Pump out the air.
Let your anger out.
Pick out the best theory.
Down out the music.
Harry weasled out of the contract.

Some basic notions*

SPACE	UP-DOWN, FRONT-BACK, LEFT-RIGHT, NEAR-FAR, CENTER-PERIFERY, CONTACT
SCALE	PATH
CONTAINER	CONTAINMENT, IN-OUT, SURFACE, FULL-EMPTY, CONTENT
FORCE	BALANCE, COUNTERFORCE, COMPULSION, RESTRAINT, ENABLEMENT, BLOCKAGE, DIVERSION, ATTRACTION
UNITY/MULTIPLICITY	MERGING, COLLECTION, SPLITTING, ITERATION, PART-WHOLE, MASS-COUNT, LINK
IDENTITY	MATCHING, SUPERIMPOSITION
EXISTENCE	REMOVAL, BOUNDED SPACE, CYCLE, OBJECT, PROCESS

Some basic notions

- Idealized Cognitive Models (ICM)

Top surface

Table legs
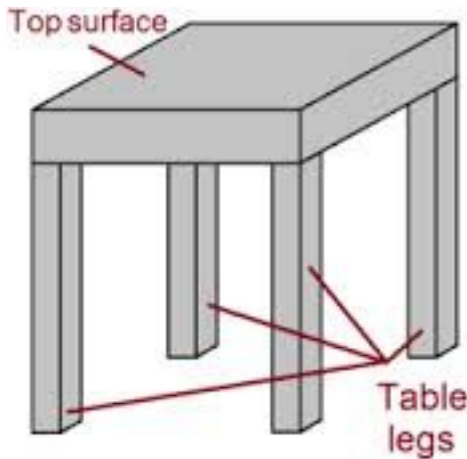
Some basic notions

- Idealized prototypical image
- Domains of knowledge accompanied by conceptual slots
- Individual by nature
- Experience-based
- Develops constantly
- In the texts, activated by minimal syntactic or lexical marker

What is conceptual metaphor?

What is conceptual metaphor?

- *People might say that they try to give their children an education so they will <u>get a good start</u> in life. If their children act out, they hope that they are just <u>going through a stage</u> and that they will <u>get over</u> it. Parents hope that their children won't <u>be burdened</u> with financial worries or ill health and, if they face such difficulties, that they will be able <u>to overcome</u> them. Parents hope that their children will have a <u>long life span</u> and that they will <u>go far in life</u>. But they also know that their children, as all mortals, <u>will reach the end of the road</u>.*

What is conceptual metaphor?

- **The Road Not Taken**
- Two roads diverged in a yellow wood,
  And sorry I could not travel both
  And be one traveler, long I stood
  And looked down one as far as I could
  To where it bent in the undergrowth;

  Then took the other, as just as fair,
  And having perhaps the better claim,
  Because it was grassy and wanted wear;
  Though as for that the passing there
  Had worn them really about the same,

  And both that morning equally lay
  In leaves no step had trodden black.
  Oh, I kept the first for another day!
  Yet knowing how way leads on to way,
  I doubted if I should ever come back.

  I shall be telling this with a sigh
  Somewhere ages and ages hence:
  Two roads diverged in a wood, and I-
  I took the one less traveled by,
  And that has made all the difference (R.Frost).

