

# TABLE OF CONTENTS

Preface	1
Introduction	3
1 GENERAL ISSUES	5
1.1 Working Hypotheses	5
1.2 Empirical Data	6
1.2.1 The Languages Analysed in the Present Study	6
1.2.2 Sources Used for the Analysed Languages	8
1.2.3 Languages Analysed and the Role of Culture in Figurative Language	9
1.2.4 Arrangement of the Linguistic Data and Typographical Conventions	11
1.3 Criteria of Figurativeness	11
1.3.1 Literal – Non-literal – Figurative	11
1.3.2 Image Requirement	14
1.3.3 Additional Naming	18
1.4 Figurative Language and Related Phenomena	20
1.4.1 Indirect Language	21
1.4.2 Non-figurative Metaphors and Metonymies	23
1.4.3 Phraseology	25
2 CONVENTIONAL FIGURATIVE LANGUAGE AND PHRASEOLOGY	29
2.1 Research on Phraseology: a Brief Outline	29
2.2 One-Word Metaphors	33
2.3 Types of Phrasemes and their Constitutive Criteria	38
2.3.1 Idioms	39
2.3.2 Similes	44
2.3.3 Restricted Collocations	47
2.3.4 Proverbs	49

3	ON THE CROSS-LINGUISTIC EQUIVALENCE OF IDIOMS	55
3.1	Preliminary Remarks	55
3.2	On the Scope of Contrastive Idiom Analysis	58
3.2.1	What is Contrastive Idiom Analysis	58
3.2.2	Traditional Approaches	59
3.3	Cross-linguistic Equivalents of Idioms from a Functional Perspective	63
3.4	Parameters of Idiom Comparison	67
3.4.1	Semantics	68
3.4.2	Syntactics	73
3.4.3	Pragmatics	75
3.4.4	Conclusions	77
3.5	Summary	77
4	MOTIVATION OF CONVENTIONAL FIGURATIVE UNITS	79
4.1	Motivation and Etymology	79
4.2	Motivation and Related Phenomena	84
4.2.1	Motivation vs. Analysability	84
4.2.2	Motivation vs. Semantic Ambiguity	85
4.3	Unmotivated Lexical Units	85
4.4	Types of Motivation	87
4.5	Index-based Motivation	88
4.6	Iconic Motivation	90
4.6.1	Preliminaries	90
4.6.2	Conceptual Metaphor	90
4.6.3	Basic-level Metaphor and its "Rich Imagery"	94
4.7	Symbol-based Motivation	96
4.8	Special Cases of Motivation	98
4.8.1	Stereotypes	98
4.8.2	"Kinegrams"	99
4.8.3	Punning Clichés	100
4.8.4	Textual Dependence	102
4.8.5	Blending of Motivation Types	103
4.9	Summary	105
5	"FALSE FRIENDS" AND PARONYMS	107
5.1	False Friends of the Translator	107
5.2	False Friends in Conventional Figurative Units	108
5.3	Occurrences of False Friends in the Domain of Conventional Figurative Language	110
5.4	Paronyms and Homonyms	113

