

INTERCULTURAL METAPHOR PANEL II

16-18 June 2017, Alba Iulia



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INTERCULTURAL METAPHOR

PANEL II

Alba Iulia, 16 - 18 June, 2017

Panel Title: Intercultural metaphors: Towards a global conceptual schema or variable cultural concepts

Conveners: **Teodora Popescu**, *1 Decembrie 1918* University of Alba Iulia, Romania

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, 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:

- Hofstede, G. (1991). *Cultures and Organisations: Software of the Mind*. London: McGraw-Hill.
- Kövecses, Zoltán (2014). *Where Metaphors Come from: Reconsidering context in metaphor*. Oxford: Oxford University Press.
- Kövecses, Zoltán (2005). *Metaphor in Culture. Universality and Variation*. Cambridge: Cambridge University Press.
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- Zafiu, Rodica (2001). *Diversitate stilistică în româna actuală*. București: Editura Universității din București.

PLENARY SPEAKERS:

Professor **Istvan KECSKES**, University at Albany, State University of New York, US
Professor **Ștefan OLTEAN**, Babeș-Bolyai University Cluj-Napoca, Romania
Professor **Mariana Neagu**, Dunarea de Jos University of Galati, Romania
Professor **Rodica PIOARIU**, 1 Decembrie 1918 University of Alba Iulia, Romania
Professor **Giacomo FERRARI**, Amedeo Avogadro University, Italy

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Ph.D. student Cristina-Matilda **VANOAGA**, "1 Decembrie 1918" University of Alba Iulia

Ph.D. student Liana **BOCA**, Technical University of Cluj-Napoca

PANEL PROGRAMME OVERVIEW

Thursday, June 15

16:00 - 17:30 - Early registration

Friday, June 16

8:00 - Registration opens

9:00 - 9:30 - Official opening of the Panel - Senate Hall

9:30 - 10:30 - Plenary Sessions 1 - Senate Hall

10:30 - 11:00 - Coffee break

11:00 - 12.30 – Panel presentations – Senate Hall

12.30 - 14.30 - Lunch

14:30 - 16:00 – Plenary Sessions 2 & 3 - Room *Aula Mica*

16:00 – 16.30 Coffee break

16:30 - 18:00 – Project Operational Meeting – Senate Hall

19:00 - 20:00 – Re-enactment show

20:00 – 22:00 – Dinner (a la carte, optional) – Hotel Cetate

Saturday, June 17

8:00 - 9:30 - Registration continues

9:30 - 11:00 - Plenary Session 4 & 5 - Senate Hall

11:00 - 11:30 - Coffee break

11.30 - 13.00 - Panel presentations - Room *S8*

13.00 - 14.30 - Lunch

14:30 - 16:00 - Panel presentations - Room *S8*

16:00 - Social programme

20:00 – 22:00 – Dinner (a la carte, optional) – Hotel Cetate

Sunday, June 18

PLENARY SESSION 6

9:30 – 11:00 - Round-up Session: Conclusions and Recommendations – Room *Aula Mica*

Trip to Sibiu, Village Museum in Sibiu

Departure h. **11:00**

Arrival h. **19:30**

* The panel fee includes the panel pack, all coffee breaks, refreshments and lunches and the social programme on Saturday afternoon.

The trip fare to Sibiu is covered by the organisers; however, all other costs there (e.g. refreshments, etc.) are paid individually by the participants.

Dinners are optional and paid by the participants a la carte.

THURSDAY, 15 June

Venue: Faculty of Philology

16:00 - 17:30 EARLY REGISTRATION

FRIDAY, 16 June

8:00 – Panel Registration

Venue: Senate Hall

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 SESSION 1 (*Chairperson: Teodora POPESCU*)

9:30 – 10:30

Distinguished Professor **István Kécskes**, University at Albany, State University of New York, US

Formulaic language and deliberate creativity

Venue: Faculty of Philology

10:30 – 11:00 - Coffee Break

INTERCULTURAL METAPHOR PANEL

11:00 – 12:30

Room Senate Hall (*Chairperson: Mariana NEAGU*)

Zsuzsa MATHE, Babeş-Bolyai University, Cluj Napoca, Romania

Embodiment in the Cognitive Metaphor Theory

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

Science, poetry, and metaphors

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

COMPANY metaphors in British and Romanian Business Journalese¹

Venue: Faculty of Philology

¹ 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.

12:30 – 14:30 - Lunch

PLENARY SESSIONS 2 & 3

Senate Hall 14:30 – 16:00

PLENARY SESSION 2 (Chairperson: *Rodica CHIRA*)

Associate Professor **Rodica PIOARIU**, *1 Decembrie 1918* University of Alba Iulia, Romania
Cross-cultural aspects of learning and teaching English: the Romanian case

PLENARY SESSION 3 (Chairperson: *Teodora IORDĂCHESCU*)

Professor **Giacomo FERRARI**, *Amedeo Avogadro* University, Italy
News as Myths: Expressive strategies in Italian journales

Venue: Faculty of Philology

16:00 – 16:30 - Coffee Break

PROJECT OPERATIONAL MEETING

16:30 – 18:00

Room: Senate Hall

(Teodora Iordachescu, Giacomo Ferrari, Crina Herteg, Grigore-Dan Iordachescu, Cristina Matilda Vanoaga, Liana Boca)