Read by Alan Bates

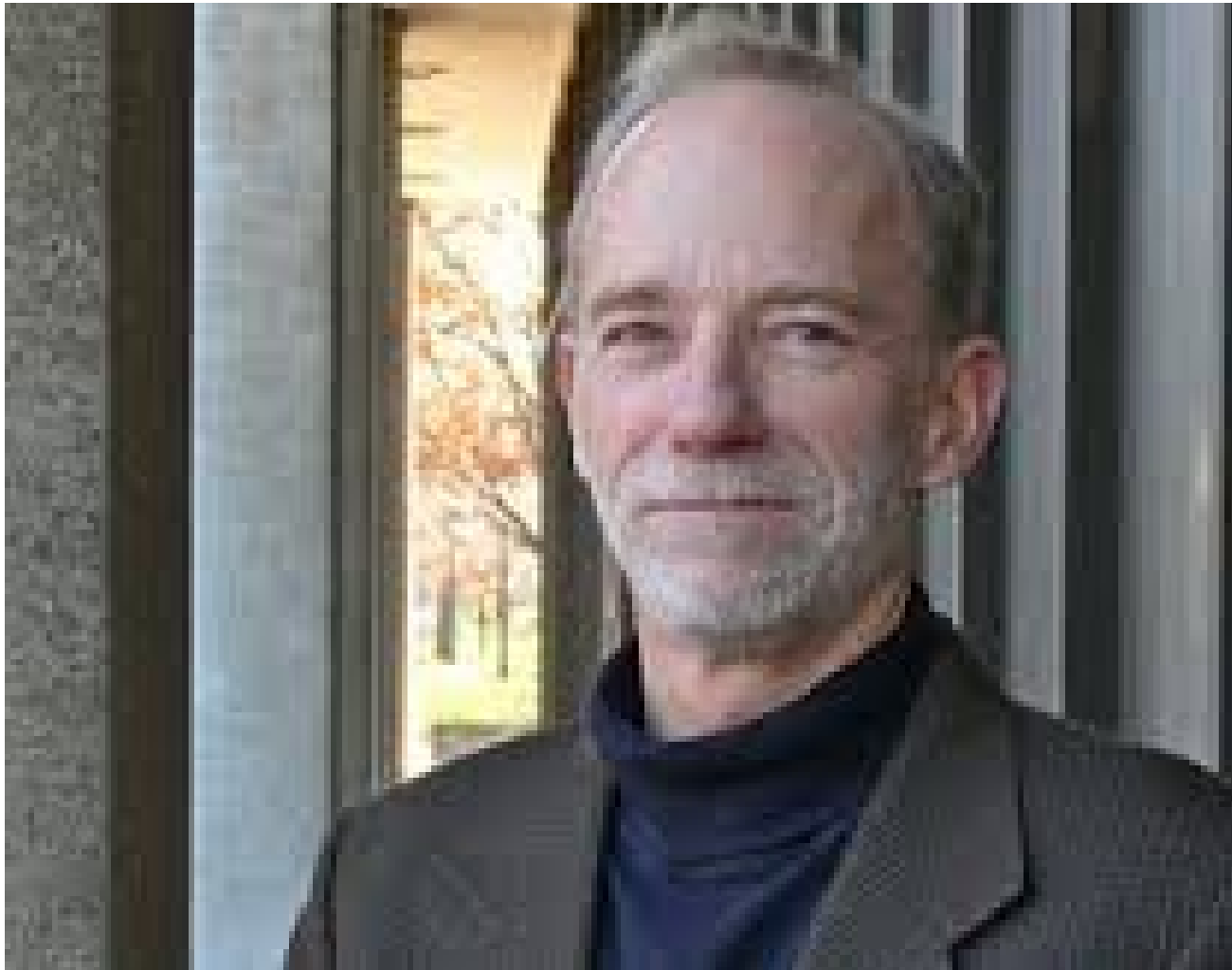# George Lakoff

Mark Johnson

Zoltan Kovesces

Raymond Gibbs

Eve Sweetser

Mark Turner

What is conceptual metaphor?

- Metaphor is a matter of thought

- Conceptual metaphors are embodied

- Organized by cross-domain mappings or projections

- Tenor and vehicle are linked to embodied experiences

- Based on analogical reasoning

- Understanding of complex abstract entities in terms of bodily experiences

Types of conceptual metaphors

- According to frequency of use
  - Conventional
  - Unconventional

Types of conceptual metaphors

- Source domain
  - Orientational
  - Ontological
  - Structural
  - Conduit
 - Container

Types of conceptual metaphors

- Origin (Grady)
  - Primary
    - HAPPY IS UP
    - MORE IS UP
    - SEEING IS TOUCHING
  - Complex
    - RELATIONS ARE ENCLOSURES + INTIMACY IS CLOSENESS = INTIMATE RELATIONS ARE CLOSE ENCLOSURES

