

INTERCULTURAL METAPHOR PANEL

22-24 April 2016, Alba Iulia



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INTERCULTURAL METAPHOR PANEL

Hosted by the CONFERENCE ON LINGUISTIC AND INTERCULTURAL EDUCATION – CLIE-2016

Alba Iulia, 22 - 24 April, 2016

- Panel Title:** Intercultural metaphors: Towards a global conceptual schema or variable cultural concepts
- Conveners:** Professor **Zoltán Kövecses**, Eötvös Loránd University, Budapest, Hungary
Associate Professor **Teodora Popescu**, 1 Decembrie 1918 University of Alba Iulia, Romania
- Host conference:** Conference on Linguistic and Intercultural Education, CLIE-2016, 22-24 April, 2016¹
- Venue:** *1 Decembrie 1918* University of Alba Iulia, Romania

Aims and scope:

Papers in this panel will seek to explore the relationship between cognitive concepts and cultural concepts as embodied in metaphorical, figurative language. We will undertake to demonstrate that cognitive metaphors are instantiations of cultural categories manifested in the language spoken by the community that shares a common set of characteristics within a given cultural matrix. Popescu (2012), following Lakoff and Johnson (1980) and Kövecses (2005) upheld the tenet that metaphors clustered in cognitive categories account for cultural categories, both in terms of conceptual universals and variants, resulting in a complex mapping of interrelated cross-connections.

According to the cognitive linguistic theory, one concept is represented in our mind by a series of other concepts that together constitute a coherent whole, in the form of a mental frame. However, there are social and cultural, even ideological concepts that are hardly generalizable, and hence, not universal.

As analysed by Kövecses (2014), an example in case may be the representation of the self, which is variable across different cultures. Thus (pp. 62-65), in Western societies that emphasise the self, the concept is associated with a number of other concepts, including independence (personal), self-centred, self-expression, self-indulgence, personal goals and desires, happiness (personal), achievement (personal), self-interest, selfishness, suspicion, pride, competition, indifference. Conversely, in some Eastern societies, the notion of the self is embedded in a different network of concepts,

¹ This work will be supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS – UEFISCDI, project number PN-II-RU-TE-2014-4-2785.

opposite to the above: interdependence, other-centred, saving the other's face, self-denial, social goals and desires, happiness (social), achievement (social), interest (social), sharing, trust, humility, cooperation, care, concern.

Geert Hofstede's anthropological theory of cultural categories (1991) is parallel to the above one, in that he also characterises societies as individualistic versus collectivistic. In individualist societies the ties between people are loose, people tend to look after himself/herself and their immediate families, whereas in collectivistic societies, people from birth onwards are integrated into strong, cohesive in-groups, cherishing family values.

Our investigations will concentrate on the linguistic manifestations of such cognitive categories versus cultural ones, and will try to reveal if indeed, cultural conceptualisation projects in turn, metaphorical conceptualisation.

We hereby invite contributions that will address universality and variation in the linguistic expression of metaphorical thought across various cultures.

Selected bibliography:

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PLENARY SPEAKERS:

Professor **Zoltán KÖVECSES**, Eötvös Loránd University, Budapest
Professor **Giacomo FERRARI**, Amedeo Avogadro University, Italy
Professor **Ştefan OLTEAN**, Babeş-Bolyai University Cluj-Napoca, Romania
Professor **Maria-Ana TUPAN**, 1 Decembrie 1918 University of Alba Iulia, Romania
Professor **Igor LAKIĆ**, University of Montenegro

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Dr. Jelena **PRTLJAGA**, College of Applied Studies for Preschool Teachers "*Mihailo Palov*" in Vrsac, Serbia
Dr. Piotr **ROMANOWSKI**, Institute of Specialised and Intercultural Communication, Faculty of Applied Linguistics, Warsaw University, Poland
Dr. Alcina **SOSA**, University of Madeira, Portugal
Dr. Paweł **WAŁOWSKI**, *Stanislaw Staszic* University of Applied Sciences in Piła, Poland

CONFERENCE PROGRAMME OVERVIEW

Thursday, April 21

14:30 - 16:00 - Early registration

16:00 - 16:30 - Welcome cocktail

16:30 - 20:00 - Social programme – optional

Friday, April 22

8:00 - Registration opens

9:00 - 9:30 - Official opening of the CLIE-2016 Conference - Senate Hall

9:30 - 11:00 - Plenary Sessions 1 - Senate Hall

11:00 - 11:30 - Coffee break

11:30 - 12.15 - Plenary Sessions 2 - Senate Hall

12.15 - 12.30 - Break

12.30 - 13.30 - Parallel Round Tables - Room S7, Room S8, Room *Aula Mica*

13:30 - 15:00 - Lunch – University Restaurant

15:00 - 16:30 - Parallel Round Tables - Room S7, Room S8, Room *Aula Mica*

16:30 - 17:00 - Coffee break

17:00 - 21:00 - Social programme (**optional 20 €**): Dinner at Drumul Dragostei Restaurant-Vintu de Jos

Saturday, April 23

8:00 - 9:30 - Registration continues

9:30 - 11:00 - Plenary Session 3 - Senate Hall

11:00 - 11:30 - Coffee break

11.30 - 13.00 - Parallel Round Tables - Room S7, Room S8, Room *Aula Mica*

13.00 - 14.30 - Lunch - University Restaurant

14:30 - 16:00 - Parallel Round Tables - Room S7, Room S8, Room *Aula Mica*

16:00 - 16:30 - Coffee break

16:30 - 21:00 - Social programme – optional (free): Visit to Sibiu

21.00 - Dinner at Pub 13 Restaurant (**optional - 20€**)

Sunday, April 24

9:30 - 11:00 - Debate on the future of linguistic and intercultural education

11:00 - 11:30 - Coffee break

11:30 - 12.30 - Round-up Session: Conclusions and Recommendations - Senate Hall

THURSDAY, 21 April

14:00 - 16:00 EARLY REGISTRATION

16:00 - 16:30 Welcome cocktail

16:30 - 20:00 Social Programme (optional)

FRIDAY, 22 April

8:00 – Conference Registration

Venue: Apor Palace

9:00-9:30 – WELCOME and OPENING ADDRESS

Professor **Daniel BREAZ**, Rector of “1 Decembrie 1918” University

Associate Professor **Teodora IORDĂCHESCU**, Dean of the Faculty of History and Philology