19:00- 20:00 Re-enactment Show

Venue: Vauban Citadel Gate 4

20:00 - 22:00 20:00 – 22:00 – Dinner (a la carte) – Hotel Cetate

SATURDAY, 16 June

8:00 – 9:30 – Registration continues

Venue: Senate Hall

PLENARY SESSION 4 & 5

9:30 – 11:00

PLENARY SESSION 4 (*Chairperson: Mariana NEAGU*)

Professor **Ştefan OLTEAN**, Babeş-Bolyai University Cluj-Napoca, Romania

What's in a name? A semantic view of names in fiction

PLENARY SESSION 5 (*Chairperson: Giacomo Ferrari*)

Professor **Mariana NEAGU**, Dunărea de Jos University of Galaţi, Romania

The Analogic Genitive Pattern as an Active Metaphoric Expression. Is Its Translation an Intercultural Process?

Venue: Senate Hall

11:00 – 11:30 – Coffee Break

INTERCULTURAL METAPHOR PANEL

11:30 – 13:00

Room Sala 8 (*Chairperson: Giacomo FERRARI*)

Raluca GHENTULESCU, Technical University of Civil Engineering, Bucharest

Metaphors in Klaus Iohannis's and Donald Trump's discourses

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

MONEY metaphors in British and Romanian business journales²

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

The metaphor of teaching and teachers³

Liana BOCA, 1 Decembrie 1918 University of Alba Iulia, Romania

Cluj-Napoca Technical University, Romania

From computer science to computational linguistics. The first sketch of a database for a linguistic project

Venue: Faculty of Philology

13:00 – 14:30 – Lunch Break

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.

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INTERCULTURAL METAPHOR PANEL

14:30 – 16:00

Room Sala 8 (Chairperson: Mariana NEAGU)

Cristina Matilda VĂNOAGĂ, 1 Decembrie 1918 University of Alba Iulia, Romania

The Saints of the Prisons – The use and the abuse of a metaphor⁴

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

The conceptualization of economy in British journalese⁵

Monica MOSCA, Università del Piemonte Orientale *Amedeo Avogadro* – Vercelli, Italy

Metonymy and metaphor in food and wine advertising

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

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

A Cognitive Approach to SF

Arina GREAVU, *Lucian Blaga* University of Sibiu, Romania

Metaphors for Brexit in the European Public Discourse

16:00 – 20:00 Social Programme (To be confirmed)

20:00 - Dinner (a la carte, optional) – Hotel Cetate

SUNDAY, 18 June

Venue: Room Aula Mica

PLENARY SESSION 6 (Chairperson: Teodora POPESCU)

9:30 – 11:00 - Round-up Session: Conclusions and Recommendations – Room *Aula Mica*

Trip to Sibiu, Village Museum in Sibiu

Departure h. 11:00

Arrival h. 19:30

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.

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.

KEYNOTE SPEAKERS



ISTVAN KECSKES is Distinguished Professor of the State University of New York, USA. He teaches graduate courses in pragmatics, second language acquisition and bilingualism at SUNY, Albany. Professor Kecskes is the President of the American Pragmatics Association (AMPRA) and the CASLAR (Chinese as a Second Language Research) Association.

He is the founder and co-director of the Barcelona Summer School on Bi- and Multilingualism, and the founder and co-director of Sorbonne, Paris – SUNY, Albany Graduate Student Symposium.

His book *Foreign language and mother tongue* co-authored by Tunde Papp and published by Erlbaum in 2000 was the first book that described the effect of the second language on the first language based on a longitudinal research. Dr. Kecskes' book *Intercultural Pragmatics* published by Oxford University Press in 2013 is considered a groundbreaking monograph that shapes research in the field. His latest book is *Explorations in Chinese as a Second Language* published by Springer in 2017. Currently he is working on a new book titled "English as a Lingua Franca: The pragmatic perspective" to be published by Cambridge University Press in 2017.

Dr. Kecskes is the founding editor of the linguistics journal *Intercultural Pragmatics* and the Mouton Series in Pragmatics published by Mouton de Gruyter: Berlin/New York, as well as the bilingual (Chinese-English) journal CASLAR (Chinese as a Second Language Research)

published by Mouton and the co-founding editor of *Journal of Language Aggression and Conflict* published by John Benjamins: Amsterdam/Philadelphia (co-founder Pilar Garces Blitvich). He sits on the editorial board of the *Journal of Pragmatics* (Elsevier), *Pragmatics & Society* (Benjamins), *Lingua* (Elsevier), *International Journal of Multilingualism* (Taylor & Francis), *Language & Dialogue* (Benjamins), *Lodz Papers in Pragmatics* (De Gruyter), *Corpus Pragmatics* (Springer), *International Journal of Language and Culture* (Benjamins), the *Journal of East Asian Pragmatics* (Equinox), *BELLS Belgrade English Language and Literature Studies*, *Russian Journal of Linguistics* (Moscow), the *Journal of Foreign Languages* (Waiquoyu) and the journal *Xiandai Waiyu* published in China. Dr. Kecskes is also on the editorial board of four book series: *Pragmatics, Philosophy and Psychology* (Springer), *Series in Pragmatics* (Cambridge Scholarly Publishing), *Pragmatic Interfaces* (Equinox), and *Studies in General Linguistics* (Hungarian Academy of Sciences).

