



UNITATEA EXECUTIVĂ PENTRU
FINANȚAREA ÎNVĂȚĂMÂNTULUI
SUPERIOR, A CERCETĂRII,
DEZVOLTĂRII ȘI INOVĂRII

ROMÂNIA
MINISTRY OF EDUCATION AND SCIENTIFIC
RESEARCH
„1 DECEMBRIE 1918” UNIVERSITY OF ALBA IULIA
5 Gabriel Bethlen, 510009 Alba Iulia
Tel. +40258 806130, fax. +40258 812630
Url: www.uab.ro, e-mail: officeciel@uab.ro

INTERCULTURAL METAPHOR PANEL II

16-18 June 2017, Alba Iulia

banul e
ochiul
dracului

cash
mountains

example

a arunca banii
pe fereastra

a pot of money

business
metaphors

golden
parachutes

cultural

prietenul omului
e buzunarul său

educational

money is rolling in

bear market

scump la tărățe și ieftin la faină

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.

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.
- Kövecses, Zoltán (2006). *Language, Mind, and Culture. A Practical Introduction*. Oxford: Oxford University Press.
- Kövecses, Zoltán (2002). *Metaphor. A Practical Introduction*. Oxford: Oxford University Press.
- Lakoff, George & Johnson, Mark (2003). *Metaphors We Live by*. London: The University of Chicago Press.
- Musolff, Andreas & Zinken, Jorg (2009). *Metaphor and Discourse*. New York: Palgrave Macmillan.
- Popescu, Teodora (2012). Business Metaphors: A case study of Peugeot advertisements in different languages. *Journal of Linguistic and Intercultural Education - JoLIE*, 5/2012, 109-124.
- 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

LOCAL SCIENTIFIC COMMITTEE:

Professor Ștefan **OLTEAN**, Babeș-Bolyai University, Cluj-Napoca, Romania
Professor **Mariana Neagu**, Dunarea de Jos University of Galati, Romania
Professor **Cristiana-Nicola TEODORESCU**, University of Craiova
Assoc. Prof. **Rodica PIOARIU**, 1 Decembrie 1918 University of Alba Iulia, Romania
Assoc. Prof. Teodora **IORDĂCHESCU**, Dean of the Faculty of History and Philology
Assoc. Prof. Rodica **CHIRA**, University of Alba Iulia, Romania
Assoc. Prof. Valeria **PIORAS**, University of Alba Iulia, Romania
Assoc. Prof. Madalina **CERBAN**, University of Craiova, Romania
Dr. Crina **HERȚEG**, University of Alba Iulia, Romania / CIEL Centre
Dr. Grigore-Dan **IORDĂCHESCU**, University of Alba Iulia, Romania
Dr. Gabriel **BĂRBULEȚ**, Director of the Department of Philology
Dr. Anabella Gloria **NICULESCU-GORPIN**, *Iorgu Iordan – Al. Rosetti* Institute of Linguistics of the Romanian Academy, Romania

INTERNATIONAL SCIENTIFIC COMMITTEE

Professor **Istvan KECSKES**, University at Albany, State University of New York, US
Professor Giacomo **FERRARI**, *Amedeo Avogadro* University, Italy
Professor **Zoltán KÖVECSES**, Eötvös Loránd University, Budapest
Prof. dr. hab. **Marek SMOLUK**, Zielona Góra University, Poland
Prof. dr. hab. **Anna BĄCZKOWSKA**, Stanisław Staszic University of Applied Sciences in Piła, Poland
Professor Azamat **AKBAROV**, Kazakh National University, Almaty, Kazakhstan
Professor Igor **LAKIĆ**, University of Montenegro
Assoc. Prof. Jelena **PRTLJAGA**, College of Applied Studies for Preschool Teachers "Mihailo Palov" in Vrsac, Serbia
Assoc. Prof. Senad **BECIROVIC**, Burch International University, Bosnia and Herzegovina
Assoc. Prof. Fabienne H. **BAIDER**, University of Cyprus
Dr. Marlena **BIELAK**, *Stanisław Staszic* University of Applied Sciences in Piła, Poland
Dr. Monika **KOPYTOWSKA**, University of Lodz, Poland