Dr. **Gabriel BĂRBULEȚ**, Head of the Department of Philology

Venue: Senate Hall

PLENARY SESSIONS 1 (*Chairperson: Teodora POPESCU*)

9:30 – 11:00

Professor **Zoltán KÖVECSES**, Eötvös Loránd University, Budapest

Intercultural education. A cognitive linguistic perspective

Professor **Ștefan OLTEAN**, Babeș-Bolyai University Cluj-Napoca, Romania

Possible worlds and free indirect discourse

Venue: Senate Hall

11:00 – 11:30 - Coffee Break

PLENARY SESSIONS 2 (*Chairperson: Rodica CHIRA*)

11:30 – 12:15

Professor **Igor LAKIĆ**, University of Montenegro

Print Media Presentations of War “Truths” and “Realities”

Venue: Senate Hall

12:15 – 12:30 - Coffee Break

PARALLEL SESSIONS

12:30 – 13:30

Aula Mica - (*Chairperson: Teodora POPESCU*)

Discussant: Professor Zoltán KÖVECSES)

INTERCULTURAL METAPHOR PANEL ²

Teodora POPESCU, Giacomo FERRARI, Crina HERTEG, Grigore-Dan IORDĂCHESCU

*Progress Presentation of the Project UNIVERSALS AND VARIANTS OF ENGLISH AND ROMANIAN BUSINESS METAPHORS. A CORPUS-BASED CONCEPTUAL MAPPING OF CONTEMPORARY JOURNALESE **

² * This work was supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS – UEFISCDI, project number PN-II-RU-TE-2014-4-2785. (**THE INTERCULTURAL METAPHOR PANEL**)

Teodora POPESCU, 1 Decembrie 1918 University of Alba Iulia, Romania

*Intercultural metaphors in Romanian and British journalese**

Crina HERTEG, 1 Decembrie 1918 University of Alba Iulia, Romania

*A corpus-based approach to economic metaphors**

Grigore-Dan IORDĂCHESCU, 1 Decembrie 1918 University of Alba Iulia, Romania

*Teachers as agents of power and metaphors in the educational discourse**

13:30 – 15:00 – Lunch Break

PARALLEL SESSIONS

15:00 – 16:30

Aula Mica - (Chairperson: *Giacomo FERRARI*)

Discussant: Professor Zoltán KÖVECSES)

INTERCULTURAL METAPHOR PANEL

Anabella-Gloria NICULESCU-GORPIN, The Iorgu Iordan – Alexandru Rosetti Institute of Linguistics, Romanian Academy, Romania

*Anglicisms and metaphor***

Monica VASILEANU, The Iorgu Iordan – Alexandru Rosetti Institute of Linguistics, Romanian Academy, Bucharest, Romania

*Metaphors in translation: a relevance-theoretic approach**³*

Valerica SPORIȘ, Lucian Blaga University of Sibiu, Romania

The conceptual metaphor in the present-day Romanian media

Adina PINTEA, Lucian Blaga University of Sibiu, Romania

Conceptual metaphor and ideology in news discourse

16:30 – 17:00 – Coffee Break

17:00 -21:00 Social Programme - optional (20 €): Dinner at Drumul Dragostei Restaurant – Vintu de Jos

³ ** This work has been supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS – UEFISCDI, project number PN-II-RU-TE-2014-4-2480.

SATURDAY, 23 April

8:00 – 9:30 – Conference Registration

Venue: Senate Hall

PLENARY SESSION 3 (Chairperson: **Floriana POPESCU**)

9:30 – 11:00

Professor **Maria-Ana TUPAN**, 1 Decembrie 1918 University of Alba Iulia, Romania

Target or Guest of Discourse? A Hermeneutic Dilemma

Professor **Giacomo FERRARI**, Amedeo Avogadro University, Italy

Narrative styles in European newspapers: convergences and divergences

Venue: Senate Hall

11:00 – 11:30 – Coffee Break

PARALLEL SESSIONS

11:30 – 13:00

Aula Mica - (Chairperson: **Giacomo FERRARI**)

Discussant: Professor **Zoltán KÖVECSES**)

INTERCULTURAL METAPHOR PANEL

Marina TERSEKIKH & Evgeniya MALENOVA, F.M. Dostoyevsky Omsk State University, Omsk, Russia

Polycode tools of cognitive metaphor in PSA discourse

Sylwia FILIPCZUK-ROSIŃSKA, MA, senior lecturer, Polish Air Force Academy, Dęblin, Poland

A HUMAN RELATIONSHIP IS A PLANT – a Cross-Cultural Analysis of the Metaphor in English and Polish

Floriana POPESCU, “Dunărea de Jos” University of Galați, Romania

National Heritage and borrowings in English and Romanian Eponymy

13:00 – 14:30 – Lunch Break

PARALLEL SESSIONS

14:30 – 16:00

Aula Mica - (Chairperson: **Teodora POPESCU**)

Discussant: Professor **Zoltán KÖVECSES**)

INTERCULTURAL METAPHOR PANEL

Tamara Vladimirovna KHVESKO, Department of Foreign languages and Intercultural Communication of Tyumen State University, Russia

Universal and local features of metaphorical onyms

Olga B. PONOMAREVA, Tyumen State University, Russia

Complex Mapping of Metaphorical Conceptual Universals in William Blake's Philosophical Perception of the World

Rodica Gabriela CHIRA, 1 Decembrie 1918 University of Alba Iulia, Romania

On Basarab Nicolescu's "Poetical Theorems" or how to metaphorically explain science through poetry

Natalia MUNTEAN, 1 Decembrie 1918 University of Alba Iulia, Romania

*Identity in Salman Rushdie's **The Courtier**. A cognitive approach*

16:00 – 16:30 Coffee Break

16:30 – 21:00 Social Program – optional (free): Visit to Sibiu

21.00 - Dinner at Pub 13 Restaurant (optional - 20€)

SUNDAY, 24 April

PLENARY SESSION 4 (*Chairperson: Teodora POPESCU*)

9:30 – 11:00 - Debate on the future of linguistic and intercultural education

Venue: Senate Hall

11:00 – 11:30 – Coffee Break

ROUND-UP SESSION

11:30 – 12:30 - Conclusions and recommendations

INTERCULTURAL METAPHORS PANEL

Rodica Gabriela CHIRA, 1 Decembrie 1918 University of Alba Iulia, Romania
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On Basarab Nicolescu's "Poetical Theorems" or how to metaphorically explain science through poetry

Abstract: "Poetical theorems", a book first published in France, in 1994, starts from the idea of mediating a deeper understanding of the contemporary scientific theories, with their complex visions, by the help of a "trans-linguistic lexicon which incorporates poetized concepts similar to those earlier discovered in the "lyrical theorems" conceived by the Romanian poet Ion Barbu" (Dincă 2010: 4).

