DEPARTMENT OF ENGLISH AND
AMERICAN STUDIES

presents

Cognitive Linguistics in Brno 2016

Date: 19 October 2016 (Wednesday)

Venue: Room G31 (Gorkého 7, Brno)

Cognitive Linguistics in Brno 2016

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TIME	TALK TITLE	SPEAKER	CHAIR
9:10	**Opening and welcome**	Jana Chamonikolasová	—
9:20	Keynote speech: Methodological Issues in Cognitive Linguistics	Laura A. Janda	J. CH

10:40	**Coffee break**		

10:50	**Methods in Cross-linguistic Research**		
	Use of translation as a research method in contrastive cognitive poetics: Word formation in Jabberwocky and its Ukrainian translations	Wei-lun Lu Suzanne Kemmer Svitlana Shurma Jiří Rambousek	J. Matela
	Parts of Speech Membership as a Factor of Meaning Extension: Comparison of Czech Adjectives and Japanese Verbs in Adnominal Modification	Petra Kanasugi	J. Matela
	On oblique relative clauses in German English	Daniel Jach	J. Matela

12:10	**Lunch**		

13:30	**Approaches to Constructions**		
	Massive corpora and models of cross-cultural communication styles in cognitive linguistics: The case of the *N1 V (for) N2 to -infinitive* construction in English	Vladan Pavlović	N. KUD
	Analyzing constructions of reported thought as a viewpoint device in conversation: The case of xiangshuo "think/thought" in Mandarin Chinese	Chester Chen-Yu Hsieh and Lily I-wen Su	N. KUD

Program

	On the novel Chinese modifier-head construction *shejian shang de* X: An analysis of meaning construction	Tongquan Zhou	N. KUD
	Applying principles of Cognitive Grammar to the description of Finnish inflection	Petra Hebedová	N. KUD

15:10   **Coffee break**

15:30	**Methods in Metaphor Research**		
	Methodological problems in metaphor identification and analysis	Zbigniew Kopec	W. LU
	Framing social agenda in contemporary mass media	Elina Paliichuk and Svitlana Shurma	W. LU
	A CIT-based study of multimodal metaphors in print ads: A case study of the four covers of *The Economist*	Weizhong Lu	W. LU
16:50	**Closing Remarks**		

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In addition to the conference itself, we are pleased to announce a series of talks by Prof. Laura A. Janda as the conference's satellite events:

1) Oct 17 10:50 - 12:20 – Introduction to Construction Grammar (G316, Gorkého 7)

2) Oct 17 14:10 - 15:50 – A Cognitive Linguistics View on Aspect (N41, Janáčkovo nám. 2)

3) Oct 18 10:50 - 12:20 – Synonymy in Cognitive Linguistics (N41, Janáčkovo nám. 2)

4) Oct 18 14:10 - 15:50 -- Word Classes in Cognitive Linguistics (G316, Gorkého 7)

Abstracts

Laura Janda: Methodological Issues in Cognitive Linguistics

Even the question of what constitutes data in linguistics is controversial, and largely dependent upon the theory that one uses. Introspection certainly plays an important role in linguistic analysis and indeed in the scientific method in general, but reliance on introspection to the exclusion of observation undermines linguistics as a science, yielding claims that can be neither operationalized nor falsified. A usage-based theorist views language use as the data relevant for linguistic analysis, and this gives cognitive linguistics a natural advantage in applying quantitative methods, an advantage that we have been steadily realizing and improving upon over the past quarter century. Today we have access to language corpora with hundreds of millions of words, as well as sophisticated statistical software to facilitate analysis. In taking the quantitative turn, we gain opportunities to discover structures in linguistic data that would otherwise escape our notice. In addition, we can bolster the scientific prestige of our field and foster greater accountability and collaboration. We can establish best practices in quantitative approaches to theoretical questions. One important step we can take as a community is to make a commitment to publicly archive both our data and the statistical code used to analyze it. This will help to move the field forward by providing standards and examples that can be followed. In so doing, we can create an ethical standard for sharing data, stimuli, and code. In this talk I examine some of the statistical models that are in use and some of the issues that they present for linguistic analysis (cf. Janda 2013). ∎

Wei-lun Lu, Suzanne Kemmer, Svitlana Shurma and Jiří Rambousek: Use of translation as a research method in contrastive cognitive poetics: Word formation in Jabberwocky and its Ukrainian translations

In the last decade or so, Cognitive Poetics has received increasing scholarly interest as a self-standing subfield in cognitive scientific research (Brône 2009; Gavins and Steen 2003; Semino and Culpeper 2002; Stockwell 2002; Tsur 2008). In this field, research along the cross-linguistic dimension has started to gather momentum, but so far limited attention has been given to constructional approaches (e.g. Boas ed. 2010). In view of the existing gap, we propose to examine the form-meaning pairings in a poetic text and its translations. The poem we choose is *Jabberwocky* by Lewis Carroll, its Ukrainian translations by M. Lukash and V. Korniyenko and by V. Narizhna and its Czech transla-

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tions by J. Císař and A. and H. Skoumals, and we focus on only the first stanza. In the current paper, we in particular look at compounding and lexical blending (Kemmer 2003; Renner et.al ed. 2012 and the references therein), a morphological strategy of abridging and combining various lexical roots to form a new word, for the highly distinctive stylistic flavor that blending adds to the entire poem. We will compare selected pieces from the original and from its various translations to investigate how lexical blending is used to create stylistic effects across languages.

The paper adopts a Cognitive Grammar approach. In the analysis, we show how the creativity involved in producing the poetic effects in the various versions are essentially based on basic human cognitive capacity, including profiling, (re-)categorization and schematization. Therefore the analysis demonstrates Cognitive Grammar's relatively high extent of descriptive adequacy for analyzing poetic language.

However, the current analysis further shows that analyzing a poetic text like Jabberwocky across languages greatly feeds back to our understanding of the relation between language and cognition—the constructional and conceptual nature of word formation is extremely dense in Jabberwocky, and when text producers of a different language, however proficient and artful they be, try to re-produce the poetic effect in the original text, the radically conventional nature of construct-icon (Croft 2001) constitutes a great barrier that prevents the text producers from creating the effect an easy and transparent way. In most cases (at least in the first stanza), the text producers have access only to the constructional toolkit available in the target language for constructing a *similar* construal, but as a result, striking irreducible differences exist between the languages.

The paper in addition points out the need for using multiple theoretical constructs from cognitive linguistics to tackle poetic language. The analysis shows that intra-textuality is an important aspect of poetic language, which Cognitive Grammar does not much concern itself with. We propose that use of Conceptual Blending Theory might offer a solution to that. ■