Dr. Kecskes received a Senior Fellowship from the Rockefeller Foundation in the Rockefeller Research Center in Bellagio, Italy in 2004, a Senior Fellowship from the Mitteleuropa Foundation, Bolzano, Italy in 2005, a Honorary Professorship from Zhejiang University, Hangzhou in 2009, a Yunshan Chair Professorship from Guangdong University of Foreign Studies, Guangzhou, China in 2011, a Distinguished Visiting Professorship from Monash University, Melbourne, Australia in 2013 and an Distinguished Guest Professor at the University of Messina in May, 2017. He was the recipient of the Chancellor's Excellence in Research Award of State University of New York in 2014.



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.

Professor 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, *British and American Studies*, University of Timișoara, and *Diacronia*, Al. I. Cuza University, Iași. 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; "Free Indirect Discourse: Some Referential Aspects", *Journal of Literary Semantics*, 1995; "On the Bivocal Nature of Free Indirect Discourse", *Journal of Literary Semantics*, 2003; and "On the semantics of fictional names", *Revue Roumaine de Linguistique*, LVIII, 4, 2013 (articles).



Associate Professor **Mariana-Rodica Pioariu** has been teaching the English language and Cross-cultural studies for more than 30 years. Her focus of interest ranges from varieties of the English language, idiomatic English or translation studies to Romanian-American cultural relations and the reception of American literature in Romania.

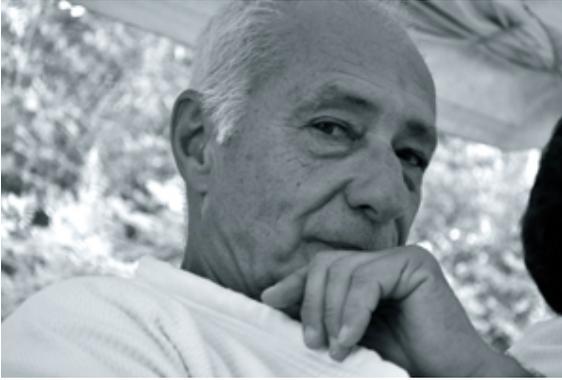
She is the author or co-author of several books, academic courses and numerous scientific articles and studies. Her latest books are: *Improve your English Idioms and Phrasal Verbs. A Practical Course* (2017); *Cross-Disciplinary Approaches to the English Language. Theory and Practice* (co-editor, 2011); *On Types of Narration in British and American Modern Fiction* (2005); *Dramaturgia americană în România. Eugene O'Neill, Arthur Miller, Tennessee Williams* (2004), *British and American Lifestyles. A Practical Course* (2002), *Entrance Examination Guidebook* (co-editor, 1999), etc.



Dr. Mariana NEAGU is a Professor of English Language and Linguistics in the Department of English at *Dunărea de Jos* University of Galați, Romania. She teaches graduate courses on Phonology, Semantics, an MA course on Stylistic Aspects in Translation and a PhD. course on the Semantics and Pragmatics of Academic English. In 1998 Mariana Neagu completed her PhD in linguistics at the University of Bucharest and in 2015 she got a degree as a habilitated doctor at the same university.

She has published books and articles in the fields of cognitive linguistics, semantics, metaphor and metonymy and cross-cultural communication. Her current area of interest is translation studies with particular focus on figurative language.

She has reviewed articles for several international journals (*Annual Review of Cognitive Linguistics*, *Explorations in English Language and Linguistics*, *Journal of Language Aggression and Respectus Philologicus*) and is a member in the advisory board of the *Cognitive Modeling in Linguistics Conference*. She edited three volumes of the journal *Translation Studies. Retrospective and Prospective Views*, the publication issued by the research centre affiliated to the Department of English, 'Dunărea de Jos' University of Galați.



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.

In 1984 became Associate Professor of Applied Linguistics at the University of Pisa and in 1993 moved to the University of East Piedmont. In 2000 he became full professor of General and Computational Linguistics. From 2004 and 2010 he was Dean of the Faculty of Arts. He has also held annual courses in the Faculty of Computer Science of the university of Milan (1985-1986) and General Linguistics in the Faculty of Arts of Parma (1990-1992), and higher education courses in the Universities of the State of Sao Paulo (Brazil), Krakow and Warsaw (Poland), and Iasi and Alba Iulia (Romania).

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).

In 1986 edited a special issue of the IEEE-Proceedings (Institute of Electrical and Electronics Engineering) on Natural Language Processing.

He is one of the founders of the Italian Association for Artificial Intelligence and organised in 2006 The XL Conference of the Italian Linguistics Society.

PLENARIES

Distinguished Professor István KÉCSKES

State University of New York, USA

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Formulaic language and deliberate creativity

The presentation examines the relationship of formulaic language use and linguistic creativity in the first and second language. It argues that prefabricated language is an essential part of language production so it cannot be excluded from linguistic creativity (see Chomsky 1966). In this sense linguistic creativity refers to the ability of combining prefabricated units with novel items (ad hoc generated items) in a syntax- and discourse-affecting way to express communicative intention and goals and create new meaning (Kecskes 2013). Linguistic creativity is a graded phenomenon ranging from the more conventional and predictable to the less conventional and unpredictable.