As "word of mathematics", a theorem is defined by S. Schwartzman (2010) in terms of "proof of a speculation that has been arrived at by looking at something". Metaphor could also be defined as "looking at something" in a poetical way. The term "poetical" is defined by the Merriam Webster dictionary as "being beyond or above the truth of history or nature".

Transdisciplinarity also goes beyond disciplines in its attempt to explain that he only possible universal language is the translinguistic one, that "words are nothing but traces of the lost spoken word" (Nicolescu 1994: 35/138), that "words are quantas" Nicolescu 1994: 6/130). Metaphor could thus be defined through its connection with quantas in quantum physics. It can help us explain what mind is and how it works, what we can know and how we can go about gaining knowledge, the nature of reality, philosophical questions indebted to metaphor (Johnson 2010: 40).

The aim of our paper is to analyse instances of novel metaphor, that is a metaphor used to structure "a new way of thinking about something" (Lakoff & Turner 1980: 53). The corpus of our research is represented by Basarab Nicolescu's "Poetical theorems".

Key words: metaphor, transdisciplinarity, quantum physics, levels of reality.

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A HUMAN RELATIONSHIP IS A PLANT – a Cross-cultural analysis of metaphor in English and Polish

Abstract: The paper focuses on the conceptual structural metaphor A HUMAN RELATIONSHIP IS A PLANT. The main objective of the conducted research was to compare a selected sample of elaborations of the metaphor between the English and Polish language. These elaborations were formulated by collecting and grouping sentences in both languages from respective online corpora.

The metaphor A HUMAN RELATIONSHIP IS A PLANT is related to the Great Chain of Being metaphor, which is based on the principle of continuity and characterized by interrelations between its constituent parts. It is presented by Kövecses (2002: 126) in the following way:

HUMANS: Higher-order attributes and behaviour (e.g. thought, character).

ANIMALS: Instinctual attributes and behaviour.

PLANTS: Biological attributes and behaviour.

COMPLEX OBJECTS: Structural attributes and functional behaviour.

NATURAL PHYSICAL OBJECTS: Natural physical attributes and natural physical behaviour.

Furthermore, Krzeszowski (1997: 68) provides his variant by adding GOD in the top position and conversely to Kövecses, grouping objects into one category – INORGANIC THINGS.

GOD

HUMANS

ANIMALS

PLANTS

INORGANIC THINGS

By analyzing both models, it becomes evident that a metaphor A HUMAN BEING IS A PLANT can be formulated. Additionally, since the source domain of PLANTS is mapped onto the target domain of HUMAN BEINGS, it can be rightly assumed that RELATIONSHIPS, which belong to the latter domain are also subject to the mapping. Therefore, the secondary metaphor A HUMAN RELATIONSHIP IS A PLANT also merits analysis. Consequently, a research method was adopted. Firstly, a set of ontological correspondences between the source domain of PLANTS and the target domain of HUMAN RELATIONSHIPS was established. Secondly, a limited list of lexemes equivalent between English and Polish was developed and examples were found in language corpora. Thirdly, elaborations of the metaphor in question were formulated. They included both positive meanings such as for instance: THE INITIAL STAGE IN THE DEVELOPMENT OF A RELATIONSHIP IS THE GROWTH OF A PLANT, TO MAINTAIN A RELATIONSHIP IS TO CULTIVATE A PLANT, THE OPTIMAL STAGE OF A RELATIONSHIP IS THE FLOWERING OF A PLANT and negative as follows: THE DISINTEGRATION OF A RELATIONSHIP IS THE WITHERING OF A PLANT. Finally, a comparison to point similarities and differences between the Polish and English language was performed the initial assumption being that the experiential basis for the metaphor for speakers of both languages bears significant resemblance.

Key words: conceptual structural metaphor; ontological correspondences; English and Polish lexemes.

References:

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Crina HERȚEG, 1 Decembrie 1918 University of Alba Iulia, Romania⁴

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A corpus-based approach to economic metaphors

Abstract: The paper analyses economic metaphors from a corpus-based perspective. Most recent research in the field of metaphor converges towards approaching metaphors from a corpus-based perspective. Nowadays metaphors are widely exploited with the help of corpora. Corpora represent efficient tools in discovering and revealing linguistic metaphors, they can facilitate both synchronic and diachronic study of metaphors. Corpora collected for the study of business metaphors can be both written and spoken, the sources can range from newspaper and magazine articles, university lectures, research papers, business literature (manuals, scientific journals), business press, business meetings to websites.

We resorted to the corpus-based approach as it opens new vistas in exploring business and economic metaphors. Arguments which promote the use of corpora in exploring metaphors include: Corpora enable the investigation of larger amounts of authentic data, they provide the researcher with higher amounts of data for conducting a linguistic research. Corpora also facilitate the analysis of both synchronic and diachronic aspects of business metaphors. In order to yield valid results a corpus needs to be balanced, texts compiled from the same source raise the issue of representativeness which might not confirm the validity of the findings.

Corpora can be explored manually as well as electronically. There are two possibilities of exploring a corpus electronically: corpus-based approach and corpus-driven approach. Corpus-driven approach represents a higher stage of electronic processing of the corpus, the results are interpreted automatically. (Tognini- Bonelli, 2001). The corpus-based approach enables quantitative research.

The method we applied in our paper relies on the incorporation of a corpus encompassing 200,000 words. The population of texts consists of business and economic texts retrieved from online newspapers (The Economist, The Independent, The Telegraph). The second stage includes several rounds of manual annotation on the corpus aimed at identifying linguistic metaphors, Target Domains and Source Domains, as well as the mappings establishing between Source Domain and Target Domain. The

⁴ This work was supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS – UEFISCDI, project number PN-II-RU-TE-2014-4-2785.

corpus was also explored with the help of a concordancer, we searched for specific headwords belonging to the Source Domain. Concordancing programs used in our investigation yielded the frequency of headwords belonging to Source Domain and Target Domain. The concordancing program identifies the headword/node in collocations, idioms and based on the findings we analyse the metaphorical load of the findings. During the last stage we tried to cluster the linguistic metaphors identified in the corpus around conceptual categories and interpret the findings.

