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MODERN TRENDS OF CONCEPTUAL METAPHOR STUDY IN COGNITIVE LINGUISTICS

О. Д. КРАЄВСЬКА. СУЧАСНІ ТЕНДЕНЦІЇ ДОСЛІДЖЕННЯ КОНЦЕПТУАЛЬНОЇ МЕТАФОРИ В КОГНІТИВНІЙ ЛІНГВІСТИЦІ

Стаття присвячена вивченню сучасних тенденцій дослідження концептуальної метафори в когнітивній лінгвістиці з точки зору міждисциплінарного підходу. Розглядається теорія метафори в когнітивній лінгвістиці, яка передбачає, що думка та пізнання, метафора та мова є сторонами єдиної неподільної структури, заснованої на доконцептуальних структурах тілесного досвіду. Вивчаються сучасні тенденції вивчення концептуальної метафори, пов'язані з міждисциплінарним підходом до впливу концептуальної метафори на когнітивні процеси, спілкування та міжкультурну взаємодію, а також концептуальну терапію. Розглядається проблема руйнівного впливу на підсвідомий процес поєднання концептів, що виявляється в інформаційній війні та тоталітарному дискурсі, та питання пошуку ефективної моделі когнітивного захисту. Вивчення взаємозв'язків між лінгвістичними, концептуальними та комунікативними вимірами метафори, що використовуються в різних категоріях дискурсів, може суттєво сприяти створенню спільного міжкультурного ментального простору та стати ефективною основою структурування міжкультурної комунікації та протидії концептуальним системам інформаційної війни, пропаганди та інших руйнівних явищ.

Ключові слова: концептуальна метафора, ментальний простір, теорія змішування концептів, інформаційна війна, умисна метафора.

О. Д. КРАЕВСКАЯ. СОВРЕМЕННЫЕ ТЕНДЕНЦИИ ИССЛЕДОВАНИЯ КОНЦЕПТУАЛЬНОЙ МЕТАФОРЫ В КОГНИТИВНОЙ ЛИНГВИСТИКЕ

Статья посвящена изучению современных тенденций исследования концептуальной метафоры в когнитивной лингвистике с точки зрения междисциплинарного подхода. Рассматривается теория метафоры в когнитивной лингвистике, которая предусматривает, что мысль и познание, метафора и речь являются сторонами единой неделимой структуры, основанной на доконцептуальных структурах телесного опыта. Изучаются современные тенденции изучения концептуальной метафоры связанные с междисциплинарным подходом к воздействию концептуальной метафоры на когнитивные процессы, общение и межкультурное взаимодействие, а также концептуальную терапию. Рассматривается проблема разрушительного воздействия на подсознательный процесс объединения концептов, которое выражается в информационной войне и тоталитарном дискурсе, и вопрос поиска эффективной модели когнитивной защиты. Изучение взаимосвязей между лингвистическими, концептуальными и коммуникативными измерениями метафоры, используемые в различных категориях дискурса, может существенно способствовать созданию общего межкультурного ментального пространства и стать эффективной основой структурирования межкультурной коммуникации и противодействия концептуальным системам информационной войны, пропаганды и других разрушительных явлений.

Ключевые слова: концептуальная метафора, ментальное пространство, теория смешивания концептов, информационная война, умышленная метафора.

Language is an integral part of cognition and it reflects the interaction of cultural, psychological, and communicative factors which can only be understood in the context of a realistic view of conceptualization and mental processing. Despite the fact that the blueprints of language are wired genetically into the human organism, their elaboration into a fully specialized linguistic system during language acquisition, and their implementation in everyday language use, are clearly dependent on experiential factors and inextricably bound up with psychological phenomena that are not specifically linguistic in character. Thus there is no valid reason to anticipate a sharp dichotomy between linguistic ability and other aspects of cognitive processing. For this reason, cognitive linguistics strives to integrate the findings of linguistics and cognitive psychology (Tsoneva-Mathewson 2009: 346–458).

The cognitive-linguistic theory of metaphor envisages thought/cognition and metaphor/language as the two sides of a single indivisible structure that is grounded in the preconceptual structures of our bodily experience – or, for some cases, in our cultural practices – and which gives rise to varieties of metaphorical expressions, conventional as well as novel (Al-Zahrani A. 2008: 50–82). Immergence and use of novel metaphorical expressions in modern informational era has been the focus of attention for decades.

