

# COGNITION & CULTURE

## INTERNATIONAL COGNITIVE LINGUISTICS CONFERENCE

Organized by the Doctoral Program in Cultural Linguistics, ELTE, Budapest  
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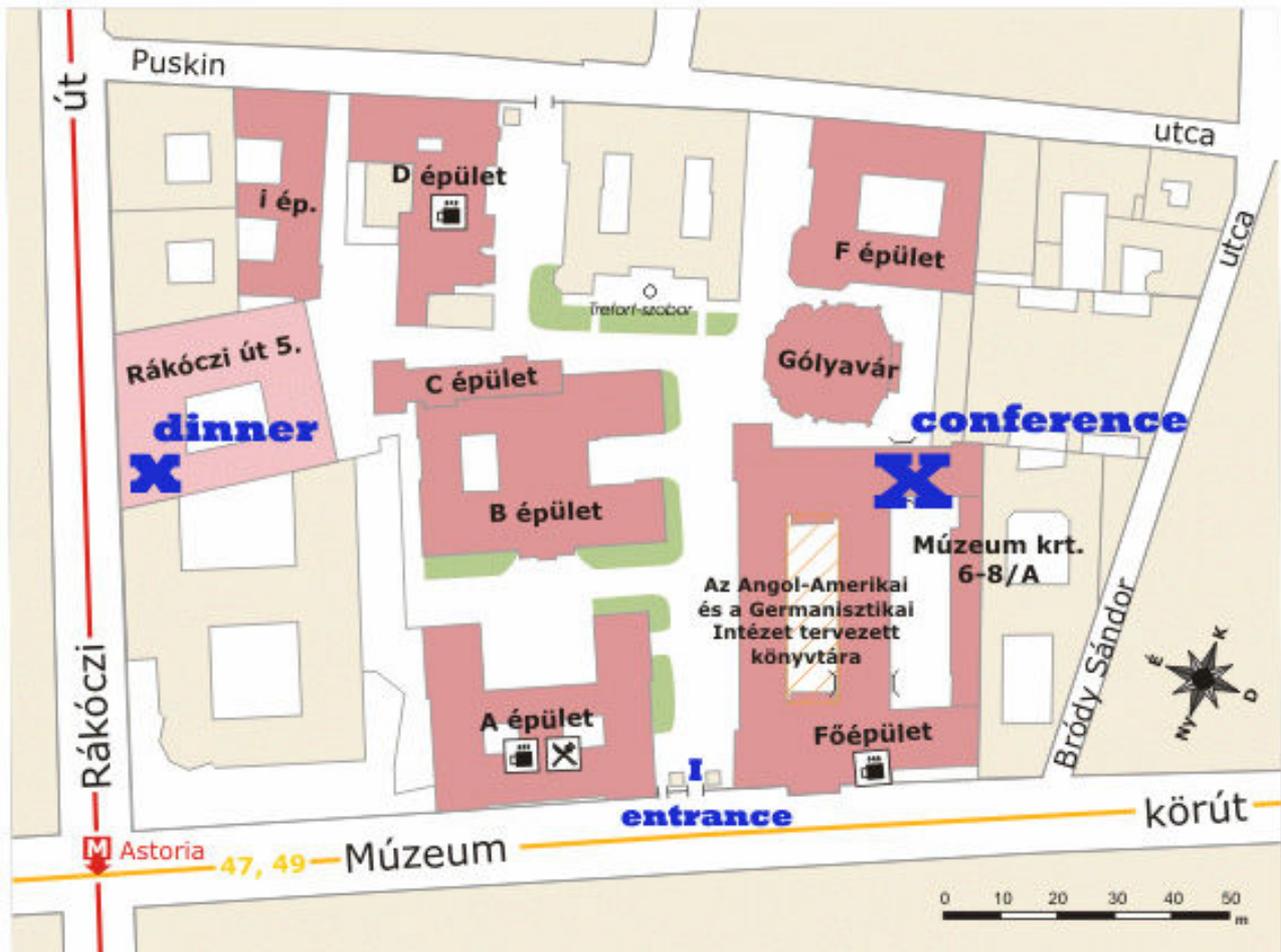
November 18, 2011  
Budapest, 1088, Múzeum Krt. 6-8, Ifjúsági Épület, 3rd floor



