The Locus of Meaning

This volume presents the results of the international symposium Chunks in Corpus Linguistics and Cognitive Linguistics, held at the University of Erlangen-Nuremberg to honour John Sinclair's contribution to the development of linguistics in the second half of the twentieth century. The main theme of the book, highlighting important aspects of Sinclair's work, is the idiomatic character of language with a focus on chunks as a means of prefabricated items as extended units of meaning. To pay tribute to Sinclair's enormous impact on research in this field, the volume contains two contributions which deal explicitly with his work, including material from unpublished manuscripts. Beyond that, the articles cover different aspects of chunks ranging from more theoretically-oriented to more applied papers, in which foreign language teaching and the computational application of the insights about the nature of language provided by corpus research play an important role. The volume demonstrates the wide applicability and relevance of the notion of chunks by bringing together research from different fields of linguistics such as theoretical linguistics, psycholinguistics, computational linguistics and foreign language teaching, and thus provides an interdisciplinary view on the impact of idiomaticity in language.

Multimodal Metaphor and Metonymy in Advertising

Performing Metaphoric Creativity across Modes and Contexts

This volume aims to contribute to the theory of metaphor from the viewpoint of Chinese, in order to help place the theory into a wider cross-linguistic and cross-cultural perspective. It focuses on metaphors of emotion, the "time as space" metaphor and the Event Structure Metaphor.

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This book is a philosophical guide on metaphor use. Previous research concerning metaphors has focused on either the theoretical-linguistic problems or the uses in specific research fields. Although these domains share some common interests, there has been little cross-communication. The aim of this volume is to bridge the gap between the theoretical and the empirical side of the research on metaphor use, by analysing the role of metaphor over different domains of use. Therefore, while adopting a theoretical-philosophical point of view, the volume also presents the interdisciplinary connections between philosophy and other academic areas such as linguistics, cognitive science, discourse analysis, communication studies, didactics, economics, arts and political science.

Cognitive Modelling

Die Studie verfolgt eine doppelte Zielsetzung: Sie erschließt das historische Feld der Metapherntheoriebildung durch die Etablierung eines neuen, an Diskurssträngen orientierten Ordnungsmusters. Im Zuge dessen analysiert sie detailliert 24 wegweisende Theorien. Gleichzeitig greift sie das gegenwärtig besonders produktive Theoriefeld der kognitiven Metapherntheorie als eigenständigen Diskursstrang auf und stellt die Verbindung zu historischen Diskursen her. Alle Theorien werden in Beziehung zueinander gesetzt und hinsichtlich ihrer Fruchtbarkeit für die Literaturwissenschaft diskutiert. Aus dieser Perspektive wird die Metapher als komplexes Phänomen erkennbar, dessen vielfältige Facetten in einzelnen Ansätzen in je unterschiedlicher Weise erfasst werden.

Cognitive Modelling in Language and Discourse across Cultures

Corpora are used widely in linguistics, but not always wisely. This book attempts to frame corpus linguistics systematically as a variant of the observational method. The first part introduces the reader to the general methodological discussions surrounding corpus data as well as the practice of doing corpus linguistics, including issues such as the scientific research cycle, research design, extraction of corpus data and statistical evaluation. The second part consists of a number of case studies from the main areas of corpus linguistics (lexical associations, morphology, grammar, text and metaphor), surveying the range of issues studied in corpus linguistics while at the same time showing how they fit into the methodology outlined in the first part.

Metaphor in Focus

Dos son los principales hitos de la filosofía analítica del lenguaje. El primero es el giro lingüístico semántico-representacional a partir de los trabajos pioneros de destacados lógicos y filósofos como Frege, Russell y Wittgenstein en los que va cobrando forma el análisis lógico del lenguaje como método filosófico. Al segundo hito lo llamaremos el giro lingüístico pragmático en filosofía. Este nuevo giro se pone en marcha tras los primeros síntomas de agotamiento del giro semántico, pero no hay que entenderlo como una enmienda a la práctica totalidad de los presupuestos epistémicos y metodológicos del giro semántico, sino como un severo reproche a su parcialidad. Los trabajos reunidos en este libro presentan y comentan críticamente algunas de las cuestiones características de los dos giros lingüísticos en filosofía analítica.