George Lakoff and Mark Johnsen claim that human ordinary conceptual system, in terms of both thoughts and actions, is fundamentally metaphorical in nature. The scientists prove that concepts govern our thoughts and everyday functioning, structuring perception of the world and relation to it, thus defining people's everyday reality. It is essential to take into account that human conceptual system is stated to be only partially conscious and one of the ways to examine the system is to study the language they speak. George Lakoff and

Mark Johnsen claim that language is an important source of evidence for what the conceptual system is like (Lakoff, Johnsen 2003: 4).

According to cognitive linguists, metaphor is not just a matter of language as human thought processes in general are metaphorical. Human conceptual system is largely metaphorical, that is why it is reasonable to talk about metaphorical concepts or conceptual metaphors. Conceptual metaphors are set linguistic expressions which constitute a person's conceptual system and predetermine his/her attitude and actions towards an object or phenomena (Lakoff, Johnsen 2003: 4). Since the solution of dramatic and global communicative problems is given a high priority in the information era, the research of conceptual metaphors' influence on intercultural communication and information warfare is significant and urgent.

Cognitive linguistics has proven to be effective in studying and dealing with modern communication issues as it concentrates on language as a means of organizing, processing and conveying information as well as studies human experience and understanding reflected in language, questions the meaningfulness of human experience and means of its expression. Communication is studied by numerous disciplines under different angles for its importance has proved to be vital in the recent decades. The key concepts of this phenomenon have become the agenda of cognitive linguistics as it deals with world perception and reflection.

Modern trends of conceptual metaphor study in cognitive linguistics are connected with interdisciplinary approach to conceptual metaphor influence on cognitive processes, communication and intercultural interplay by means of conceptual metaphors, as well as its close relation to conceptual therapy.

Communication and culture are mutually effected and language is the means and medium of their coexistence and interplay. Language describes and fixes a wide range of communication processes and possible problems. The

social context of the modern global world consists of individuals of different ethnic, religious, social and educational background.

There are urgent democratic, technological, economic, peace and interpersonal imperatives for effective intercultural communication. Culture, cultural differences and intercultural communication are among the central aspects of modern life and discourse (Lustig 2010: 3).

Modern cognitive linguistics seeks to understand how people of different origin perceive the world around them and behave and talk in their native surroundings and out of their comfort zone in unfamiliar or untypical environment. Culture and language determine how people encode and decode messages, choose the medium of their transition and interpret the messages. One of the key tasks is to work out the framework for effective cross-cultural cooperation, based on understanding, search for common goals and loyalty to differences.

The purpose of the article is to explore modern trends of conceptual metaphor study in cognitive linguistics and outline the prospects of further research by means of cognitive linguistic framework.

Most things people do are structured by the concepts of the objects and phenomena they deal with; modern society has faced a number of complicated challenges in international and intercultural communication and even a very alarming phenomenon of information warfare – these challenges are to be scrupulously studied by a wide range of specialists of different spheres (cognitive linguistics among them) in order to revise concepts and strategies of communication and interaction. On this basis, intercultural and international communication can be viewed, experienced, carried out and talked about differently in future.

Leonard Talmy, one of the founders of cognitive semantics, in his work “Toward a Cognitive Semantics” claims that there is a set of crucial conceptual

domains, such as motion and location, space and time, attention and viewpoint, causation and force interaction. These are the parameters which structure conception by language and language what shapes and determines concepts (Talmy 2000: 12).

Unlike objectivist semantics, cognitive semantics adopts an experientialist account in which meaningful thought and reason make use of symbolic structures which are meaningful in themselves as they reflect not only the external objective reality but also the way this reality is perceived and conceived by the human beings (Tsoneva-Mathewson 2009: 346–458).

Mental space, as a key concepts of cognitive semantics is an an effective framework for intercultural communication structuring and resistance to destructive information war patterns. Mental space is a construct suggested by Gilles Fauconnier and defined as an idealized cognitive model. The scientist claims that meaning construction processes involve building mental spaces and creating mappings among them. This is the basic idea of Gilles Fauconnier and Mark Turner's blending theory in cognitive semantics (Fauconnier, Turner 2002: 6).

Conceptual blending theory claims that relations of elements are blended subconsciously and become ubiquitous in thought and language. The problem of destructive influence on this process, revealed in information warfare and totalitarian discourse, makes the search for effective cognitive defense pattern prior in cognitive linguistics.