## SCHEDULE

| time        | program  |
|-------------|--|
| 8.30-8.50   | Opening (Dezső Tamás, dean)  |
| 8.50-9.20   | Frank Polzenhagen<br>"Metaphors, Cultural Models and Ideologies in Scientific Discourse: The Case of the Debate on Global English"       |
| 9.20-9.50   | Illés Éva<br>"Defining the notion of context"  |
| 9.50-10.20  | Stephanie Vogelbacher<br>"Metaphor in Message Board Discourse"   |
| 10.20-10.50 | Szlávi Anna<br>"Metaphor and Metonymy in Billboards"   |
| 10.50-11.10 | Coffee break   |
| 11.10-11.40 | Lori Gilbert<br>"Understanding Obama's 'Sputnik moment' metaphor: A reference to war?"   |
| 11.40-12.10 | Brdar-Szabó Rita<br>"How night gets transformed into a cross: Poetic Imagery in Edith Stein's <i>Science of the Cross</i> "              |
| 12.10-12.40 | Benczes Réka<br>"Phonological analogy in novel compound formation"   |
| 12.40-13.10 | Szelid Veronika<br>"Set Me as a Seal upon Thine Heart: A Cognitive Linguistic Analysis of the Song of Songs"                             |
| 13.10-14.00 | Lunch break  |
| 14.00-14.30 | Andreas Musolff<br>"Political and Cultural differences in the understanding of the metaphor of the Body Politic"                         |
| 14.30-15.00 | Fábián Krisztina<br>"Can we say there is a cognitive model of conscience? Analysis of Hungarian, Russian, and English language patterns" |
| 15.00-15.30 | Nucz Eszter<br>"The concept of shame in individualist and collectivist cultures: A cognitive linguistic approach"                        |
| 15.30-16.00 | Sadia Belkhir<br>"Source and Target Domains Variation in English and Kabyle Dog Proverbs"  |
| 16.00-16.20 | Coffee break   |
| 16.20-16.50 | Sonja Kleinke<br>"Quotations and Metonymic Inferencing in a Public Internet Discussion Forum"  |
| 16.50-17.20 | Lisa Monshausen<br>"Metaphor in Linguistic Discourse (Metaphorical Conceptualisations of LANGUAGE: Searle and Chomsky)"                  |
| 17.20-17.50 | Kövecses Zoltán<br>"Understanding and producing metaphor in (cultural) context"  |
| 17.50-18.00 | Coffee break   |
| 18.00-18.30 | Conference closing (Kövecses Zoltán)   |
| 19-         | Conference dinner  |

## MAP of ELTE CAMPUS



**Conference Venue:** Doktori Kiválósági Központ, 3<sup>rd</sup> floor, Ifjúsági épület (approachable from Gólyavár)

**Conference Dinner:** XO Bistro, groundfloor, Rákóczi út 5 (approachable from within the campus or from Rákóczi út)

**Lunch:** cafeteria in Rákóczi út 5.

## ABSTRACTS

**Sadia Belkhir**

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### Source and Target Domains Variation in English and Kabyle Dog Proverbs

Research on metaphor in cognition and culture has revealed that conceptual metaphors vary across languages and cultures. In his book *Metaphor in culture. Universality and Variation*, Kövecses Z. (2005) demonstrates how conceptual metaphor's aspects are variable under the influence of cultural features. In this article, I will attempt to explore the variation of source and target domains components in some English and Kabyle dog proverbs. To do so, I will, first, collect proverbs displaying the HUMAN BEHAVIOUR IS DOG BEHAVIOUR METAPHOR. Second, I will provide an account of the representations of dogs in the English and Kabyle cultures. Then, I will contrast the source and target domains involved in the metaphors under study. Finally, I will try to show that there is only a single proverb common to English and Kabyle wherein source and target domains are similar and that all the other proverbs involve divergent source and target domains because of cultural differences.