The focal point of this paper is deliberate creativity (Kecskes 2016) which is on the less conventional and more unpredictable side of the continuum. It is mostly a conscious process in which language users prefer to generate their own utterances rather than resorting to prefabricated units or the combination of ad hoc generated units and ready-made expressions in the target language. However, the low rate of formulaic language use in L2 does not mean that the “idiom principle” (Sinclair 1991) is blocked. There are several factors that are not present in L1 but are present in L2 affecting the functioning of the idiom principle in different degree. Such factors include language proficiency, willingness to use certain formulas, language fluency of other participants, limited core common ground, and others. As a result, the actual production of formulaic expressions in the L2 will always be lower than in L1.

This, however, does not mean that people in their L2 use are less creative linguistically than in their L1. It will be argued and demonstrated that deliberate creativity in L2 is a compensation for limited access to prefabricated units in the target language. Interlocutors create their own formulas relying on deliberate creativity.

References

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- Sinclair, J. (1991). *Corpus, concordance, collocation*. Oxford: Oxford University Press.

Professor STEFAN OLTEAN

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What`s in a name? A semantic view of names in fiction

Abstract: This paper proposes an account of the semantics of names in fiction (fictional names). In doing so, it addresses the semantics of proper names first, which are seen as unstructured linguistic expressions, with no descriptive content or inherent meaning, whose sole function is to denote an individual directly. Their semantic value lies in their denotation, and they are like constants in the logical form. In contrast, fictional names are seen to function like variables bound by the existential quantifier, the individuals they denote in the worlds of fiction being identified, at the actual world, by description.

References

Oltean, St. (2015). *Topics in the Semantics of Names and Discourse*. Cluj-Napoca: Casa Cărtii de Știință

Oltean, St. (2006). *Introducere în semantica referențială* [“An Introduction to Referential Semantics”]. Cluj-Napoca: Presa Universitară Clujeană.

Associate Professor PhD. Mariana-Rodica PIOARIU

1 Decembrie 1918 University, Alba Iulia, Romania

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Cross-cultural aspects of learning and teaching English: the Romanian case

Abstract: In this talk we are trying to reveal some of the most significant aspects of learning and teaching foreign languages, in general, and English, in particular, in Romania within a diachronic approach. We will take a glimpse into the beginnings of learning the English language and literature in our country, the status of English and American Studies in the interwar and post-war Romania, without neglecting the factors which favoured or hindered its penetration in the Romanian educational system, as well as in the collective mindset of the people.

Starting from the premise that in our contemporary world cultures need to know each other better, to get mutual awareness of otherness in order to understand and accept differences more easily, eventually sharing common values, we assume that such an objective cannot be achieved without language, the best medium of communication, intercultural mediation and mutual understanding.

We are living in a world of rapid change in which mobility of people, culture, businesses and information has considerably increased and diversified. Under such circumstances learning a foreign language and particularly English, seems to have become almost indispensable to everybody. It is certain to be the key to professional and social success all over the world where its status of global language is taken for granted. It is extremely helpful both for the individual and the society at large because it is the major way of getting to know and understand otherness and implicitly your own self better.

Thus learning English in the 21st century has become absolutely essential not only to youngsters, but also to grown-up people in any modern culture. The demand and motivation for the study of English in Romania has registered a lot of interest in recent years and it keeps being encouraged and steadily promoted at political, educational and social levels. Under the circumstances of globalization mastering a foreign language has become an essential feature of the modern world.

Learning to facilitate and accept different attitudes and values, get real respect of other cultures takes great pains and of course a lot of time, not to mention the requirement of constant teaching and long-term practice.

Under such circumstances a radical change has also occurred in the perception and attitude towards the study of foreign languages in general, as symbols of education and basic means of direct communication and

information. At present foreign languages, mainly the widely circulated ones are being studied by a diversity of people belonging to all walks of life and to all fields of activity. The number of languages studied nowadays is larger than ever and the methods of teaching are continually modernizing and diversifying.

At school level pupils may attend a greater number of English classes and get involved in a wider range of activities meant to stimulate and develop their interest in language learning. Thus, the young people are the first to get aware of the immediate benefits of learning English being supported at the same time by educational policies that develop and encourage this orientation.

Key words: Culture and language; Inter-relation; Cross-cultural communication; Learning and teaching English in Romania; Language as a major medium of human communication.

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The Analogic Genitive Pattern as an Active Metaphoric Expression. Is Its Translation an Intercultural Process?

The Analogic Genitive category, first mentioned in Sinclair (1989:40) and further explored in Goatly (1997: 215) seems to be a favourite syntactic pattern for specifying the Topic of Active Metaphors. With Active, fresh metaphors, the referent of the Vehicle (Source Domain) Term is unconventional, syntactically more prominent (as it precedes the Topic/The Target Domain Term) and is intensified as a result of the momentary delay in specifying the Topic. The aims of the paper are (1) to show how this construction works in postmodernist literature, especially in novels by Salman Rushdie and Ian Mc. Ewan and (2) to analyse how the Analogic Genitive Pattern was translated in the Romanian versions of the literary works under discussion.