Mixed Metaphors

In this innovative examination of works by Poe, Melville, Twain, Nabokov, Barth, and Pynchon, Herbert F. Smith establishes an aesthetic...
theory that allows for fresh readings of six problematic texts. He explores how the texts came to be written and what semiotic processes are involved in their creation, and in so doing he opens the way for new theoretical speculation.

A Method for Linguistic Metaphor Identification

The creative potentiality of metaphor is one of the central themes in research on creativity. The present volume offers a space for the interdisciplinary discussion of the relationship between metaphor and creativity by focusing on (re)contextualization across modes and sociocultural contexts and on the performatory dimension of creative discourse practices. The volume brings together insights from Conceptual Metaphor Theory, (Critical) Discourse approaches to metaphor and Multimodal discourse analysis. Creativity as a process is explored in how it emerges in the flow of experience when talking about or reacting to creative acts such as dance, painting or music, and in subjects’ responses to advertisements in experimental studies. Creativity as product is explored by analyzing the choice, occurrence and patterning of creative metaphors in various types of (multimodal and multisensorial) discourses such as political cartoons, satire, films, children’s storybooks, music and songs, videos, scientific discourse, architectural reviews and the performance of classical Indian rasa.

Current Approaches to Metaphor Analysis in Discourse

This volume is addressed to researchers in the field of phraseology, and to teachers, translators and lexicographers. It is a collection of essays offering a comprehensive, modern analysis of phrasemes, embracing a wide range of subjects and themes, from linguistic, both applied and theoretical, to cultural aspects. The contrastive approach underlying this variety of themes allows the divergences and analogies between phraseological units in two or more languages to be outlined. The languages compared here are both major and minor, European and non-European, and the text includes contrastive analyses of the most commonly investigated languages (French-German, English-Spanish, Russian-German), as well as some less frequently investigated languages (like Ukrainian, Romanian, Georgian and Thai), which are not as well-represented in phraseological description, despite their scientific interest.

Metaphor and Metonymy in Comparison and Contrast

Many SLA professionals remain unaware of what CL and Applied Cognitive Linguistics are and of the tremendous potential these approaches offer for our understanding of L2 learning and pedagogy. The volume addresses this gap by presenting theoretically-grounded, empirically-based studies which illustrate the application of key concepts of CL and demonstrate the efficacy of using the concepts in the classroom or in basic L2 research.

The Comparable Body - Analogy and Metaphor in Ancient Mesopotamian, Egyptian, and Greco-Roman Medicine

Critics shudder at mixed metaphors like ‘that wet blanket is a loose cannon’, but admire ‘Life’s but a walking shadow, a poor player’, and all the metaphors packed into Macbeth’s ‘Tomorrow, and tomorrow, and tomorrow’ speech. How is it that metaphors are sometimes mixed so badly and other times put together so well? In Mixed Metaphors: Their Use and Abuse, Karen Sullivan employs findings from linguistics and cognitive science to explore how metaphors are combined and why they sometimes mix. Once we understand the ways that metaphoric ideas are put together, we can appreciate why metaphor combinations have such a wide range of effects. Mixed Metaphors: Their Use and Abuse includes analyses of over a hundred metaphors from politicians, sportspersons, writers and other public figures, and identifies the characteristics that make these metaphors annoying, amusing or astounding.

Sensory Perceptions in Language, Embodiment and Epistemology

This monograph studies cognitive operations on cognitive models across levels and domains of meaning construction. It explores in what way the same set of cognitive operations, either in isolation or in combination, account for meaning representation whether obtained on the basis of inferential activity or through constructional composition. As a consequence, it makes explicit links between constructional and figurative meaning. The pervasiveness of cognitive operations is explored across the levels of meaning construction (argument, implicational, illocutionary, and discourse structure) distinguished by the Lexical Constructional Model. This model is a usage-based approach to language that reconciles riches from functional and cognitive linguistics and offers a unified account of the principles and constraints that regulate both inferential activity and the constructional composition of meaning. This book is of value to scholars with an interest in linguistic evidence of cognitive activity in meaning construction. The contents relate to the fields of Cognitive Grammar, Cognitive Semantics, Construction Grammar, Functional Linguistics, and Inferential Pragmatics.