**Benczes Réka**

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### Phonological analogy in novel compound formation

Although much has been said about the communicative, referential aspect of language use, the ludic function of language has been more or less ignored, even though it is most probably one of the most important dimensions of language. This ludic property is well captured by the highly creative, metaphor and/or metonymy based compound expressions that are constantly emerging in both the media and everyday speech. Such compounds are often based on word play, puns and allusions, and require considerable amount of effort on the part of the reader/hearer to uncover the intended meaning. Interestingly, many of these highly creative compounds are based on some sort of phonological analogy as well: alliteration and/or rhyme. It is hypothesized that phonological analogy is deliberate and serves a number of purposes: 1) as an attention-seeking device it enhances emphasis; 2) helps the reader/hearer decipher the meaning; 3) aids memorability; and 4) assists in the creation of a "social bond" (Malinowski, 1923) between the participants in the speech situation. The presentation will investigate the various patterns of phonological analogy inherent in novel metaphor and/or metonymy based compound formation and will outline its implications for cognitive grammar.

**Brdar-Szabó Rita**

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### How night gets transformed into a cross: Poetic Imagery in Edith Stein's *Science of the Cross*

The topic of the present paper is a unique intertextual constellation. On the one hand, the poetic imagery in the mystic poem *En una noche oscura* by Saint John of the Cross gets interpreted by the author himself in theological works. On the other hand, the life and work of Saint John of the Cross, a canonized expert on Christian mystics, gets however in turn interpreted by his late "spiritual daughter", Edith Stein, in *The Science of the Cross*. This constellation is unique because of the twofold interpretative perspective based on the encounter of different cultures, languages, and historical periods. The central concept in Saint John's

work is the night, which became a widely used technical term in Christian religious discourse. Saint John's life and work appear in Edith Stein's interpretation as the science of the cross. The main problem addressed in the present paper is: how does the concept of the night get transformed into the concept of the cross. In my analysis, which will concentrate on the analysis of the German compound *Kreuzeswissenschaft*, I will use elements of metaphor, metonymy and blending theory.

**Fábián Krisztina**

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Can we say there is a cognitive model of conscience?  
(Analysis of Hungarian, Russian, and English language patterns)

The main aim of this presentation is to contemplate on the existence of one general cognitive model of conscience. Through the analyses of Hungarian, Russian, and English language patterns, I would like to show that the concept of conscience has not only culture-specific but potentially universal aspects too, at least in the European region.

Having examined the concept of conscience, I will emphasize that it has two main parts: consciousness and emotions. The cognitive model I will propose focuses on these two concepts. My theory takes into account the cognitive model of emotions, described by cognitive linguistics literature.

Moreover, in the end of my presentation, I would like to reflect on the usefulness of this cognitive model in the cognitive linguistics literature, drawing attention to the important role of culture-specific and potentially universal models in cognitive linguistics, our culture, and society.

**Farkas Orsolya**

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Conceptualizations of the State in Hungarian Political Discourse  
(poster presentation)

The presentation deals with the evolution of metaphors of the Hungarian state in the discourse data of a 12-year span of unique year-summary speeches given by the present Prime Minister. Along with an analysis of the source domains, near synonyms of the target are also examined, all within a cognitive-linguistic framework.. Results of this corpora research are then contrasted with the following three. (1) Findings in a comparable, but politically opposite-side discourse data from the same country and era, confirming the existence of a unique „Hungarian twist”, initially found by Kövecses. (2) Conceptualizations of the state in US political discourse, as observed by Lakoff, revealing some differences in cultural models. (3) Emerging metaphors of the state in the new Hungarian constitution, wondering if it is bringing any changes to how the state is conceptualized in Hungarian political discourse.

**Lori Gilbert**

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Understanding Obama's 'Sputnik moment' metaphor: A reference to war?

In President Obama's 2011 State of the Union Address, he informed the American public that China and India had surpassed American technology development, and he declared: "This is our generation's Sputnik

moment". In subsequent media debate, the meaning of the metaphor was questioned: Is Obama saying that China is the new global peril? Is this a war metaphor?

Obama was not the first, or the last to use the 'Sputnik moment' metaphor. This paper will include an analysis of several examples of the 'Sputnik moment' metaphor in different contexts. These include: a competitive eating competition, the Iraq war, the American reputation and economy in 2008, and President George W. Bush's image at the Beijing Olympics.

In order to aid the analysis of these metaphors, I will discuss the conceptual source and target domains within the theoretical framework developed by Lakoff & Johnson (1980) and Kövecses (2010). Within the historical context of the Space Race and the Cold War, I will argue that the 'Sputnik moment' metaphor is used as a rhetorical device to appeal to the American sense of pride and to ultimately offer foresight that American prestige will falter or fail without increased levels of funding.