Dr. Svetlana **KURTEŠ**, University of Madeira, Portugal

Dr. Alcina **SOUSA**, University of Madeira, Portugal

Dr. Piotr **ROMANOWSKI**, Institute of Specialised and Intercultural Communication, Faculty of Applied Linguistics, Warsaw University, Poland

Dr. **Žana GAVRILOVIĆ**, University of East Sarajevo, Faculty of Philosophy, Bosnia and Herzegovina

Dr. **Aleksandra GOJKOV RAJIĆ**, College of Applied Studies for Preschool Teachers "Mihailo Palov" in Vrsac, Serbia

ORGANISING COMMITTEE

Assoc. Prof. **Teodora IORDĂCHESCU**, Ph.Ed., Director of CIEL Centre

Assoc. Prof. Rodica-Gabriela **CHIRA**, Ph.D., CIEL Centre (for the French section)

Dr. Crina **HERTEG**, CIEL Centre

Dr. Grigore-Dan **IORDĂCHESCU**, University of Alba Iulia, Romania

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

12:30 – 14:30 - Lunch

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.

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 journalism

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 journals²

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

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 journals⁵

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

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.

³ 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.

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.

16:00 – 20:00 Social Programme (Visit to Sancai Castle)

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

LIST OF PARTICIPANTS:

Plenary speakers:

Istvan KECSKES, University at Albany, State University of New York
ikecskes@albany.edu

Stefan OLTEAN, Babeş-Bolyai University Cluj-Napoca, Romania
stoltean@gmail.com

Giacomo FERRARI, Amedeo Avogadro University, Italy
giacomo.ferrari@uniupo.it

Mariana NEAGU, *Dunărea de Jos* University of Galaţi Romania
Mariana.Neagu@ugal.ro

Rodica PIOARIU, *1 Decembrie 1918* University of Alba Iulia, Romania
pmarianarodica@gmail.com

Presenters:

Rodica Gabriela CHIRA, *1 Decembrie 1918* University of Alba Iulia, Romania
rogabchira@yahoo.fr

Raluca GHENTULESCU, Technical University of Civil Engineering, Bucharest, Romania
raluca4u@gmail.com

Crina HERȚEG, *1 Decembrie 1918* University of Alba Iulia, Romania
crina_herteg@yahoo.com

Dan IORDĂCHESCU, *1 Decembrie 1918* University of Alba Iulia, Romania
daniordach@yahoo.com

Zsuzsa MATHE, *Babeş-Bolyai* University, Cluj Napoca, Romania
emailzsuzsi@gmail.com

Monica MOSCA
Università del Piemonte Orientale *Amedeo Avogadro* – Vercelli, Italy
monica.mosca@uniupo.it

Natalia MUNTEAN, *1 Decembrie 1918* University of Alba Iulia, Romania
natimad@yahoo.com

Teodora POPESCU, *1 Decembrie 1918* University of Alba Iulia, Romania
teo_popescu@hotmail.com

Liana BOCA, Cluj-Napoca Technical University, Romania
1 Decembrie 1918 University of Alba Iulia, Romania
liana.boca@gmail.com

Cristina Matilda VĂNOAGĂ, *1 Decembrie 1918* University of Alba Iulia, Romania
cristinamatilda.vanoaga@yahoo.com

Attendees:

Gabriela Anmaria GALEA, *1 Decembrie 1918* University of Alba Iulia, Romania
gabi.74_galea@yahoo.com

Elena BALDEA, *1 Decembrie 1918* University of Alba Iulia, Romania
baldea.elena@email.com

Silviana-Ruxandra CHIRA (MURESAN), *1 Decembrie 1918* University of Alba Iulia, Romania
silviana_chira@yahoo.com

Réka KUTASI, "Lucian Blaga" University of Sibiu
ktsreka@yahoo.com, ktsreka@gmail.com

Diana Lora PUȘCAȘ, *1 Decembrie 1918* University of Alba Iulia, Romania
diana_puscas1990@yahoo.com

Dan Adrian DINISTRIANU, *1 Decembrie 1918* University of Alba Iulia, Romania
dan_dinistrianu@yahoo.com