Metonymy and Metaphor in Grammar

While the role of metaphor in economics and business has produced multiple research articles, no comprehensive book-length study has yet appeared. The present book is a timely attempt to fill this gap, giving a global coverage of the role of metaphor in business and economics. It spans time (from Classical Greece to the current business network meeting-room), space (from Europe through the Americas to Asia), cultures and languages (from continental European languages, Brazilian Portuguese to Chinese). The theoretical grounding of the book is the Conceptual Theory of Metaphor taken in a dynamic sense as evolving with on-going research. The theory is thus used, adapted and refined in accordance with the evidence provided. Metaphor is shown to be theory constitutive in the elaboration of economic thinking down through the ages while, at the same time, the emphasis on evidence open to historical, cross-cultural and cross-linguistic considerations align with the current notion of situatedness. The book is a rich source of information for researchers and students in the fields of Metaphor Studies, Economics, Discourse Analysis, and Communication Studies, among others.

Metaphor in Communication, Science and Education

Barbarism revisited revisits well-known and obscure chapters in the genealogy of barbarism from Greek antiquity to the present. Through contemporary interdisciplinary perspectives, it recasts the conceptual history of barbarism as a task for literary scholars, art historians, and cultural analysts.

Metaphor and Metonymy revisited beyond the Contemporary Theory of Metaphor

The book illustrates how the human ability to adapt to the environment and interact with it can explain our linguistic representation of the world as constrained by our bodies and sensory perception. The different chapters discuss philosophical, scientific, and linguistic perspectives on embodiment and body perception, highlighting the core mechanisms humans employ to acquire knowledge of reality. These processes are based on sensory experience and interaction through communication.

Figuative Thought and Language in the Human Universe

An engaging and authoritative introduction to an increasingly important and popular literary genre Prose Poetry is the first book of its kind—an engaging and authoritative introduction to the history, development, and features of English-language prose poetry, an
increasingly important and popular literary form that is still too little understood and appreciated. Poets and scholars Paul Hetherington and Cassandra Atherton introduce prosey poetry’s key characteristics, chart its evolution from the nineteenth century to the present, and discuss major contemporary prosey poets that both demonstrate their great diversity around the Anglophone world and show why they represent some of today’s most inventive writing. A prosey poem looks like prose but reads like poetry: it lacks the line breaks of other poetic forms but employs poetic techniques, such as internal rhyme, repetition, and compression. Prosey Poetry explains how this form opens new spaces for writers to create riveting works that reshape the resources of prose while redefining the poetic. Discussing prosey poetry’s precursors, including William Wordsworth and Walt Whitman, and prosey poets such as Charles Simic, Russell Edson, Lydia Davis, and Claudia Rankine, the book pays equal attention to male and female prosey poets, documenting women’s essential but frequently unacknowledged contributions to the genre. Revealing how prosey poetry tests boundaries and challenges conventions to open up new imaginative vistas, this is an essential book for all readers, students, teachers, and writers of prosey poetry.

**The Routledge Handbook of Translation Studies and Linguistics**

Linguistic taboo has been relegated for a long time to a peripheral position within Linguistics, due to its social stigmatization and inherent linguistic complexity. Recently, though, there has been a renewed interest in revisiting the phenomenon, especially from cognitive frameworks. This volume is the first collection of papers dealing with linguistic taboo from that perspective. The volume gathers 15 chapters that present novel insights into a broad range of taboo phenomena (euphemism, dysphemism, swearing, political correctness, coprolalia, etc.) from the fields of sexuality, diseases, death, war, ageing or religion. With a special focus on lexical semantics, the authors in the volume work within Cognitive Linguistics frameworks such as conceptual metaphor and metonymy, cultural conceptualization or cognitive sociolinguistics, but also at the interface of pragmatics, discourse analysis, applied linguistics, cognitive science or psychiatry. This volume provides theoretical reflections and case studies based on new methods and data from varied languages (English, Spanish, Polish, Dutch, Persian, Gĩkũyũ and Egyptian Arabic). As such, it moves towards a new generation of linguistic taboo studies.

