AN INTRODUCTION TO COGNITIVE POETICS

Lecture 3: **The Hierarchy of Metaphorics in the Literary Text**
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Outline

- Metadescription and metaimage
- Conceptual metaphor and metonymy in metadescription
- Practical task

What is metadescription?

- Structuralist and semiotic approach to text
- Andrey Belyj, Vladimir Vinogradov and Yuriy Stepanov

- Hierarchy of images
  - Verbalized imagery
  - Non-verbalized imagery

Metadescription and metaimage

- Metaimage
  - A gestalt image
  - Not verbalized
  - Correlates with compositional structures
  - Perceived subconsciously
  - Influences the perception of the text
  - Reconstructed via foregrounded elements from connotative meanings
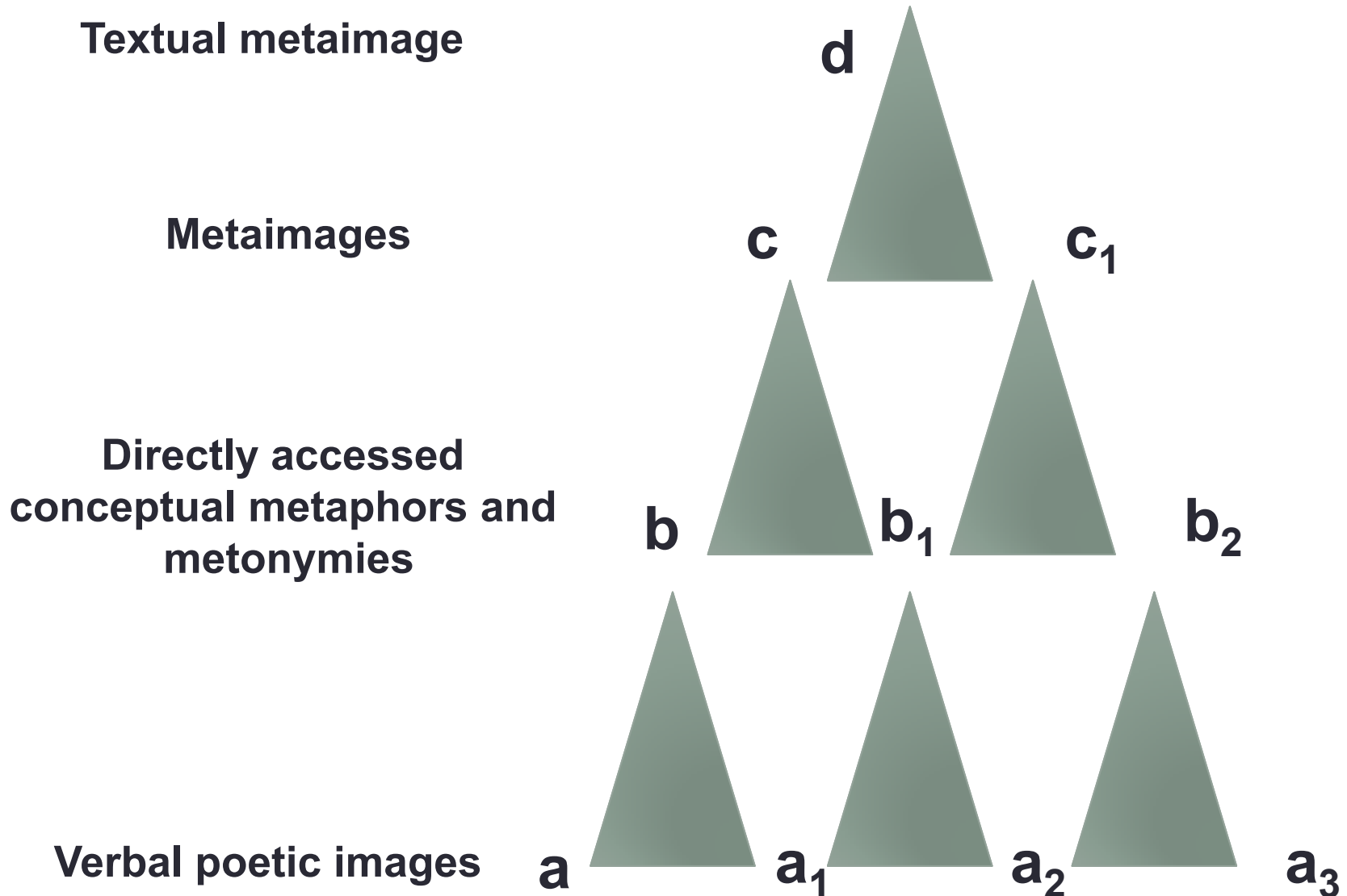
Metadescription and metaimage

- Metaimage
  - Mapping of conceptual domains behind conceptual metaphors and metonymies
  - Based on tropes
  - Based on semantic coherence of verbal imagery

Metadescrition and metaimage

- Eco's *Semiotics and the Philosophy of Language*
  - Micrometaphorics: level of words and word combinations
  - Metaphorics of the context: connecting metaphoric fields
  - Metaphorics of the text: ideological key

Metadescription and metaimage

Textual metaimage

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Metaimages

c c_1

Directly accessed conceptual metaphors and metonymies

b b_1 b_2

Verbal poetic images a a_1 a_2 a_3

Case study: CM and CMt in metadescription

Metaimages	Verbal images
A DAY ON THE ISLAND IS A SAD PERSON	– *the proud watchful mountains that look down upon all* (IF, 506) – *the forest that sigh in uneasy slumbers* (IF, 506) – *the waters that silently smile* (IF, 506) – *meek hand maiden is the moon* (IF, 507) – *sad rivers and melancholy tarns writhing and sleeping within all* (IF, 508) – *that it was scarcely possible to say at which point upon the slope of the emerald turf its* [*water*] *crystal dominion began* (IF, 509)
A NIGHT ON THE ISLAND IS A SLOW DYING	– *the sunset fountains of the sky* (IF, 509) – [*trees*] *wreathing themselves into sad, solemn, and spectral shapes that conveyed ideas of mortal sorrow and untimely death* (IF, 509) – *The shade of the trees fell heavily upon the water, and seemed to bury itself therein, impregnating the depth of the element with darkness* (IF, 509) – [*each shadow*] *separated itself sullenly from the trunk that gave it birth, and thus became absorbed by the stream* (IF, 509) – *while other shadows issued momently from the trees, taking the place of their predecessors thus entombed* (IF, 509) – *the sun rushed down to his slumbers* (IF, 510)
THE FAY IS A ROWER TO THE LAND OF DEATH	– *she* [*Fay*] *has floated through her winter and through her summer* (IF, 510) – [*Fay's shadow*] *was swallowed up in the dark water, making its blackness more black* (IF, 511)

- Now, you try

Metadescription and metaimage

Textual metaimage

Metaimages

Directly accessed conceptual metaphors and metonymies

Verbal poetic images

d

c c_1

b b_1 b_2

a a_1 a_2 a_3