According to the studies of conceptual structure of contemporary discourse, the concepts of WAR and PEACE are, as a rule, not divided in political totalitarian discourse, aimed at information warfare and totalitarianism, the concept FREEDOM is endowed with features that are not part of its structure at all. This type of discourse is close to religious as it is based on religious archetypes of consciousness such as “sacrifice”, “faith in bright

future”, “worship of the deity” etc. and misuses them for destructive reasons. A political leader is perceived as a deity, endowed with supernatural powers and outstanding qualities and at the same time unattainable for dialogue. In modern democratic discourse, the distance between the leader and the masses is reduced, while in the totalitarian regimes, this political distance deepens and thus predetermines the authoritarian nature of conceptualization, which underlines the unquestionable authority of its author. The purpose of this discourse is to make psychological pressure on communication partners, which includes verbal and extra-linking components of communication, and is usually accompanied by violation of the principle of courtesy, which points to authoritarianism of the discourse.

Important features of all concepts of modern destructive political discourse are abstractness, blurry of semantic meaning, the ability to rethink and replace other concepts by means of conceptual blending violation in conceptual metaphor formation. With the help of content and conceptual analysis it is possible to highlight basic concepts such as STRUGGLE and OUR CIRCLE. The concept of STRUGGLE is actualized by lexemes “fight”, “battle” and “war”.

It should be mentioned that the concept STRUGGLE is structured by constructing the opposition “native-stranger”, which is one of the basic cognitive categories in this type of discourse. The division of the world into “native” and “strange” has always been one of the most important cognitive operations in the process of human world comprehension. The role of the basic archetypal opposition, such as “good – evil”, “light – gloom”, “life – death” still remains extremely significant and widely used (Kalischuk 2011: 97).

Thus it is quite clear that violations in meaning structuring and conceptual metaphor formation, strongly enhanced by possibilities of modern global communication system, should be dealt with. Researches face the challenge of

interdisciplinary studies of complex problems of linguistic and psychological nature. The connection between cognitive linguistics and psychology reached another level in 2003 when Dedre Gentner and Susan Goldwin-Meadow published “Language in mind. Advances in the study of language and thought” (Gentner, 2003). Typology and language acquisition turned out to be companion processes because of language variation, which provides valuable perspectives that support the framework of cognitive linguistics.

It is significant that the study of intercultural communication peculiarities from the viewpoint of cognitive linguistics suggests a set of complex tools for interdisciplinary research and prompts to analyze key concepts of modern information war in order to find effective solutions of difficult conceptual and communication problems. Cognitive linguistics deals with intercultural communication problems on the level of general perception and individual interaction. Particularly important ideas for contemporary intercultural communication understanding can be found in Myron Lustig and Jolene Koester’s work “Intercultural communication: interpersonal communication across cultures” (Lustig 2010: 3) and in the book “Real Communication” by Dan O’Hair (O’Hair, 2012). Basic concepts contained in rules and skills of cross-cultural communication on interpersonal level can be researched in numerous and various situations presented by Bob Dignen in his profound work “Communicating across cultures” (Dignen, 2011). The author also suggests the model of flexible thinking aimed at meeting the needs of such type of communication.

In order to analyze key conceptual metaphors which have proven to be a hindrance to peaceful coexistence and understanding of different social groups and cultures, it is proper to identify them in the information streams of modern information warfare attacks.

Information warfare is a concept which implies usage and management of information and communication technology in pursuit of a significant advantage over an opponent. Modern information warfare includes collection of tactical information, making assurance concerning validity of the information and spreading of propaganda (or disinformation) in order to manipulate or demoralize. It is important to pay attention to the difference between tactical and strategic information. The strategic information concerns the aim one wants to achieve in the short or long term and corresponds to a person's needs. The tactical information is the one which is necessary and sufficient for the strategy implementation. Hence, information warfare includes search of modes of misleading in order to demoralize and manipulate.