**Studies on Hysteria Revisited**

Figurative language has been regarded traditionally as situated outside the realm of grammar. However, with the advent of Cognitive Linguistics, metonymy and metaphor are now recognized as being not only ornamental rhetorical tropes but fundamental figures of thought that shape, to a considerable extent, the conceptual structure of languages. The present volume goes even beyond this insight to propose that grammar itself is metonymical in nature (Langacker) and that conceptual metaphor and metonymy leave their imprints on lexicogrammatical structure. This thesis is developed and substantiated for a wide array of languages and lexicogrammatical phenomena, such as word class meaning and word formation, case and aspect, proper names and noun phrases, predicate and clause constructions, and other metonymically and metaphorically motivated grammatical meanings and forms. The volume should be of interest to scholars and students in cognitive and functional linguistics, in particular, conceptual metaphor and metonymy theory, cognitive typology, and pragmatics.

**Prose Poetry**

This volume takes up the challenge of surveying the present state of a variety of approaches to the identification, analysis and interpretation of metaphor across communication channels, situational contexts, genres and social spheres. It reflects three foremost trends of present metaphor research, namely the communicative approach, the cognitive modelling approach and the multimodality approach. The book is divided as areas of research emerging on the ground of the Conceptual Metaphor Theory, initiated by Lakoff. The book intends to show their concomitances as well as mark their diversifying paths. The aim is to bring about and make apparent the many connections among apparently different trends stemming from CMT. Whereas discrepancies between communicative and conceptual perspectives might seem irredeemable, the book emphasizes and claims that the broad framework of CMT provides a solid foundation for collaboration and mutual influence. Consequently, the analysis of metaphor usage in context may provide insights for cognitive modelling proposals. The analysis of cognitive configuration of conceptual domains may, in turn, illuminate our understanding of communicative decisions in discourse. The integration of multimodal metaphor analysis puts forward the idea that diverse modal manifestations of metaphor reveal the symbiosis between communicative and cognitive stances. The various subject areas and methodologies illuminate the scene of current research in the field. The poignant contributions open far reaching avenues into the realm of human thought and discourse.

**Conceptual Metonymy**

This book presents a complete method for the identification of metaphor in language at the level of word use. It is based on extensive methodological and empirical corpus-linguistic research in two languages, English and Dutch. The method is formulated as an explicit manual of instructions covering one chapter, the method being a development and refinement of the popular MIP procedure presented by the Pragglajetz Group in 2007. The extended version is called MIPVU, as it was developed at VU University Amsterdam. Its application is demonstrated in five case studies addressing metaphor in English news texts, conversations, fiction, and academic texts, and Dutch news texts and conversations. Two methodological chapters follow reporting a series of successful reliability tests and a series of post hoc troubleshooting exercises. The final chapter presents a first empirical analysis of the findings, and shows what this type of methodological attention can mean for research and theory.

**Barbarism Revisited**

Steeped in Lacanian theory, this book is the first of its kind to present a longitudinal approach to the study of hysteria. In these 21 seminars Dr Melman leads us from the first records of hysteria to Freud’s major discovery of the principal concepts of trauma, incompatibility, repression and the unconscious. Peppered with invaluable clinical examples, the author guides readers through difficult concepts as he links hysteria to the birth of psychoanalysis itself, and demonstrates how the reader may become implicated in this discourse. Capturing Melman’s indomitable spirit, Studies on Hysteria Revisited will be an important read for graduate students, clinicians, and those in psychoanalytic formation.

**Metaphor Competition in the Book of Job**

The Routledge Handbook of Translation Studies and Linguistics explores the interrelationships between Translation Studies and Linguistics in six sections of state-of-the-art chapters, written by leading specialists from around the world. The first part, on the nature of language, translation and interpreting, begins by addressing the relationships between translation studies and linguistics as major topics of study in themselves before focusing, in individual chapters, on the relationships between translation on the one hand and semantics, semiotics and the sound system of language on the other. Part II is concerned with the nature of meaning and the ways in which meaning can be shared or semi-shared in texts pairs that are related to each other as first-written texts and their translations, while Part III focuses on relationships between translation and interpreting and the written and spoken word. In part IV, the users of language, and language in use in situations involving more than one language are covered, and in Part V technological tools that can assist language users are brought onto the scene. Finally, Part VI presents chapters on the links between areas of applied linguistics and translation and interpreting. With an introduction by the editor and an extensive bibliography, this handbook is an indispensable resource for advanced students of translation studies, interpreting studies and applied linguistics.
Finding Metaphor in Grammar and Usage

This volume deals with core issues in figurative language and figurative thought. It also explores areas of convergence between idealised cognitive models and language across fourteen European and non-European languages (Croatian, English, German, Greek, Italian, Japanese, Persian, Polish, Russian, Old Saxon, Sicilian, Spanish, Swedish, and Turkish). The collection foregrounds the relationship that holds between literalness and figurativeness in meaning construction, it emphasises the role of conceptual metonymy and metaphor as the main cognitive tools at work in inferential activity and as generators of discourse ties, and it also depicts the import of cognitive models in the production and interpretation of multimodal communication. In addition, a number of more specific topics are addressed from different perspectives, such as language variation and cultural models, the argumentative role of metaphor in discourse and the role of empirical work in cognitive linguistics.