Key words: corpus, metaphors, business English, linguistics.

References:

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Teachers as agents of power and metaphors in the educational discourse

Abstract: The aim of this paper is to explore the metaphors of power in the educational discourse, with a particular focus on the Romanian educational landscape.

From the very beginning of their career path, during initial teacher training period, being strongly influenced by their personal experience as pupils, respectively, as students, the future teachers value to an almost absolute extent, the merits of the power exercised by the teacher in relation to the learner. Influenced by these deeply engrained preconceived ideas, little resistant to the 'allure of power', would-be teachers let themselves carried away by the complex of superiority. This represents one of the most interesting and subtle aspects of the individual constructs of the 'didactic personality'.

In Romania in particular, it has always been the teacher who 'called the shots', he makes the decisions as to what and when he teaches, what educational objectives he has, what contents he uses, and 'quid prodest', he chooses almost discretionarily and unidirectionally his teaching methodology, and especially, how and to which end he designs, applies and interprets evaluation. The advantage of age, of extended experience, the cultural insights, of the decision-making prerogatives, crosscuts all the components of the educational system and is enhanced and emphasised by other elements of the institutional environment: the teacher's desk is placed on a pedestal or podium in most of the classrooms in Romanian schools; teachers have separate and secured entrance, etc.

The teaching act, conceived as manipulation, or even as taming of the learner, the pre-eminence of teachers' own means of getting listened to and of 'subduing', turns the educator into the absolute master of the above mentioned relation. The feeling of almightiness more or less explicit in the relationship teacher – student is transposed into disproportionate rapports in exerting the roles and functions of the teacher. The teachers' self-centredness is blatantly manifest in their focus on own convictions and representations, in the self-sufficiency and scientific and professional narcissism, in positioning themselves against contents to the detriment of objectives, to educational desiderata, arbitrarily designed to the detriment of the pupils' real learning needs. On the other hand, we are faced with the overt and/or subliminal histrionics of teachers' didactic and non-didactic behaviours, characterised by a model of megalomania (in fantasy and/or in real behaviour), an overwhelming need for admiration/self-admiration, and more than often, a sheer lack of empathy towards the others.

Key words: power metaphors; intercultural education; initial teacher training.

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⁵ This work was supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS – UEFISCDI, project number PN-II-RU-TE-2014-4-2785.

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Universal and local features of metaphorical onyms

Abstract: Culture, history, geography and linguistic analytical methods have found successful application in place-names studies. The origin and borrowings of geographical names are considered to be cultural heredity. We suppose the variability of the linguistic forms of place-names is linked with the history of the country, whether it describes **topographical objects**, which were then transferred to the settlement: *Bourton-in-the-Water*; **object quality**: *Leeds Castle*; *Gidea Park*; *Chidwell*; or **historical occasions**: *Brentwood*; *Barnstaple*, *Brittas Bay (briotas)*.

The aim of the article is to show universal and local features of Place-names having metaphorical associations. Place names as cognitive presentations of reality reveal some general classes: those embodying personal names, Biblical and mythological names; names descriptive of localities; and names suggested by the local flora, fauna or geology. Physical environment includes: Mosquito Lake, Dinosaur, Colorado. Some Place names describe natural features that are not merely seen with the eyes, but also perceived by the nose and the tongue (Sweetwater, White Sulphur Springs, Spiceland, Salinas) [Mencken 1921]. Some compound Place-names in the western parts of England show flora and fauna: *Aspatria* ('*Patricks ashtree*'), *Bewaldeth*, *Brigsteer*, *Landulph*, and *Tremain* [Dorward 2001].

The meanings of topographical terms can vary a good deal from name to name, for some elements used over a long period in the formation of English place-names underwent considerable changes of meaning during medieval times and are interpreted by inhabitants in another way (Brown Sea) [Mills 2003].

The tradition of Place names giving is specific for each culture, it is closely connected with the history of the country, social norms of the society, personal names and nicknames, conditions of birth and living, lands owning, family relations and labour. Currently new trends of place-names studies showing cognitive mechanisms of conceptualisation are observed.

The correlation of mental representations and linguistic verbalisation of Russian and British onyms is observed. Universal and local features of nomination are revealed. Special attention is paid to the process of creativeness and metaphorical transfer of observed images to Place-names. The cognitive aspects of the ways of Place-names nomination are presented.

Key words: nomination, creativeness, cognition, metaphor, universal and local features, Place-names.

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Identity in Salman Rushdie's *The Courtier* -a cognitive approach

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Abstract: The research interest of this paper is an attempt to emphasize the relevance of the recent developments in cognitive linguistics, especially Cognitive Poetics and David Miall's Defamiliarization Theory of metaphor. Clearly this would not be possible without recourse to previous valuable insight provided by Conceptual Metaphor Theory and Conceptual Integration Networks Theory on the one hand, and by recent neuroscience research in connection to the essential import of emotion in cognition (Antonio Damasio, 1994, 2000). A more specific goal of this present paper is to present an analysis of a short story in the light of these theories so as to reveal, in a more applied manner, what exactly we stand to gain from them, how they can enrich our understanding of the way in which literature assists us in a fruitful discovery and building of identity, how the analysis of the metaphors employed by an author reveal that author's conceptual universe, his most intimate authorial structure of intent.

I believe that Cognitive Poetics together with David Miall's Reader Response approach can shed necessary light on those intricate and less obvious cognitive strategies that ultimately build and create or trigger the search for that cherished new meaning which constitutes the ultimate reason for a writer's as well as a reader's quest. To be more specific my approach is based on Margaret H. Freeman's development of the notion of an author's conceptual universe as well as her emphasis on feeling as major catalyst of coherence and meaning in a literary (or artistic in general) work. Freeman and Miall are my spiritual guides in their understanding of the very strong interrelationship between cognition, feeling and metaphor (both departing from neuroscientific evidence). Metaphor cannot work as essential creative cognitive phenomenon without feeling and the metaphoric crossing of conceptual domains is shown by these cognitive linguists to reside and to be enabled and motivated by affect/feeling/emotion.