It is reasonable to claim that artificial metaphorical concepts are constituents and key ingredients of the misleading process or propaganda. Metaphorical concepts in general are systematic, i.e. they form a conceptual network of metaphorical expressions and dramatically influence people's perception of metaphorical nature of reality and their activity in it. These concepts used to be based primarily on consistent reflection of individuals and common experience. Today, the mechanism of propaganda and aggressive information behavior in combination with the global net of communicative ties enable creation and quick spreading of artificial metaphorical concepts, which are mendacious, false and dangerous. Artificial metaphorical concepts are created by means of purposeful manipulation with truthful and false facts for the sake of dramatic and systematic influence on people's world perception by effecting basic human instincts. The aggressive information behavior is revealed in powerful and constant development of false conceptual networks made of deceitful conceptual metaphors.

Contemplating on the nature of metaphor, Raymond W. Gibbs claims that much empirical evidence, from a variety of experimental paradigms, clearly

demonstrates that people infer embodied understandings of abstract words and cross-domain mappings are often inferred during verbal metaphor interpretation. It is also stated that lexical disambiguation processes are a critical part of linguistic understanding and have a significant role in online verbal metaphor interpretation. Embodied roots of metaphorical source domains are routinely activated as part of people's ordinary interpretations of metaphorical discourse, including verbal metaphors that are categorized as being "non-deliberate". Raymond W. Gibbs emphasizes that non-deliberate metaphors cannot be entirely understood via lexical disambiguation processes without any activation of their conceptual metaphorical roots (Gibbs, 2015).

Thus it is important to distinguish artificial metaphorical concepts and non-deliberate ones, as artificial metaphorical concepts are consciously false, misleading and systematic (forming a conceptual network of metaphorical expression) units, which dramatically and destructively influence people's perception of metaphorical nature of reality and their activity in it. Non-deliberate metaphorical concepts have strong embodied roots of metaphorical source domains and are routinely and unconsciously activated as part of ordinary interpretation of metaphorical discourse.

A bright example of artificial (created intentionally to mislead) and completely false (without grounding on true facts and experience) conceptual networks of metaphors connected with the idea of so-called modern fascism in Ukraine. According to its definition, fascism is a form of radical authoritarian nationalism, which is characterized by dictatorial power, as well as forcible suppression of opposition, control of commerce and production. It is widely assumed, that fascism rejects the idea that violence is always negative in nature, as it presents political violence, war, and imperialism as the way to achieve national rejuvenation. Modern Ukraine, on the contrary, is facing military

aggression and has to protect its sovereignty, independence and democratic course.

Informational aggression is accompanied by propaganda, which is performed by means of propagandist loaded language – emotive language aimed at influence by appealing to emotion and stereotypes and doesn't imply logic and reasoning. Modern problems in intercultural communication and information warfare emphasize the importance of critical thinking approach to conceptual metaphors perception. It is essential to make common human values the basis of world perception and conceptualization.

Among the basic concepts and conceptual metaphors concerning modern intercultural communication are “overcoming barriers”, “communication problems”, “different social, ethnic, religious and educational backgrounds”, which emphasize differences between people from various cultures. It is reasonable to claim that such an approach to the topic of intercultural communication has not proved to be effective in finding common values, following common principles of humanity and appreciating life of every person. To get rid of “barriers” and “problems”, based on “different social, ethnic, religious and educational backgrounds”, it is crucial to find and intensively discuss a whole set of unifying concepts like “every life appreciation approach”, “mutual intercultural respect”, “common goals and values”, “history truthful analysis and acceptance” etc.

One of the latest most significant works in conceptual metaphor study, which can enhance and contribute to the process of resistance to false conceptual metaphors, is “A variational approach to deliberate metaphors” by Dennis Tay (Tay, 2016). It explores inter-relationships between the linguistic, conceptual, and communicative dimensions of metaphor. Dennis Tay examines deliberate metaphor across four contrasting discourse categories of psychotherapy talk, news articles, popular science articles, and political speeches. Metaphor units

are sampled under the variables direct/indirect, novel/conventional, deliberate/non-deliberate and divided into different categories. The hierarchical log-linear analysis of the units enables the author to identify significant interaction effects. Dennis Tay also identifies the following categories of deliberate metaphor features: elaboration, signal, analogy, stark novelty, topic-triggering, and repetition, which, in his opinion, demonstrate diverse strategic ways in which deliberateness is constructed across the above mentioned discourse categories.

Thus, the study of inter-relationships between the linguistic, conceptual, and communicative dimensions of metaphor used in various discourse categories can significantly contribute to the creation of a common intercultural mental space and become an effective framework for intercultural communication structuring and resistance to information war conceptual systems, propaganda and other destructive phenomena.

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