



ROMÂNIA
MINISTERUL EDUCAȚIEI ȘI CERCETĂRII ȘTIINȚIFICE
UNIVERSITATEA „1 DECEMBRIE 1918” DIN ALBA IULIA
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Call for Papers

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
Duration: 17-18 June 2017
Venue: *1 Decembrie 1918 University of Alba Iulia*, Romania

Keynote Speakers:

Professor **Zoltán Kövecses**, *Eötvös Loránd University*, Budapest, Hungary
Professor **Mariana Neagu**, *Dunarea de Jos University*, Galati, Romania
Professor **Giacomo Ferrari**, *Amedeo Avogadro University*, Vercelli, Italy

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, 2015a, 2015b), 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, 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.

Please send your proposals (500 words) to tpopescu@uab.ro, by **26 May 2017**. Letter of acceptance will be sent by **2 June 2017**.

For further information, please check <http://business-metaphors.ro/index.php?pagina=pg&id=21&l=en>. The site will be updated regularly.

Registration fee:

Panel fee covers panel pack (Programme and Book of Abstracts, Participation diploma), refreshments and coffee breaks, welcome cocktail on 16 June, and lunch on 17 June, access to internet facilities.

Standard registration fee – **70 Euro**, payable by **9 June, 2017**.

Participants are invited to optionally join the social programme, as follows:

Dinner at Hotel Cetate, Alba Iulia, Saturday, **17 June – 20 Euro**.

Registration fee should be transferred to the **accounts** below with the reference "SURNAME_NAME_METAPHOR-2017".

Fees can be paid in EURO and in lei (RON). Please instruct your bank to apply exchange rates as on the transfer date. Please make sure the amount transferred is clear of bank charges.

Payments in **RON** (Romanian participants):

Account details:

Asociatia Pro Universitatea 1 Decembrie 1918 din Alba Iulia

Alba Iulia, str. Unirii, nr. 15-17, Corp C,

Alba, Romania

Fiscal code 33887538

Banca Comerciala Romana - BCR, Sucursala Alba,

IBAN RO45RNCB0003145211750001

Payments in **Euro** (foreign participants):

Account details:

Asociatia Pro Universitatea 1 Decembrie 1918 din Alba Iulia

Alba Iulia, str. Unirii, nr. 15-17, Corp C,

Alba, Romania

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IBAN - to be announced

Instructions will follow in early April, 2017.

Publication:

A selection of (extended) papers (**4500-9000 words**) will be published in the *Journal of Linguistic and Intercultural Education - JoLIE* 2018, which is indexed by ERIH Plus, EBSCO, ProQuest, MLA Directory of Periodicals, Cabell's Directories, Ulrichs Web, The Linguist List. (Please see <http://jolie.uab.ro/>)

Additionally, a peer-reviewed selection of conference papers will be published in a monographic collection produced by a reputable international publisher.

Further details will follow in due time.