The short story I analyse is *The Courtier* by Salman Rushdie, a story which features in his 1994 short fiction book *East, West*. Largely, it is the story of a teenager's

search for identity, but this teenager happens to be an Indian, educated in England whose family lost pace with him or the other way around, whose experience and search is paradoxically both painful and funny, both profound and marked by shallowness and mimicry, and who finds a genuine authentic source of inspiration in the least expected people. The story can and does read as a parable, as informing people's sense of search for identity and authenticity even though some of its readers may not be geographical migrants.

Key words: conceptual metaphor, parable, projection, analogy, emotion, migrant, identity.

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Anglicisms and metaphor⁶

Abstract: The rapid development of new communication technologies as well as of travel means has triggered an almost unique situation of world-wide multilingualism, with English turning into a *global language* (Crystal 2002). Thus, the influence of the English language and of the Anglo-Saxon cultures has become a pervasive phenomenon whose immediate effects are first seen on the native languages of the non-native English speakers. And Romanian is a case in point.

In this presentation, I will only briefly outline the main characteristics of the English language influence on present-day Romanian just to arrive at the main topic which is related to metaphor. One can safely state that the English language is truly metaphorical, with a wide range of means to express one and the same idea. This presentation is focused on how (dead) metaphors transfer from English to Romanian as anglicisms. More specifically, I want to argue that the fact that some (dead) metaphors can be borrowed from one language to another support the claims put forward by lexical pragmatics and Relevance theory, that is that metaphorical language does not represent a case of *figurative use of language*, but only a cases of linguistically-specified meanings that are altered in use.

Key-words: metaphor, ad-hoc concepts, figurative vs. literal meaning, relevance theory.

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Conceptual metaphor and ideology in news discourse

Abstract: News language is not just a means of communicating ideas, but also contributes to their formation, since concepts are created in the communication process, even if not expressed. Thoughts are expressed in the language of each community, the linguistic act which is both a personal and a social fact: a personal fact because the speaker expresses in a unique way a unique intuition, which belongs exclusively to them, and social fact, because the individual does not create full expression, but rather, recreates one from previous models. News requires a specific discourse in fixed form, depend on the overall system of language and give a very clear example of the current language with structured social meanings.

Journalistic metaphor is well represented in the media, whose role is to hyperbolize situations, to reveal or hide certain aspects or to present them in a different light. Metaphor is a useful tool to measure the journalistic persuasion in as much as it customizes an event, a person and a means to emphasize the message. This image is produced from the purely schematic conceptual framework, and then is integrated into a comprehensive conceptual scenario. Abstract phenomena are translated into terms of everyday experience in the sphere of reality through metaphor, to make information more accessible. Metaphor is a central strategy for achieving media objectives.

Metaphors that are found in journalistic language reflect a way of thinking or conceiving social reality, politics, etc. They are the view of cognitive semantics, whose representatives, Lakoff and Johnson, in their ground breaking volume entitled *Metaphors We Live By* argue that we understand reality through metaphors, one thing through the other, because our entire conceptual system is metaphorically structured (the so called "natural metaphor"). Metaphors in the language (the everyday language) are used to illustrate a way of thinking or to perceive a given reality and the way of thinking is influenced by experience or the culture in which we live.

Metaphor is, in thought, our conceptual system is structured metaphorically, and metaphors of language are linguistic illustrations of conceptual metaphors. This approach to metaphor has been necessary to establish a distinction between the operators of *conceptual metaphors* and *metaphorical expressions*, a distinction that corresponds to the coexistence of two levels of metaphorical analysis: *base-level*, where the link between the two areas are created and *surface level* where there is linguistic realization of these links, as a base-level epiphenomenon.

Unlimited variety of communicative media contexts together with the tendency to achieve a degree of professionalism among journalists have brought a new journalistic language, the suspension of the moment, oscillating between artistic and non-artistic

version. From this point of view, the current journalistic text offers ideal space for creative expression of the Romanian language at the beginning of the millennium. Particularly social and political conflicts are metaphorically-modelled in Romanian media, and this study is focused especially on how metaphor is employed in order to re-present these conflicts with respect to language. Thus the conflictual components are sorted out, analysed and interpreted within the framework of Lakoff's theory starting from the premise that language is no longer just a means of conveying a message, but also a powerful tool that helps shape and model people's opinions, inviting them to decipher and decode aspects of ideological matter which are not necessarily included in the structure of the text, but cued in its subtext.

Key words: conceptual metaphor, journalistic metaphor, cognitive linguistics, critical discourse analysis, news discourse.

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Complex mapping of metaphorical conceptual universals in William Blake's philosophical perception of the world

Abstract: The article deals with the linguocognitive models of metaphorical conceptual universals as the basis of W. Blake's philosophical outlook of the world in his famous poem "The Auguries of Innocence". Cognitive-associative schemes of these metaphorical clusters comprise the necessity of Harmony between Nature, Man, World and Eternity. According to W. Blake's philosophy any pain or harm caused to any living being in nature causes destruction and catastrophe of the world. Metaphorical opposition models of Nature and Human society break the ecological balance and moral laws which only proves and stresses the necessity of Nature and human society unity. The lexical thesaurus of this poem comprises the complexes of concepts of Nature and World, Hell and Heaven, Eternity and Infinity in hyponymic relations of inclusion with the help of microconcepts of captivity, cruelty, infliction of pain, wounds and death to the world of nature, causing the States' ruin, destruction of society, wrath and curse of Heaven. They symbolically predict the ruin of mankind and the whole universe as a result of breaking

the ecological / moral imperative which proclaims the harmony of man, society and nature and condemnation of wars and hostility.

W. Blake's literary activity is a brilliant example of the ecological and moral imperative, being a synthesis of philosophy, poetry and painting and reflecting the poet and philosopher's spiritual tortures. It is an attempt to reveal two opposite states of human soul, all the vicissitudes of the human spirit. According to his philosophy it is possible to make life ideal if it is not "spiritually burdened". The World is thought over as perfect but the human spirit is burdened by lies and pretense, thus the Poet's and Prophet's purpose is to show the way towards the freedom of the spirit. The genuine spirituality according to W. Blake is in the Nature, and his "The Auguries of Innocence" praise the beauty of the earthly life being profaned but not killed. He claims that "all that is alive is sacred; the material world is self-sufficient and self-valuable".