Linguistic Taboo Revisited

The book elaborates one of Roman Jakobson's many brilliant ideas, i.e. his insight that the two cognitive strategies of the metaphoric and the metonymic are the end-points on a continuum of conceptualization processes. This elaboration is achieved on the background of Lakoff and Johnson's twodomain approach, i.e. the mapping of a source onto a target domain of conceptualization. Further approaches dwell on different stretches of this metaphor-metonymy continuum. Still other papers probe into the specialized conceptual division of labor associated with both modes of thought. Two new breakthroughs in the cognitive linguistics approach to metaphor and metonymy have recently been developed: one is the three-domain approach, which concentrates on the new blends that become possible after the integration or the blending of source and target domain elements; the other is the approach in terms of primary scenes and subscenes which often determine the way source and target domains interact.

Metaphor and Metonymy Revisited Beyond the Contemporary Theory of Metaphor

The aim of this volume is to advance our theoretical and empirical understanding of the relationship between Multimodality and Cognitive Linguistics. The innovative nature of the volume in relation to those existing in the field lies in the fact that it brings together contributions from three of the main approaches dealing with Multimodality - Cognitive Linguistics and multimodal metaphors (Forceville & Urios Aparisi, 2009); parallel semiotics and systemic functional grammar and multimodal interactions and systems (Jewitt, 2009) -highlighting the importance of multimodal resources, and showing the close relationship between this field of study and Cognitive Linguistics applied to a variety of genres -ranging from comics, films, cartoons, picturebooks or visuals in tapestry to name a few. Originally published in Review of Cognitive Linguistics Vol. 11:2 (2013).

Phänomen und Begriff der Metapher

This volume explores how the traditional academic disciplines of linguistics, translation, literature and cultural studies can contribute to, or be integrated into, the teaching of a foreign language by means of innovative methodologies, techniques and instruments. The book begins with a selection of essays on applied linguistics that share some significant findings in the context of second or foreign language acquisition. It then examines the ways in which linguistics, translation theory, literature and cultural studies are brought into the foreign language classroom not just as objects of study but also as vehicles for language-learning. By presenting studies on four main foreign languages, English, Spanish, French and German, the collection offers, to the foreign language profession, an opportunity for the sharing and comparison of strategies across languages at both the secondary and higher education level. The text is a valuable resource for language teachers with a more philologically-oriented background who would like to learn how to apply their research knowledge and experience to the design and implementation of new methodological approaches.

Cuestiones de la filosofía del lenguaje

Nic nie wpisano

The Contemporary Theory of Metaphor

Within the book of Job, the interlocutors (Job, the friends, and Yahweh) seem to largely ignore one another's arguments. This observation leads some to propose that the dialogue lacks conceptual coherence. Lance Hawley argues that the interlocutors tangentially and sometimes overtly attend to previously stated points of view and attempt to persuade their counterparts through the employment of metaphor. Hawley uses the theoretical approach of Conceptual Metaphor Theory to trace the concepts of speech and animals throughout the dialogue. Beyond explaining the individual metaphors in particular texts, he shows how speech metaphors compete with one another, most perceptible in the expression of Job's words are wind. With regard to animal metaphors, coherence is especially perceptible in the job is a predatory animal metaphor. In these expressions, the dialogue demonstrates intentional picking-up on previously stated arguments. Hawley argues that the animals images in the divine speeches are not metaphorical, in spite of recent scholarly interpretation that reads them as such. Rather, Yahweh appears as a sage to question the negative status of wild animals that Job and his friends assume in their significations of people are animals. This is especially apparent in Yahweh’s strophes on the lion and the wild donkey, both of which appear multiple times in the metaphorical expressions of Job and his friends.