Key words: Analogic Genitive; Active Metaphor; Topic; Vehicle; Mapping conditions.

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News as Myths: Expressive strategies in Italian journalism

The current trend of journalists to "dress" news in suits of myths has consequences also on the choice of discourse strategies. Thus, a "spectacular" lexicon is often preferred to an "informative" one. This style is extended to the selection of metaphorical expressions. Thus, given a cognitive metaphor, journalists often choose "surface" expressions guided by this "mythological" strategy.

Key words: Journalistic style; Discourse strategies; Metaphor selection strategies.

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PAPERS

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From computer science to computational linguistics. The first sketch of a database for a computational linguistics project

This article attempts to highlight the importance of basic knowledge in the field of linguistics for a student who wants to move from computer science to computational linguistics.

Terminology is the first step that needs to be taken on the road to the new discipline that is supposed to be mastered. Then, the focus was on different methods of identifying metaphors: Pragglejaz Group (2007), Stefanowitsch & Gries (2006), and Charteris-Black (2004).

In particular, the project Universals and variants of English and Romanian business metaphors. A corpus-based conceptual mapping of contemporary journalese from a pedagogical approach (2015-2017, University of Alba Iulia, Romania)[\[1\]](#) required an in-depth study of metaphors alongside the understanding of lexical metaphors, conceptual metaphors and cultural metaphors.

For this project, a corpus-based methodology described in Popescu (2015) was adopted, and the exemplification of each type of metaphor mentioned above in specific texts that are part of the two corpora was vital both for understanding the metaphors of a PhD student with basic training in computer science and understanding of the project. The two corpora consist of articles that appeared in the following newspapers: The Economist, The Guardian, The New York Times and The Telegraph for the corpora in English and Adevărul, Jurnalul Național, Cotidianul, Capital and Ziarul Financiar for the Romanian corpora, each corpora sum totalling over 500,000 words for each of the two languages.

The annotation of the metaphors required particular attention and in-depth study of the consecrated works; for example, a carefully studied work was Annotation of Linguistic and Conceptual Metaphor by Ekaterina Shutova.

Starting from the linguists` needs for this project, a database (containing the two corpora as well as text analysis information - annotation of metaphors, explanation of them, etc.) will be created and stored on a server. Users will

have access to it using their own web browser. Team members will have access to the database using a user-based login form and password.

This solution greatly simplifies teamwork if members are in different locations (sometimes different countries) and users are working on the same version of the data. Another plus is that one does not have to install dedicated software - an inconvenience for some people. A user-friendly, simple, clean, intuitive and reliable interface will be developed. Using the interface, adding, editing or deleting an article in the database will be very simple.

A standard form will be made available to the user (team members) for any new introduction of an article. In this form, fields such as: the name of the author of the article, the title of the article, the date of publication, the newspaper in which it was published, the text of the article, the category to which the article belongs are completed.

In each article the metaphors will be annotated (they will be highlighted, either the lemma or the basic word, detailed explanations will be introduced by the linguists for the annotated metaphors).

A special search section will be made available to everyone and, depending on the searches made, users will be able to access the list of metaphors containing a particular word or group of words, explanations of the linguist for these metaphors, categories, etc.

Key words: Computational linguistics; Corpus linguistics; Metaphor annotation; Searchable database.

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Science, poetry and metaphors

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 and mathematician Ion Barbu" (Dincă 2011: 122). 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 the only possible universal language is the translinguistic one, that "words are nothing but traces of the lost spoken word" (Nicolescu 1994: VI, 35), that "words are quanta" (Nicolescu 1994: VI, 6). Metaphor could thus be defined through its connection with quanta 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 2008: 40).

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

Key words: Novel metaphor; Transdisciplinarity; Quantum physics; Levels of Reality.

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Metaphors in Klaus Iohannis's and Donald Trump's discourses

Abstract: The aim of this article is to show how metaphors in political discourses are a reflection of the speaker's cultural background and an illustration of the linguistic environment in which they have been produced. The contrastive analysis of the discourses that presidents Donald Trump and Klaus Iohannis have recently delivered on the topic of the social and political changes in their countries focuses on the metaphors used in either case in order to conceptualize the urgent need of changing mentalities and practices. Although they are at the opposite poles of economic power, Romania and the United States of America have a similar political climate, characterized by the frictions between the president and the governmental body and the conflicts between the supporters of the major parties.

Therefore, there are a lot of similarities in the speeches delivered by the presidents of the two countries, as far as the main topics and the discourse strategies are concerned. Besides the common features of these speeches, this article will also analyze the cross-cultural differences between them, as well as the cultural implications of all the metaphors and other figures of speech they contain.