Blake's ideals are based on the internal Harmony and Spirituality deprived of all material and opposed to all carnal. These ideals of his found no response in his time but were later developed by the Romantic movement of pre-Raphaelites who proclaimed returning to Nature and praising its philosophical and aesthetic value. They opened the beauty of wild nature to the society, portrayed it with great love and authenticity. They tried to reach harmony between nature and Man, claiming that nature is beautiful and Man is also beautiful when he is an inseparable part of nature. Drawing a parallel between W. Blake's ideas and modern theories of ecology and ecolinguistics we can find them close to Vernadsky's noospheric theory according to which the World (Universe) presents the hierarchy of different levels in their interrelation and specific mechanisms of communication. Thus, the establishment of noospheric mentality and the future of ecolinguistics is closely connected with the establishment of social ecological self-consciousness making internal Harmony and Spirituality possible.

Key-words: mapping, linguocognitive models, metaphorical conceptual universals, philosophical outlook of the world, conceptsphere, noospheric mentality, harmony.

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National Heritage and borrowings in English and Romanian Eponymy

Abstract: Eponymy has been assigned several meanings along the centuries, and very few of them have had any relationship with linguistics. Thus, eponymy has been, in turn, a 'practice', a 'phenomenon' or an 'old tradition'. Nevertheless, eponymy is still the word which accounts for the derivation of names of places, etc., from those of persons, a meaning which places it within the linguistic framework. It is actually a word-building mechanism which has its own representations both in English and Romanian, and from this perspective it will make the object of the current approach.

The elements of the native heritage will be compared to those borrowed from other languages. With a view to comparing English and Romanian eponyms and eponymic structures, data collected from general dictionaries of eponyms will be interpreted, paying attention to the modifications which may occur in the coining process. Conclusions will consider statistical interpretations of the native elements in the two languages as well as the percentage of borrowings in either language. Although eponymy has most frequently been waived in the lexicological and lexicographic studies, it may be a resourceful collection of stories of lives dedicated to the progress of humankind which could offer inspiring models for the younger generation.

Key words: antonomasia, personal names, etymology, comparison.

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Intercultural metaphors in Romanian and British journales⁷

Abstract: The aim of this paper is to explore and compare business metaphors found in Romanian and British business press. The perspective adopted is a pragma-linguistic one, but will heavily draw on findings in cognitive metaphor theory.

Culture in relation to linguistic structures has witnessed several approaches and frameworks of analysis, considering that the mental lexicon of a language reveals the interrelatedness between cognition, knowledge organization and communication. (Aitchison 2003, Geertz 1973, Holland & Quinn 1987, Jackendoff 2007, Kachru & Kahane 1995, Palmer 1996, Wierzbicka 1992, 1997) According to Geertz, culture “denotes a historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by means of which people communicate, perpetuate and develop their knowledge about and attitudes toward life” (1973: 89).

Culture consists of patterns, explicit and implicit of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiment in artefacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached values. Culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning elements of future action. My research is based on the already accepted assumption that metaphoric and idiomatic expressions of a given culture empower us to see how the members of that culture map out their experience of the world and record it into their native language. According to Lakoff and Johnson (1980:12), “a culture may be thought of as providing, among other things, a pool of available metaphors for making sense of reality”; and “to live by a metaphor is to have your reality structured by that metaphor and to base your perceptions and actions upon that structuring of reality.” My research hypothesis is that there exist identifiable ways in which metaphors are accountable for cultural differences in the Romanian and British languages, and these linguistic expressions do reflect cultural and social realities. My analysis is based on two corpora (British and Romanian), consisting of articles from general audience and financial broadsheets, written during 2012-2015, i.e.: *The Economist*, *The Guardian*, *The New York Times* and *The Telegraph* for the English corpus; and *Adevărul*, *Jurnalul Național*, *Cotidianul*, *Capital*, and *Ziarul Financiar* for the Romanian corpus.

The findings revealed unsurprisingly that metaphors clustered in cognitive categories account for cultural categories, both in terms of conceptual universals and variants, resulting in a complex mapping of interrelated cross-connections. Metaphor in general performs a persuasive role, and a deeper insight into its structure and meaning can provide a better understanding of the culture that has coined it.

Key words: Metaphoric load; intercultural competence; culture-bound behavioural patterns.

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The conceptual metaphor in the present day Romanian media

Abstract: We are crossing a stage in which the individual, the social product, is hungry for information (obtained in record time) and delighted by the spectacular. The current media is coming to satisfy this characteristic avidity of the 21st century. Observing what is going on around, I believe that television, a channel particularly accessible, heavily influences the general public.

Intense media coverage of certain political, economic, social events makes it easy to transform many of us from mere (TV) spectators into "real" experts of these public interest areas. In our local postcommunism, we note, for example, excessive media coverage of the political life in perpetual "confrontation". Political communication, including "political reality" (a reality created and induced, in fact) and "political game" (power play), occupies wide dissemination spaces. The political language - important element of political communication - *updates* permanently, depending on the overall context, but also on the need to satisfy the public taste for sensationalism. Like other types of speeches, media speeches with a *political* topic are based on *intertextuality*. We can speak about real speech strategies and scenarios with a discursive political twist, in which meaning is being built on the go (*language use*). The default behavior of the political actant, and implicitly of the political analyst, is studied, directed.

Metaphor, as an act of language (not only as simple trop), can satisfy the desire to express reality in different terms. It involves a transfer from the *literal* ("sentence meaning") to the *individual* ("speaker's meaning"). In the contemporary world, the metaphor is a form of existence at the communicative level. *The conceptual metaphor* in its basic meaning represents the correspondence between two concepts belonging to different domains. Thus, we design a domain (*the target domain*) in terms of another domain (*the source domain*), the transfer occurring at a conceptual level.

The present article is meant to examine some conceptual metaphors in recent mass media contexts:

- **STATE INSTITUTIONS are BATTLE FIELDS:** "Brutal *attack* from MSC to address the Constitutional Court" (Antena 3, March 18, 2016).
- **COMPETITION is WAR:** "*Banter* between airlines with spring offers"; "TAROM came into the *war*, as well"; "TAROM wants *to fight* side by side with (...)" "Plane

tickets war, how do the Romanians take advantage”(TV Romania, March 17, 2016).