5.5	Factors of Origin	114
5.5.1	False Friends Based on Different Conceptual Metaphors	114
5.5.2	False Friends Based on Different Rich Images	116
5.5.3	False Friends Based on One Constituent	118
5.6	Summary	120
6	THE COGNITIVE THEORY OF METAPHOR	121
6.1	Basic Principles of the Cognitive Theory of Metaphor	122
6.2	Discussion: Are All Postulates of the Cognitive Theory of Metaphor Consistent with Linguistic Data?	123
6.2.1	Conceptual Metaphors, the Humoral Doctrine, or Something Else?	124
6.2.2	Levels of Mappings and their Linguistic Relevance	128
6.2.3	Japanese Culture, Anger, and Emotions as Cultural Constructs?	131
6.2.4	Do Anthropological Data Fit into the Cognitive Theory of Metaphor?	135
6.2.5	What Do Conceptual Metaphors Really Explain?	137
6.2.6	Idioms and Conceptual Metaphors	141
6.3	Conclusions	142
7	IDIOMS OF FEAR: A COGNITIVE APPROACH	145
7.1	Introduction	145
7.2	Idiom Semantics in Cognitive Perspective	146
7.3	Source Domains of FEAR	148
7.3.1	Kövecses' Proposal	148
7.3.2	FEAR in Russian, English, German and Dutch	151
7.4	Structure of the Semantic Field of FEAR	153
7.5	Does the Imagery Influence the Meaning?	154
7.6	Concluding Remarks	158
8	COGNITIVE MODELLING OF FIGURATIVE SEMANTICS	161
8.1	General Aspects	161
8.2	Cognitive Approach to Semantic Explanation	166
8.3	Addressing Implicit Elements of Conceptual Structures	168
8.4	Literal Readings: Conceptual Structures vs. "Referential Reality"	169
8.5	Cognitive Modelling vs. Conceptual Metaphor	171
8.6	Formal Operations on the Generation of Actual Meaning	173
8.7	Metaphoric Inference and Cultural Knowledge	181
8.8	Conclusion	183
9	SPECIFIC FRAMES: THE CONCEPT HOUSE IN LANGUAGE AND CULTURE	187
9.1	Preliminary Remarks	187

9.2	The Concept HOUSE in English, German, Dutch, Swedish and Finnish	189
9.2.1	The Multiple-room Urban Building as a Source Frame	189
9.2.2	Traditional Dwelling Houses as Source Concepts	192
9.3	The Concept HOUSE in Japanese	193
9.3.1	The Traditional Japanese Dwelling House: Main Elements of Architecture and Interior	193
9.3.2	Conventional Figurative Units Containing HOUSE-Frame Constituents	194
9.3.3	Conclusions	197
9.4	The Concept HOUSE in a Low German Dialect	197
9.4.1	The “Low German One-room Hall-house”	197
9.4.2	The Concept HOUSE in Conventional Figurative Units	199
9.4.3	Summary	203
10	CULTURE AND FIGURATIVE LANGUAGE	205
10.1	On the Notions of Culture	205
10.1.1	Introduction	205
10.1.2	Cultural Anthropology	206
10.1.3	Semiotics of Culture	207
10.1.4	Philosophy of Language and Linguistics	209
10.1.5	“Culture” in the Field of Figurative Language: a Working Definition	213
10.2	Cultural Phenomena in Conventional Figurative Units	214
10.3	Social Interaction	216
10.3.1	“Cultural Models”	216
10.3.2	Social Conventions, Taboos and Bans	218
10.3.3	Gestures	219
10.3.4	Gender-specifics	221
10.4	Phenomena of Material Culture	224
10.4.1	Preliminaries	224
10.4.2	Culture-specific Artefacts	225
10.5	Intertextual Phenomena	230
10.5.1	Preliminary Remarks	230
10.5.2	Quotations	231
10.5.3	Allusions	234
10.6	Fictive Conceptual Domains	236
10.7	Cultural Symbols	238
10.8	Blending of Cultural Phenomena in Figurative Units	240
10.9	Cultural Connotations	243
10.9.1	Preliminary Notes	243
10.9.2	Proper Names	245
10.9.3	Idioethnic Realia	247
10.9.4	Culture-specifics in the Target Concept	249
10.10	Concluding Remarks	250