This complex contrastive analysis is meant to highlight the universalities of conceptual metaphors in political discourses, such as the description of democracy as a frail organism that must be protected by the presidential institution ("Democracy must be kept alive, defended every day and reinvigorated!" – Klaus Iohannis's discourse in the House of Parliament on February 7th, 2017; "to foster democracy for civilians" – Donald Trump's speech on foreign policy, on April 27th 2016) or the image of a nation as a warrior fighting for its rights ("Do we want to be a strong, prosperous nation, which [...] can be proud of its independent justice, [...] or a weak, despised nation, which risks everything for a few politicians in a difficult situation?" – Klaus Iohannis, idem; "In America, we understand that a nation is only living as long as it is striving" – Donald Trump's inaugural address on January 20th, 2017). Nevertheless, it will also point to the variations in the use of metaphors, to the register and the tone of the speeches, as well as to some psychological factors, such as either president's type of personality and the pressure of the moment when the discourses were delivered (i.e. during fierce presidential elections, in case of Donald Trump's speeches, and during street protests against governmental

ordinances, in case of Klaus Iohannis's discourse in the House of Parliament).

Consequently, the analysis contained in this article illustrates how different languages and different speakers reflect similar realities by means of conceptual metaphors, which, if they are well-chosen and tailored to the needs of the audience, can make a great impact and even change the people's perception of a certain political context.

Key words: Metaphors; Contrastive analysis; Political discourses; Similarities; Cross-cultural differences.

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Metaphors for Brexit in the European Public Discourse

Abstract: Rather than being mere figures of speech that characterize the language of the poet, as proposed by traditional theories of language, metaphors have recently been recognized as essential cognitive instruments that determine and shape the way we think, act and express our thoughts in language (Reddy, 1979; Lakoff and Johnson, 1980; Kovecses, 2002). Conceptual metaphors are based on the experience we have with our bodies, on the interaction with our physical and cultural environments, and they help us make sense of the world by mapping the abstract on the concrete, the unfamiliar on the familiar, the new on the old. The existence of these metaphors that organize our entire conceptual system can be inferred from their lexical realizations, language providing valuable insights into the way we conceptualize the world.

An important characteristic of metaphor is its partial character – a metaphor will always highlight one aspect of a concept while downplaying or hiding others. As a consequence, various aspects of the same idea can be described by different and often contradictory metaphors. The viewing of the economy as an organism, a machine, a ship/the ocean, a building – all ways of thinking about certain aspects of the economy in concrete terms, each of them offering different perspectives on the same reality and providing different frameworks for its understanding and interpretation – is an example in this respect. Due to the partial understanding they provide conceptual metaphors can result in a sort of “*cognitive myopia*” (Schon, 1993), constraining our mental models, guiding convictions as to what is true or false, legitimate or not, even distorting reality in order to make it fit the metaphor, and thus leading to a harmful or dangerous view of the world.

Metaphors used in order to conceptualize economic and political situations can, in this way, acquire an important role in planning foreign policy and in justifying the government’s actions or hiding the consequences of these actions (Lakoff, 1991).

The present paper analyses the metaphors employed in the public discourse to talk about Brexit and the related negotiations between the UK and the EU. The speeches of the most important actors in these negotiations are analysed with a view to identifying the conceptual metaphors they employ in order to describe and justify their actions, as well as the lexical realizations of these metaphors. On the other hand, the press coverage of the negotiations is assumed to be done from a more neutral position, and thus

use a different set of metaphors. It is hoped that the contrastive analysis of these texts will illustrate the essential role metaphors have in shaping a way of acting towards a complex economic situation.

Key words: Metaphor; Metaphorical expression; Conceptual domain; Brexit.

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*The conceptualisation of economy in business journalese*⁶

Abstract: The paper attempts to explore different conceptualizations of economy in British business English press. Our approach is based on corpus, we incorporated a corpus encompassing business articles retrieved from British quality press ranging from 2013 to 2016. For our analysis we amassed a corpus consisting of business newspaper articles retrieved from British quality press: *The Economist*, *The Financial Times*, *The Guardian*, *The Telegraph*. We place our investigation within the area of specialized language, more specifically within broad business genre and we will mainly address to business and economic discourse as portrayed by British business quality press, we will not refer to business sub-genres (banking, Stock-Exchange, finances). The second focus is to identify the way economy is conceptualized in a corpus made up of British business newspaper articles. In our analysis we start from the premises that linguistic metaphors highlight and trigger the existence of conceptual metaphors in a given discourse. The conceptual categories identified depict different ways of seeing business and economics impacting differently on the readers, the source of our corpus addresses to informed entrepreneurs and stakeholders. British journalists use metaphors both as stylistic devices to convey their opinions on the state, evolution of the economy and as rhetorical devices to persuade readers, to inform and to remind. The findings draw on the fact that figurative uses and conceptual metaphors easily percolate business English discourse.

Key words: Economy; Conceptual metaphors; Corpus; Journalese.

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*The metaphor of teaching and teachers*⁷

Abstract: This paper aims at exploring metaphorical conceptualisations associated with teachers and the teaching profession, as viewed by Romanian students, preparing to become teachers themselves. The research was carried out among 125 students enrolled on pre-service teacher training (Module one, for undergraduate level), who were asked to write an essay, titled *My best teacher ever*, in which they had to think of the qualities that make a teacher and their teaching act memorable in the mind and soul of students.

The results were clustered into cognitive metaphors pertaining to the culturally-embedded representations of the teachers. The most frequent metaphor was that of “guiding light” and “friend”. The teacher as “knowledge repository” was also present, alongside with that of “organiser”, which was well praised, as students expressed the need for order and to some extent, respect, in the classroom.

The findings are in line with the humanistic approach to education which places the student in the centre of attention for the educational process.

