



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



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**

TIME	TALK TITLE	SPEAKER	CHAIR
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**

TIME	TALK TITLE	SPEAKER	CHAIR
13:30	Approaches to Constructions		
	Massive corpora and models of cross-cultural communication styles in cognitive linguistics: The case of the <i>N1 V (for) N2 to -infinitive</i> 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 <i>shejian shang de X</i> : 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 <i>The Economist</i>	Weizhong Lu	W. LU
16:50	Closing Remarks		



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

Elina Paliichuk and Svitlana Shurma: Framing social agenda in contemporary mass media

In the wake of an interdisciplinary interest, much attention has been drawn to framing social situations in a variety of discourses (see, e.g.: Paliichuk 2015; Geske 2009). National identity, multiculturalism, tolerance, terrorism, religion and other elements the term 'social agenda' encompasses, help to shape a world image of a given society. These topical issues have always been important research objectives in social studies (see Wilson 1993; Bochel and Daly 2014 and others); at the same time focus on how they are reflected in mass media has been quite essential (see, for example: McCombs 2004; Perse 2001 and others).

In the present study, we aim to deal with the way social agenda is reflected in *The Daily Telegraph* publications as of 2010, focusing mainly on terrorism. As Goffman (1974: 21) says, a user needs a framework of interpreting an event, such as terroristic act. In this aspect, media's role is indispensable, as it actually helps to direct audience's way of processing the meaning (McCombs 2003: 1-4). What media do is setting an agenda, and eventually influence the way audience think about certain occurrences intentionally brought to spotlight by no other but the media. Cognitive linguistics perspective, namely, the frame semantics theory (Fillmore 1985), allows a researcher to access the shape of the framework of a communicative situation involving terrorism as a topical social issue addressed in the press.

Frame semantics theory (FSTh) opens possibilities to restore the overall conceptual constructs representing social situations. Based on classification of semantic roles (Fillmore 1985) and links in-between them, frame modelling technique is one of the most convenient ways for analyzing the conceptual peculiarities of the societal issues gradually entrenched into the mind of a media consumer.

The replicability and rigidness of the study is primarily ensured due to three approaches to understanding a frame, a key FSTh notion. Firstly, it is a conceptual model, comprising "an information package" stored in recipients' memory as a fixed system of parameters for description of an object, phenomenon, or an event. Secondly, it is shaped by means of combination of propositions (or links) as basic structures of knowledge representation, including logical subject (target concept) and logical predicate (a feature assigned to the

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subject). The frame structure may be formed either on condition of several predicates prescribed to one subjects or by means of relations between several subject entities, *actants*, within stereotypic situations (Zhabotinska 2009: 257), with *terroristic act* being one of them nowadays. Thirdly, we should take the dynamic nature of a frame into account, as it is constantly being enriched with new data and transformed, and new relations are being set thereto; new aspects of social agenda are being highlighted and brought into focus from time to time. Moreover, new conceptual constructs may emerge due to the focalization (see Langacker 1987) of actants' semantic roles within a combination of frames (see Paliichuk 2011). For instance, upon foregrounding of logical predicates, a frequent usage of verbs in a text will be traced, which would signalize about a narrative framing technique being used in social agenda media discourse.

In fact, narratives play an important role in building a frame: speech elements – that shape the angle at which the information is presented and structure of space and time relations – allow the addressee to make a link between the meaning of the message and personal experience (Kochetkov 2015: 94). We assume that narratives are frames in themselves (O'Dea 2003: el-ref) which are incorporated into the broader framing of social agenda in the media. Different narrative techniques and references to other narratives comprising the news stories on terrorist attacks around the world help to construct stories that shape a frame of not only the event in question but the frame of the terrorism as a global evil.

Looking at *The Daily Telegraph* reports, we regard “social and ideological roots of shared human conditions and experiences” (Stockwell 2002: 170) described by the reporters. We believe that at the heart of terrorism victim cognitive framing there is an iconic structure correlating with the system of metaphoric projections and narratives. The analysis proceeds with exploring verbal data, taking into account the nature of the text, including frames representing actants *victim*, *terrorist*, *affected individual*, mapping the conceptual domains and establishing the iconic conceptual contours of the model, which exist in the texts. ■