- **POLITICS is WAR** (prolific conceptual metaphor in the media): "Attack on the capital with (...)"(B1 TV, March 18, 2016); „The *battle* for sector 2, relaunched" (B1 TV, 27 March 2016); "Parliament, once again under *siege*"; "Europe under *siege*" (Realitatea TV, 26 March 2016).

War today means any tense, conflictual space, and in the present society, globally, politically, the political masters the economic, the social, the cultural factor. Those who were "live" in the reality of a real war easily understand the message delivered today in the form of such conceptual metaphors. But the youth have created an imaginary of this type with the aid of books, or films, depicting various strained aspects of the world's great wars, often in an artistic manner.

- **POLITICS is COMPETITION**: "Contest in giving money to people" (Digi24, March 29, 2016).
- **POLITICS is FICTION**: "T. has become a toxic *character*"(Realitatea TV, March 29, 2016); "We are witnessing an *absurd play*" (Realitatea TV, 30 March 2016).
- **POLITICS is HUNTING**: "An unprecedented *hunt*"; "We are being hunted for absolutely puerile reasons"; "This *hunt* has no end" We are *hunted* and *haunted*" (Realitatea TV, 30 March 2016).

The conceptual metaphor becomes a cliché, depicting a collective manner of thinking. The concept-words "open" semantically, moving to another area on the basis of conventional correspondence.

Key words: conceptual metaphor, transfer, source domain, media.

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Polycode tools of cognitive metaphor in PSA discourse

Abstract: The share of nonprofit PSAs (Public Service Announcements) in the bulk of advertising discourse is not too large. However, it plays a very important role in our lives; like a mirror, it reflects current social issues and guides a person towards making solutions. Taking into consideration low efficiency of PSA in Russia overall, it is necessary

to study different native and foreign PSA texts and their polycode structures to enhance the influence thereof upon target audiences' consciousness. In the auspices of the current research we introduce a new term "discourse of social values", which is used to describe the interconnection and interpenetration of several discursive formations oriented towards transmitting important social values, humanizing the society and creating a friendly psychological climate in the society (PSA discourse, charity discourse, educational discourse).

Nowadays we can see that a traditional verbal metaphor is giving its way to more elaborate and complex type – the polycode metaphor. Thus it becomes vital to research such metaphorical structures, where the transfer is performed using an iconic semiotic system and by correlation of visual metaphor with a verbal one. This transfer of the verbal code into the code of images is deemed to have a great persuasive potential essential for PSA's effectiveness. It means that all advantages of metaphoric "packing" of the information can be actualized by the verbal code sufficiently enhanced by the visual code.

One of the key tasks of the present research is to develop and test a method of analyzing socially oriented polycode metaphorical texts and to check their effectiveness. We detect the tools of constructing the polycode cognitive metaphor, determine the strategies used, and evaluate the persuasive effect of the polycode metaphor used in PSA discourse. As the result, we hope to work out some recommendations for PSA professionals by systematizing and evaluating the efficiency of polycode tools used to construct cognitive metaphors.

Key words: visual metaphor, polycode text, PSA discourse, metaphorical modeling, content analysis.

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Metaphors in translation: a relevance-theoretic approach⁸

Abstract: The current presentation addresses the problem of metaphor translation from a relevance-theoretic perspective (Sperber, Wilson 1995; Gutt 2000). Metaphors have

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always represented a real challenge for translators, but no all-encompassing criteria have been formulated as yet. The analyses presented examples taken from an 18th century Latin-to-English translation: while some metaphors are rendered in an almost word-for-word form, others are translated in a non-figurative manner. The preliminary results suggest that the former strategy is mostly for the translation of innovative metaphors, while the latter seems to be specific to conventionalized metaphors. The translator's decisions appear to be the outcome of his efforts to preserve the cognitive effects of the original without putting his audience to unnecessary processing effort.

Keywords: metaphor, translation, relevance theory, processing effort

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KEYNOTE SPEAKERS

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His main research interests include the theory of metaphor and metonymy, the conceptualization of emotions, the relationship between cognition and culture, and the issue of cultural variation in metaphor.

He has taught widely at several American and European universities, including the University of Nevada at Las Vegas, Rutgers University, University of Massachusetts at Amherst, Hamburg University, Odense University, University of California at Berkeley, University of Granada, Heidelberg University, and the University of Paris Diderot.

He is an associate editor of *Cognitive Linguistics* and one of the four editors of *Metaphor and Symbol*. He also serves on the advisory board of several scholarly journals, including, the *Review of Cognitive Linguistics* and *Cognitive Semantics*.

His most important books include *Where Metaphors Come From* (Oxford UP, 2015); *Language, Mind, and Culture. A Practical Introduction* (Oxford UP, 2006); *Metaphor in Culture. Universality and Variation* (Cambridge UP, 2005); *Metaphor. A Practical Introduction* (Oxford UP, 2002/2010); *Metaphor and Emotion* (Cambridge UP, 2000); *American English. An Introduction* (Broadview Press, 2000); *Emotion Concepts*, Springer-Verlag, 1990); and *The Language of Love* (Bucknell UP, 1988).

He received the prestigious Charles Simonyi Award in 2008 and, in the same year, he was a distinguished fellow in the Institute of Advanced Study at Durham University, United Kingdom.



Dr. Ștefan Oltean is Professor of Anglo-American Linguistics, Babes-Bolyai University, Cluj, Romania. His research has focused on the structure of the sentence, on free indirect discourse, on proper names, fictional names, and multilingualism, for the analysis of which he has used generative, semantic and pragmatic frameworks. Profesor Oltean was chairperson of the English Department of Babes-Bolyai University (2012-2015), dean of the Faculty of Letters (2000-2004) and vice-rector of Babes-Bolyai University (2004-2006).

He was Visiting Professor at Kent State University Kent, Ohio (1984-1986), and Cornell University, Ithaca, New York (1990-1992). He is currently president of the Commission for Humanities and Theology, the Romanian Quality Insurance Agency for Higher Education (ARACIS). He was member of the board of the European Language Council (ELC/CEL) (2006-2014).