Key words: Teaching metaphors; Conceptualisation of the teacher; Humanistic education.

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Embodiment in the Cognitive Metaphor Theory

Abstract: The conceptual metaphor is essential in our way of thinking and relevant in the study of the mind. Lakoff's and Johnson's work in 1987 and 1980 was groundbreaking for the study of the conceptual metaphor, built on the opposition between rationalism (objectivism) and experientialism (empiricism). According to objectivists thought is disembodied, it has no connection with the body, which Lakoff and Johnson disproved in their work.

One of the pillars of the Cognitive Metaphor Theory (CMT) is that thought is embodied and bodily experiences have a strong connection with the mind. According to this view, concepts are connected to the body, to senses, to perception, and they are grounded in these experiences. Concepts, which are not directly experienced through the body, are understood with the help of metaphors.

This study aims to present embodiment and how it is manifested in linguistic metaphors, by finding examples in language that show how metaphors are created through embodiment; since a lot of bodily experiences can be universal, embodiment could be one of the reasons for universal metaphors. This study is based on theories and work done by Lakoff (1987), Lakoff and Johnson (1987, 1980, 1999, 2003), Kövecses (2002, 2005, 2015), Glucksberg (2001), Fauconnier (2002) and Casasanto (2013, 2017).

Research on the metaphor in English has been done quite extensively; therefore my main focus will be on other languages such as Finnish and Hungarian, as well as Romanian. I would like to analyze embodied conceptual metaphors in these languages, especially those related to time, in order to find linguistic variants and universals. My premise is that the effects of the passing of time can be perceived through a common human experience, which can have linguistic evidence in these languages. It is difficult to think and speak about abstract concepts such as time or emotions without linking them to something concrete.

For instance, the embodied primary metaphor SAD IS DOWN (Lakoff and Johnson 1980), which is based on the common human experience of changes in body posture due to emotion, has several frequently used linguistic metaphors in English, Hungarian as well as Finnish, while in Romanian the linguistic expressions are not as explicitly based on the word 'down' or 'low', as seen in examples (4) and (5):

(1) I'm feeling **down/low** spirited/ **downhearted/ downcast**.

(2) **Lehangolt/ levert/ letört** vagyok.

'le - down'

(3) Olen **alakuoloinen/ allapäin/ alamaissa**.

'ala - down'

(4) Sunt la pământ.

'I am on the ground'

(5) Am căzut în depresie.

'I fell into depression'

As seen in examples (1) to (5), embodied metaphors, which are based on a common human experience, tend to be universal, but their linguistic forms may vary. I would like to examine to what extent this hypothesis is true and in what way linguistic metaphors show variation in English, Hungarian, Finnish and Romanian.

Key words: Conceptual metaphor theory; Embodiment; Universality; Embodied realism.

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Metonymy and metaphor in food and wine advertising

Abstract: Food and wine are often the subject of textual and visual advertising, following different lines, as taste, tradition, naturalness etc. According to Forceville (1994, 2008, 2012) a multimodality is activated by interference of at least two systems of signs, a linguistic and an image one. Although the mapping from source to target domain may establish different relations between concepts (Bolognesi, 2016), the multimodal metaphor is largely used in the field of advertising, where the two messages stand in different relations with one another cooperating to send a unique message or different and coordinated messages.

The content of such messages is the product to be advertised.

From a linguistic point of view, the characterization of smell and taste is carried by an evocative language, which must compensate for the lack of a specific terminology for those senses (Caballero and Suarez-Toste, 2008, Creed 2013, Negro, 2015). Such a terminology rests on different conceptual mechanisms, such as metonymy, synaesthesia, and also metaphor. Thus, the taste is often referred to as “velvety” or “pointy”. The image that appears in advertisements is designed to suggest different views on food and wine as a product of tradition, family tradition, local identity, art, history, etc.

Examples will be shown that highlight all these aspects of the combination of language and image metaphors.

Key words: Metaphor; Metonymy; Multimodality; Advertising.

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A Cognitive Approach to Science Fiction

Abstract: The present study focuses on metaphor theme analysis in Science Fiction literature from a cognitive perspective. The approach departs from recent studies in the Conceptual Metaphor Theory. We are aware of the key role that metaphor plays in our conceptualization of the world as well as in the configuration of any discourse. Ever since Lakoff and Johnson's *Metaphors We Live By* (1980) and Lakoff and Turner's *More than Cool Reason* (1989) the fields of Linguistics and Literary Interpretation have benefitted from the valuable insight and understanding of the way in which analogy and metaphor structures our thinking and shapes our discourses and our understanding of any discourse be it fiction or factual, literary, political, scientific or otherwise. More recent studies which continue this relevant line of philological research involve a concern with the ways in which main conventional conceptual metaphors can and have been covertly employed throughout history and within any type of discourse to naturalize ideological constructions, in other words to subconsciously create readymade expectations and responses. In our (postmodern) day and age it may seem naïve to believe in the possibility of non-ideological thought and discourse. Consequently, a study of metaphor as a potential mechanism of ideology is all the more relevant. Our study is concerned with the extent to which metaphorical patterns can be and are employed to shape social attitude and social practices, with the ability of discourses/authors to exploit and reinforce, overtly or covertly, metaphorical patterns in an attempt to convey particular visions, influence social and psychological attitudes and practices, create stereotypes, prejudice, even identity. Since metaphor is such a powerful tool for understanding and representing abstract and complex realities, since it embodies the analogical mechanism by which our minds create understanding and representation, since metaphor works by highlighting and hiding features, and since most of the time we use a number of different domains to be able to describe one concept, we hardly ever realize that metaphors convey partial knowledge and that they can become powerful tools for ideology.