Multimodality and Cognitive Linguistics

The contributions in this volume go beyond the Contemporary Theory of Metaphor complementing it in a number of relevant ways. Some of the papers argue for a more dynamic, interdisciplinary approach to metaphor looking into it from semiotic, psychological and socio-cultural perspectives. Other contributions focus on the crucial role played by metaphor and metonymy in meaning construction at a discourse/ textual level. Finally, the volume also includes proposals which revolve around the alleged universal nature of metaphorical mappings and their suitability to account for grammatical phenomena. The contributions in this volume display an ample gamut of perspectives. The innovative nature of the volume lies in the fact that it brings together contributions from three of the main approaches dealing with Multimodality – Cognitive Linguistics and multimodal metaphors (Forceville & Urios Aparisi, 2009); parallel semiotics and systemic functional grammar and multimodal interactions and systems (Jewitt, 2009) -highlighting the importance of multimodal resources, and showing the close relationship between this field of study and Cognitive Linguistics applied to a variety of genres -ranging from comics, films, cartoons, picturebooks or visuals in tapestry to name a few. Originally published in Review of Cognitive Linguistics 9:1 (2011).

Contrastive Phraseology

Cognitive linguists have proposed that metaphor is not just a matter of language but of thought, and that metaphorical thought displays a high degree of conventionalization. In order to produce converging evidence for this theory of metaphor, a wide range of data is currently being studied with a large array of methods and techniques. Finding Metaphor in Grammar and Usage aims to map the field of this development in theory and research from a methodological perspective. It raises the question when exactly evidence for metaphor in language and thought can be said to count as converging. It also goes into the various stages of producing such evidence (conceptualization, operationalization, data collection and analysis, and interpretation). The book offers systematic discussion of eight distinct areas of metaphor research that emerge as a result of approaching metaphor as part of grammar or usage, language or thought, and symbolic structure or cognitive process.
Metaphor and metonymy appeal to us because they evoke mental images in unique but still recognisable ways. The potential for figurative thought exists in everyone, and it pervades our everyday social interactions. In particular, advertising offers countless opportunities to explore the way in which people think creatively through metaphor and metonymy. The thorough analysis of a corpus of 210 authentic printed advertisements shows the central role of multimodal metaphor, metonymy, and their patterns of interaction, at the heart of advertising campaigns. This book is the first in-depth research monograph to bring together qualitative and quantitative evidence of metaphor and metonymy combinations in real multimodal discourse. It combines key findings from a series of empirical case studies with corpus-based analysis and psycholinguistic enquiry to provide the reader with a prismatic approach to the topic of figurative language in multimodal advertising. Besides its theoretical contribution to the field of multimodal figurative language, this monograph has a wide number of practical applications due to its focus on advertising and the communicative impact of creative messages on consumers. This book will pave the way for further qualitative and quantitative research on the ways in which figurative language shapes multimodal discourse, and how it relates to our everyday creative thinking.

What is Applied Cognitive Linguistics?

The contributions in this volume go beyond the Contemporary Theory of Metaphor complementing it in a number of relevant ways. Some of the papers argue for a more dynamic, interdisciplinary approach to metaphor looking into it from semiotic, psychological and socio-cultural perspectives. Other contributions focus on the crucial role played by metaphor and metonymy in meaning construction at a discourse/textual level. Finally, the volume also includes proposals which revolve around the alleged universal nature of metaphorical mappings and their suitability to account for grammatical phenomena. The contributions in this volume display an ample gamut of theoretical orientations, ranging from the theoretical viewpoint of taking into account the role of metaphoricity and metonymy in contrast to a purely cognitive one. This book is structured into three major sections: i) the Contemporary Theory of Metaphor: revisions and recent developments; ii) metaphor and/or metonymy across different discourse/genre types; and iii) the Contemporary Theory of Metaphor: current applications. Originally published in Review of Cognitive Linguistics 9:1 (2011).

Metaphor and Mills

Cartoons, as a form of humour and entertainment, are a social product which are revealing of different social and political practices that prevail in a society, humoured and satirised by the cartoonist. This book advances research on cartoons and humour in the Saudi context. It contributes to the growing multimodal research on non-interactional humour in the media that benefits from traditional theories of verbal humour. The study analyses the interaction between visual and verbal modes, highlighting the multimodal manifestations of the rhetorical devices frequently employed to create humour in English-language cartoons collected from the Saudi media. The multimodal analysis shows that the frequent rhetorical devices such as allusions, parody, metaphor, metonymy, juxtaposition, and exaggeration take a form which is woven between the visual and verbal modes, and which makes the production of humorous and satirical effect more unique and interesting. The analysis of the cartoons across various thematic categories further offers a window into contemporary Saudi society.