11	CULTURAL SYMBOLISM IN FIGURATIVE LANGUAGE	253
11.1	Semiotics of Culture	253
11.1.1	The Moscow-Tartu School	254
11.1.2	Semiotics of Culture and Figurative Language	255
11.2	Concepts of Symbol in Non-linguistic Paradigms	257
11.2.1	Symbol Research and Research of Conventional Figurative Units	257
11.2.2	Attempts to Define "Symbol"	259
11.2.3	Concepts of Symbol in Various Disciplines	260
11.3	Concepts of Symbol in Linguistics and Semiotics	262
11.3.1	Introduction	262
11.3.2	Symbol as Analogical Thinking	263
11.3.3	Symbol as an Arbitrary Sign	263
11.3.4	Symbol as Connotative Meaning	264
11.3.5	Symbol as Culture-semiotic Phenomenon	265
11.3.6	Summary	269
11.4	Cultural Symbols in Figurative Language	269
11.4.1	Metaphor vs. Symbol	270
11.4.2	Symbols: Transparent vs. Opaque	274
11.4.3	Cultural Context of Symbols	278
11.4.4	Cultural Codes	282
12	NUMERAL WORDS AND NUMBER SYMBOLS IN CULTURE AND LANGUAGE: CASE STUDIES	285
12.1	General Remarks	285
12.1.1	Linguistic Aspects of Numerals and Number Symbols	285
12.1.2	Cultural Aspects of Number Symbols	289
12.1.3	Numbers in Conventional Figurative Units and Culture: Special Cases	291
12.2	FOUR: the Special Case of French	291
12.2.1	FOUR in Conventional Figurative Units of Different Languages	291
12.2.2	FOUR in French Conventional Figurative Units	296
12.2.3	FOUR in Culture	298
12.2.4	Conclusions	299
12.3	EIGHT: a Salient Concept in Japanese Language and Culture	299
12.3.1	EIGHT in European Languages	299
12.3.2	EIGHT in Japanese Conventional Figurative Units	301
12.3.3	EIGHT in Japanese Culture	305
12.3.4	Summary	307
12.4	NINE in Figurative Language and Culture: Finnish, Lithuanian and English	307
12.4.1	NINE as a Marginal Numeral in Some Languages	308
12.4.2	A Special Case: NINE in Japanese	309
12.4.3	NINE in Finnish Conventional Figurative Language and Culture	310
12.4.4	NINE in Lithuanian Conventional Figurative Language and Culture	312
12.4.5	NINE in English Conventional Figurative Language and Culture	315
12.4.6	The Rivalry of NINE and SEVEN in Languages and Cultures	317

12.5	ELEVEN: the “Crazy Number” in Dutch Figurative Units	318
12.5.1	Iconic Functions and Textual Dependence	318
12.5.2	Symbolic Functions	319
12.5.3	ELEVEN in Culture	320
12.5.4	Results	321
13	ANIMAL METAPHORS AND ANIMAL SYMBOLS: CASE STUDIES	323
13.1	Animals in Conventional Figurative Language	323
13.2	SNAKE	327
13.2.1	Iconic Functions of SNAKE	327
13.2.2	Symbolic Functions of SNAKE	328
13.2.3	SNAKE in Cultural Codes	333
13.2.4	Results	334
13.3	WOLF	335
13.3.1	Iconic Functions of WOLF	335
13.3.2	Symbolic Functions of WOLF	336
13.3.3	WOLF in Cultural Codes	340
13.3.4	Results	343
13.4	BEAR	343
13.4.1	Iconic Functions of BEAR	343
13.4.2	Symbolic Functions of BEAR	344
13.4.3	BEAR in Cultural Codes	345
13.4.4	Results	347
13.5	OWL	347
13.5.1	Iconic Functions of OWL	347
13.5.2	Symbolic Functions of OWL	349
13.5.3	Results	351
14	CONCLUSIONS	353
14.1	Elements of the Conventional Figurative Language Theory	354
14.1.1	Basic Postulates of the Conventional Figurative Language Theory	354
14.1.2	Tools of the Conventional Figurative Language Theory	356
14.2	Basic Principles of the Conventional Figurative Language Theory	358
	REFERENCES	361
	Abbreviations	394
	Index of Linguistic Units	395
	Subject Index	409
	Name Index	415