Structure of conceptual metaphor

- *She really blew her lid.*

- Source domain: HEATED FLUID IN A CONTAINER
- Target domain: ANGER

- *She exploded with anger*
- *She let her steam off*

Blending theory
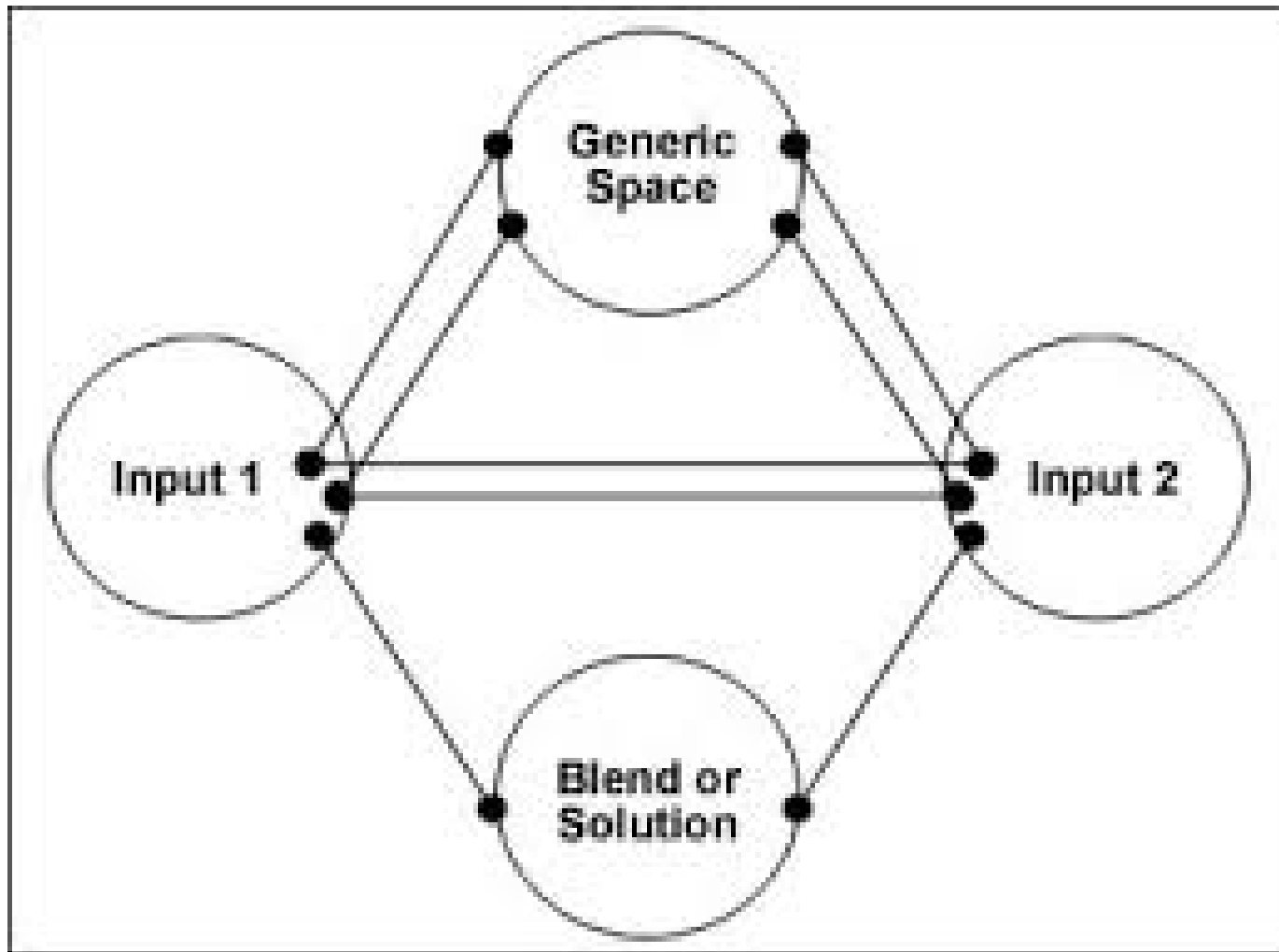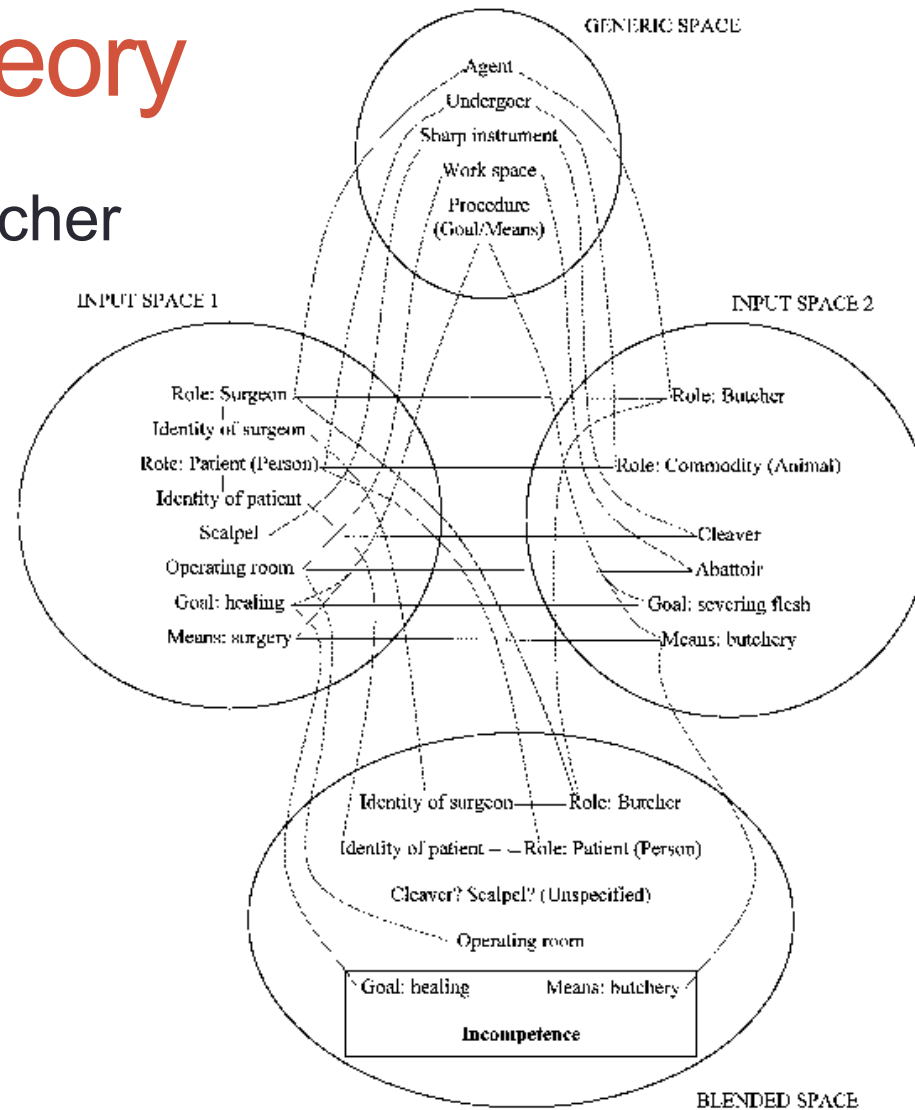
Blending theory