He was editor of *Studia Universitatis Babes-Bolyai, Philologia* (2000-2004), and is member of the advisory board of Bucharest Working Papers in Linguistics, University of Bucharest, and British and American Studies, University of Timișoara. He published books and articles in stylistics, discourse analysis, narrative poetics and semantics. They include *Topics in the Semantics of Names and Discourse*, Cluj-Napoca, Casa Cărții de Știință, 2015; *Introducere în semantica referențială* ["An Introduction to Referential Semantics"], Cluj-Napoca, Presa Universitară Clujeană, 2006; *Lumile posibile în structurile limbajului* ["Possible Worlds for Linguistics"], Cluj-Napoca, Echinox, 2003 (books); and "A Survey of the Pragmatic and Referential Functions of Free Indirect Discourse", *Poetics Today*, Vol. 14: 4, Duke University Press, 1993, 691-714; "Free Indirect Discourse: Some Referential Aspects", *Journal of Literary Semantics*. An international review XXIV/1, Julius Groos Verlag, 1995, 21-41; "On the bivocal nature of free indirect discourse", *Journal of Literary Semantics*. An international review, 32, Mouton de Gruyter, 2003, 167-176; "On the semantics of fictional names", *Revue Roumaine de Linguistique*, LVIII, 4, 371–382, Romanian Academy Press, 2013 (articles).



Professor Giacomo Ferrari is a graduate in Historical Linguistics (Sanskrit) from the University of Pisa, Italy, he carried out research in the field of Computational Linguistics starting with 1968 up to 1984, affiliated with the University of Pisa first and later as senior researcher at the National Council of Research.

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His main fields of research are Computational Morphology and Syntax, Man-machine interaction and Dialogue studies, man-vehicle interaction, intelligent tutoring systems, computational corpora and dictionary building, and the funding sources have been the EU, the National Council of Researches and the Ministry of Education. He participated into an exploratory national project for the building of an expert-system on the archaeological heritage of Rome.

He was the programme chair of the first conference of the European Chapter of the Association for Computational Linguistics (1983) and was a member of the Editorial Board of the journal Computational Linguistics (MIT Press).

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Dr Igor Lakić is an Associate Professor of Linguistics at the University of Montenegro. His research interests include discourse analysis, genre analysis, syntax and sociolinguistics. He has published two books - *Analiza žanra: Diskurs jezika struke* (Genre Analysis: ESP Discourse) and *Diskurs, mediji, rat* (Discourse, Media, War) and a number of papers in international and national journals. He supervises MA and PhD theses. He is President of the Montenegrin Society of Applied Linguistics and a member of the Committee of Experts for Regional or Minority Languages of the Council of Europe.



PLENARIES

Professor STEFAN OLTEAN

Possible worlds and free indirect discourse

The paper proposes an account within a framework of possible world semantics and formal semantics of the denotation of free indirect sentences selected from narrative fiction. The issue of what constitutes free indirect discourse is discussed, and a possible world semantics framework is provided for the formal representations of selected examples. The analysis indicates that free indirect discourse can have multiple referential valences, depending on the parenthetical or control predicate with which it is coupled. It also captures the dual perspective articulated by free indirect discourse, indicating that some expressions describe states of affairs associated with worlds compatible with what the character thinks, imagines, etc., while others are about the central world of the story, in which what the narrator tells is actualized. Thus, free indirect discourse emerges as a dual mode.

Professor GIACOMO FERRARI

Narrative styles in European newspapers: convergences and divergences

European newspapers tend to give the same set of news, at least when dealing with international information. This is obviously due to the convergence of interests and fears. From a linguistic point of view the structure of articles tend to converge although substantial divergent features occur and can be explained in terms of grammatical and stylistic variations between languages. These similarities and differences appear at a rhetoric level as well as syntactic and lexical one. To carry this comparison articles from the major newspapers from Italy, France, Spain, Germany, and Great Britain, dealing with Lahore suicide attack, will be taken into account. A comparison with few examples of extra-European press (Québec, Brazil etc.) will be also attempted, although in some cases (e.g.: Mexican or Argentinian press) no mention of the event is done. In particular, the structure of the news will be studied by the help of the RST (Rhetoric Structure Theory) as well as in the light of Vallduvi's information packaging theory; lexical choices will be highlighted by simple comparison of the terminology used.

Professor ANA MARIA TUPAN

Target or Guest of Discourse? A Hermeneutic Dilemma

The present paper sets out from a book written by an Anglican clergyman, which came out from Cambridge Scholars Publishing last year: *Hospitality and Translation. An exploration of how Muslim Pupils Translate Their Faith in the Context of an Anglican Primary School*. The concept of God as a relational being, a triune image, is adopted as the ground of a theological doctrine of hospitality and inclusion of everyone, allowing of imperfect translations but also of vital modes of the self relating to others, who are not seen as the target of some missionary agenda but as guests sharing in the host's banquet of meaning-making. Whereas the differences between Calvinist, Lutheran, Catholic or Orthodox translations of the Bible are rooted in a subject's doctrinary convictions, the relation to the other in Heidegger, Gadamer or Ricoeur gives birth to entwined selves of a mutually shared genesis. The dilemma over the priority of the self over the other or the other way round abandons the theoretical battlefield to embrace the commandments of a sort of practical, socially-oriented, hermeneutic.

Associate Professor IGOR LAKIĆ

Print Media Presentations of War "Truths" and "Realities"

This presentation is based on a critical discourse analysis (CDA) of three British dailies (The Guardian, The Independent and The Times) and two Montenegrin daily newspapers (Pobjeda and Dan) on war, i.e. NATO air strikes on Yugoslavia. I will first briefly introduce van Dijk's notions of microstructures and macrostructures of newspaper articles and discuss some aspects of CDA (van Dijk, Fairclough), especially its approach of combining linguistic analysis with intertextual analysis. I will then focus on the issues of dominance and politics and on the assumption that the concepts of dominance, power and politics are linked to the role of language that shapes or legitimates particular views. Politicians always use the media in wartime to persuade citizens of the justness of war, leading consumers of news to uncritically accept that the 'news' presented to them is true. This is best reflected in the analysis of the British dailies. In addition, the media themselves, due to their different political and ideological orientations, create different 'realities' of the same event, using different strategies in the text structure at the macro level, the selection of lexical and syntactic elements at the micro level and in the interpretation of events. This was especially the case with the Montenegrin dailies. In the presentation, I will provide examples from the analysed papers and related them to the theoretical approach taken to illustrate how the media create "realities" that are very often different from the real situation.

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