Spanish Vocabulary Learning in Meaning-Oriented Instruction

The volume addresses a number of closely connected methodological, descriptive, and theoretical issues in the study of metonymy, and includes a series of case studies broadening our knowledge of the functioning of metonymy. As regards the methodological and descriptive issues, the book exhibits a unique feature in metonymy literature: the discussion of the structure of a detailed, web-based metonymy database (especially its entry model), and the descriptive criteria to be applied in its completion. The theoretical discussion contributes important challenging insights on several metonymy-related topics such as contingency, source prominence, “complex target”, source-target contrast / asymmetry, conceptual integration, hierarchies, triggers, de-personalization and de-roling, and many others. The case studies deal with the role of metonymy in morphology, monoclausal if only constructions, emotional categories, and iconicity in English and other languages, including one sign language. Beside cognitive linguists, especially metonymy researchers, the book should appeal to researchers in A.I., sign language, rhetoric, lexicography, and communication.

Linguistic Approaches to Emotions in Context

This book presents new issues in the study of the interface of emotions and language, and their use in social context. Two fundamental questions are tackled: the way different languages encode emotional information and the core role emotions play in languages' structure, use and learning. Seldom treated means of expressing emotions (such as interjections, conditionals, scalarity, allocentric constructions), the social and professional impact of emotions and the latest developments in the interface of speech recognition / emotions are some of the key contributions to this volume. The cross-cultural perspective contrasts new couples of languages (among which Australian aboriginal languages, Cypriot Greek, Italian, Japanese, Romanian, Russian) and addresses sociolinguistic, pragmatic and discursive issues. Most of the papers attempt interesting theoretical articulations that aim at a better understanding of the linguistic and sociolinguistic nature of emotions. This book will be highly relevant for students and researchers interested in emotions, semantics, pragmatics, discourse analysis, as well as prosody and philosophy of language.

New Methodological Approaches to Foreign Language Teaching

The Comparable Body explores how analogy and metaphor illuminate and shape conceptions about the human body and disease, through 11 case studies from ancient Mesopotamian, Egyptian, and Greco-Roman medicine.

Corpus linguistics

Spanish Vocabulary Learning in Meaning-Oriented Instruction is the first comprehensive overview of current research and instructional practices in vocabulary acquisition through the lens of Meaning-Oriented vocabulary (MOV). Key features: • a breadth of topics including language variation, input, tasks and processing specificity, incidental learning, idiomatic language, lexicographic perspectives, lexicosemantic representation, vocabulary testing, and receptive and productive vocabulary; • a combination of theory and practical guidance highlighting pedagogical best practices in the teaching of vocabulary; • guidance on the difficulties teachers face when teaching vocabulary in the classroom; • clear explanations with plenty of examples and useful references; • tasks and activities that help teachers move from a traditional curricular approach to a more innovative and engaging one focused on communicating, completing tasks, and learning content. Written by an international cohort of scholars in a succinct and accessible manner, Spanish Vocabulary Learning in Meaning-Oriented Instruction is an essential resource for teachers of Spanish at all levels. It is also an excellent reference book for researchers and both undergraduate and graduate students interested in Spanish vocabulary acquisition.

The Phraseological View of Language

The volume focuses on the interaction between figurative language, embodiment, and society and culture from various theoretical and applied perspectives and methodologies. It bears wit-ness to the vibrancy of research into figurative language and the role of embodiment, with conceptualization motivated not just by our physical interaction with the external world, but also by social and cultural phenomena.
The topics explored here include the impact of figuration on all levels of linguistic analysis, including grammar, discourse, and the relationship between language and emotions.

**The Multimodal Rhetoric of Humour in Saudi Media Cartoons**

This collection of papers presents some recent trends in metaphor studies that propose new directions of research on the embodied cognition perspective. The overall volume, in particular, shows how the embodied cognition still remains a relevant approach in a multidisciplinary research on the communicative side of metaphors, by focusing on both comprehension processes in science as well as learning processes in education.

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