A surgeon is a butcher

Figure 1. Conceptual integration network: Surgeon as butcher

What happens to a CM in a literary text

- Elaboration
- Extension
- Questioning
- Combining

What happens to a CM in a literary text

- Types of verbal metaphors (Belehova)
  - Archetypes
  - Stereotypes
  - Prototypes
  - Idiotypes
  - Kainotypes
  -

What happens to a CM in a literary text

- Archetype
  - Homer's '*river of life*' (LIFE IS MOTION; HUMAN LIFE IS UNATTENDED MOTION)

- Idiotypes
  - Owen's '*and half his lifetime lapsed in the hot race*' (HUMAN LIFE IS A RACE)
  - Frost's '*two roads diverged in a wood, and I – I took the one lest traveled by*' (LIFE IS A JOURNEY)

- Prototypes
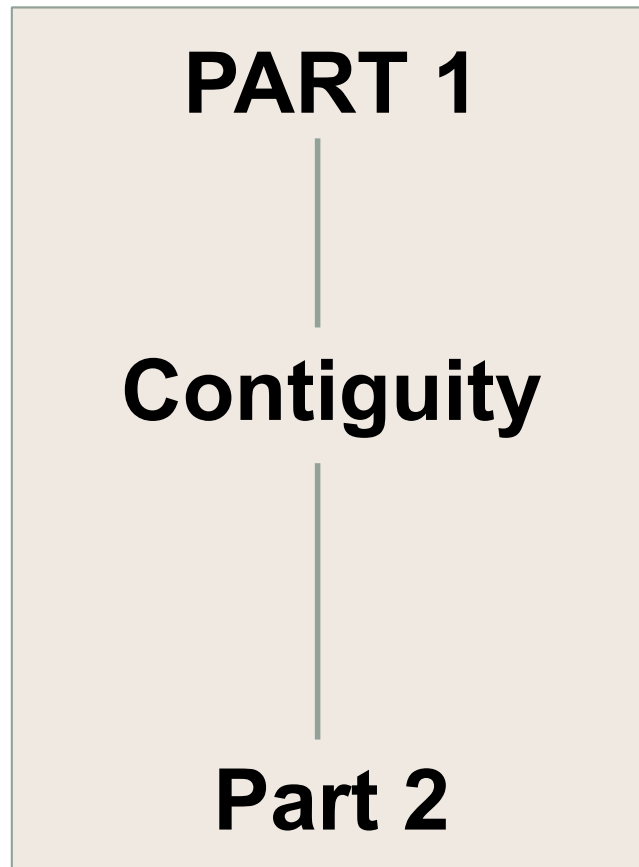 - Sandburg's '*Life is just a bowl of cherries*' (LIFE IS A CONTAINER)

Conceptual Metonymy

- I am reading Shakespeare
- America does not want another Pearl Harbor
- Washington is negotiating with Moscow
- Nixon bombed Hanoi
- We need a better glove at third base

Conceptual Metonymy

- ICM

PART 1

Contiguity

Part 2

Conceptual metonymy

- **Thing and part ICM (synechdoche)**
  - America for the USA
- Constitution ICM
  - Wood for 'the forest'
- Complex even ICM
  - Mother is cooking potatoes
- Category and member ICM
  - Xerox for 'any copying machine'
- Category and property ICM
  - Blacks for 'black people'

Conceptual metonymy

- **Part and part ICM**
  - To shampoo one's hair
- Causation ICM
  - She is my ruin
- Production ICM
  - We are reading Shakespeare
- Control ICM
  - The Mercedes has arrived
- Possession ICM
  - He married money
- Containment ICM
 - The milk tipped over

Conceptual oxymoron

Conceptual oxymoron

- Francisco de Quevedo
  - It's ice that burns, it is frozen fire,
  - It's a wound that hurts and is not felt,
  - It's something well dreamt, an evil present,
  - It's a brief retiring, that quickly tires.