The theoretical background for the present study consists of authors who have made comprehensive analyses of main conceptualizations and

main metaphor themes used to endorse ideology, such as Andrew Goatly, Jonathan Charteris-Black, Peter Stockwell and George Lakoff. We will apply this theoretical insight on Science Fiction literary discourse represented by authors such as Ray Bradbury, Isaac Asimov and Brian Aldiss.

Key words: Conceptual metaphor; Ideology; Dystopia; Identity, AI

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*MONEY metaphors in British and Romanian business journalese*⁸

Abstract: This paper is aimed at identifying MONEY metaphors in British English and Romanian in business journalese. The underlying research was carried out on two self-made corpora of approximately 60,000 words each, collected from different business broadsheets that appeared during 2012-2016. The conceptual framework is constituted by the Conceptual Metaphor Theory, as put forth by Lakoff and Johnson (1980), and carried forward by Kövecses (2005, 2010, 2014a and 2014b). The research methodology is based on different strategies proposed by the Pragglejaz group (who propounded the Metaphor Identification Procedure), Stefanowitsch (2006), and Charteris-Black (2004). The final strategy is based on a preliminary overview of the best known proverbs in the two languages, followed by an insight into the semantic fields of the word, through using online tools, such as dictionaries, lexical datasets, thesauri, semantic ontology-based software, concordancing, etc. Furthermore, a semi-manual identification of metaphors was carried out, followed by clusterisation into cognitive metaphors. The categories identified were compared between the two languages and differences (in case of metaphor variation) were accounted for (where possible) from the perspective of cultural categories (in particular provided by Hoftsedé's model).

Key words: Conceptual metaphor; Cultural categories; Business journalese; Money metaphors; Corpus linguistics.

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COMPANY metaphors in British and Romanian Business Journalese⁹

Abstract: This article is aimed at identifying and analysing conceptualisations of “company” found in Romanian and British business journalese. The analysis framework for this investigation is based both on a pragma-linguistic approach, and on the cognitive metaphor theory, as well as on anthropological theories of cultural categories. Traditionally, though rather antagonistically, companies are regarded both as lifeless “machines”, over which mechanistic control may be exerted, and as “living organisms”, and derived from the latter, as “systems of change”: a “lethargic” company may be transformed into an investor.

The analysis is carried out on two corpora (British and Romanian), consisting of articles from general audience and financial broadsheets, written during 2002-2016, i.e.: *The Economist*, *The Guardian*, *The Financial Times* and *The Telegraph* for the British corpus; and *Adevărul*, *Adevărul financiar*, *Jurnalul Național*, *Cotidianul*, *Capital*, and *Ziarul financiar* for the Romanian corpus. As a conclusion, it appears that conceptualisations of companies are rather similar in the two corpora, with differences assignable to cultural, social or historical differences.

Key words: Business metaphors; Concordancers; Corpus-based approach; Conceptual Metaphor Theory (CMT); Conceptualisation of company; Cultural variation; Business journalese.

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*The Saints of the Prisons – The use and the abuse of a metaphor*¹⁰

Abstract: The syntagma “the saints of the prisons” is strongly connected to the Romanian collective consciousness, the freedom of expression and the freedom of the religious beliefs, as well to the cultural and spiritual resistance until the personal sacrifice. But, as any element presenting a potential of affinity and personal reverberation in the collective consciousness, this metaphor is appealing to the contemporary politicians in the process of manipulating the electors and for an eventually salvation of the criminally sentenced politicians.

The first part of our study explains the appearance of the metaphor and exemplifies its main elements and the context in which the people politically convicted by the communist regime created. Our examples come from the memoir literature, from the recent fictionalisation in the Romanian literature, in *Un singur cer deasupra lor (A Single Sky Above Them)*, by Ruxandra Cesereanu and the TV documentaries from the series *Memorialul durerii (The Memorial of Pain)*. This aspect of the metaphor circulates in his original meaning, even if, in time, the process of secularisation affects its transmissibility to the young generations, excepting some initiatives that catch up some elements as “social fraternity and solidarity”, some legionary elements without any harming potential, or hip-hop musical projects militating for the valorization of the historical past of the communist prisons, e.g. Cedry2k.

The second part of the study analyses the abuse of the metaphor “the saints of the prisons” and the way in which, by using the religious elements and the collective memory, the political dignitaries condemned for various crimes circulate the status of “politically condemned for intending the awakening and the salvation of the nation”. Beyond the self-proclaiming aspect, we make a comparison between the following elements: survival and creation in the prisons for communist re-education as a risk for the aggravated punishment versus the luxury conditions and the creation in the contemporary prison as a condition for probation.

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Key words: Saints of the prisons; Metaphor; The abuse of the metaphor; Prison literature; Political manipulation; Ruxandra Cesereanu.

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