Conceptual oxymoron

- Reflect paradoxical way of conceiving things in life
- Is a ground for novel images
- Cognitive operations of overlaying, overlapping and clashing
- Clash within one conceptual domain

Conceptual oxymoron
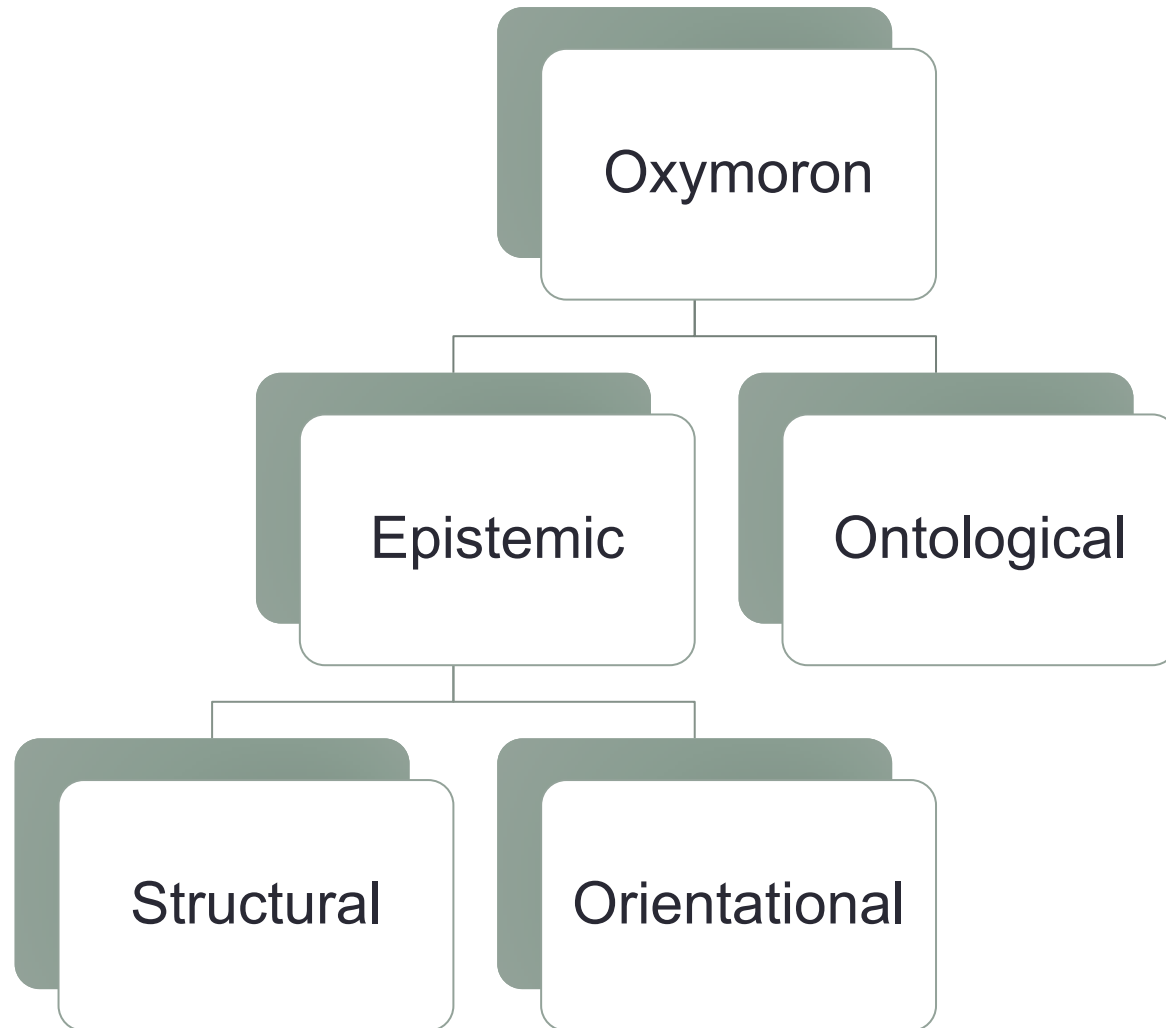
Conceptual oxymoron

- Ontological
  - *Sinful pleasures, awfully beautiful, a perfect fool*
  - POSSIBLE VS IMPOSSIBLE, EVIL VS VIRTUE
- Epistemic
  - *Progress is a comfortable disease* (Cummings)
  - *You are my future of the past* (Bly)
  - HERE VS THERE, FUTURE VS PRESENT, GOOD VS BAD