### **Illés Éva**

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#### Defining the notion of context

Context is an often evoked notion whose definition ranges from the immediate physical environment to abstract psychological concepts. In the present paper context is viewed as a schema or a set of schemata, which represent the building blocks of cognition and which comprise those features of the situation which pertain to the process of meaning making. The aim of the talk is to offer a theoretical framework of two distinct perspectives on context. The analytical approach provides an off-line model where relevance is defined by the outsider researcher who, at a remove from the ongoing process of communication, investigates the relevant constituent parts of context. This type of analysis allows for the identification of features at the cultural level of mental representation. The other, procedural approach provides an online, dynamic model where relevance is determined by the participants whose individual life experiences and idiosyncrasies as well as schemata specific to a particular culture come into play when they engage in communication. Since context here is in a constant state of flux, the procedural model focuses on *how* relevance and meaning are achieved rather than aiming to identify *what* features of the situation become relevant in an exchange.

### **Sonja Kleinke**

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#### Quotations and Metonymic Inferencing in a Public Internet Discussion Forum

A previous study of quotation practices in the public Internet discussion fora 'HAVE YOUR SAY' and 'SPIEGEL ONLINE' (Bös/Kleinke in prep.) has revealed substantial differences in the German- and the English speaking groups concerning both coherence-related as well as interpersonal/ intergroup functions. The CMC literature (Herring 1999, Eklundh & Macdonald 1994, Barcellini et al. 2005) discusses two layers of coherence: a text-deictic and an adjacency-creating function. In addition, especially participants in HYS use quotations as a 'trigger' for severe intergroup criticism going beyond thread internal group constellations, a technique we refer to as the 'trigger'- or 'mental access' function. Quotations as triggers often involve post-internal metonymic inferencing (Gibbs 1999), which is the focus of the present study. It takes a closer look at the specific techniques of metonymic inferencing, studying the different types of cognitive metonymies underlying the way participants tie their criticism with a quotation. In the second part, the study investigates metonymy variation related to the 'pressure of coherence' (Kövecses 2009) to illuminate local tendencies of linguistic accommodation among the participants within the thread and contrasts them with the more general conventionalized uses spread over the entire discussion as well as outside the forum.

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- Eklundh, Kerstin S. & Clare Macdonald (1994), "The use of quoting to preserve context in electronic mail dialogues". *IEEE Transactions on Professional Communication*, vol. 37/4. 197-202.
- Gibbs, Raymond W. jr. (1999), "Speaking and thinking with metonymy". In: Panther, Klaus-Uwe & Günter Radden (eds), *Metonymy in Language and Thought*. Amsterdam: Benjamins. 61-76.
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- Kövecses, Zoltan (2009), "Metaphor, Culture and Discourse: the pressure of Coherence". In: Musolff, Andreas & Jörg Zinken (eds), *Metaphor and Discourse*. Basingstoke: Palgrave Macmillan. 11-24.

### **Kövecses Zoltán**

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#### Understanding and producing metaphor in (cultural) context

It is widely accepted that context is needed to interpret metaphorical meaning. At the same time, first, I claim that, in many cases, context plays an important role not only in the interpretation but also in the production (motivation) of metaphors. Second, I attempt to provide an explicit inventory of the kinds of cultural contexts and contextual factors that commonly influence the choice of metaphors. Third, I suggest that even concepts that are conceptualized metaphorically in universally uniform ways may be understood differentially in different cultural contexts. Fourth, I propose that, when novel metaphors are induced, or primed, by a particular context, the production and interpretation of the metaphors may require the activation of not a single but a number of conceptual pathways (including various metaphors and metonymies).

### **Kuna Ágnes**

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#### Metaphors in climbing route names (poster presentation)

In connection with our hobbies and related activities new sociolects and new designations are also being created in our modern society. The names of rock climbing routes belong to this relatively new category, too. This extreme sport has a history dating back several centuries. However, at its beginnings, it was closely related to mountain climbing. The independent, large-scale development of sport climbing dates back to the 1960-70-ies. This was the period, in which rock climbing routes and their designations multiplied. The names were /are listed and catalogued in so-called climbing guides by the climbers themselves. Today we find several millions of climbing routes all over the world, and new ones are constantly being created. The climbers' society keeps track of the new routes and their names.

In creating these new names, the accepted tradition is that the first climber building up a new route is entitled to name it. The naming process is solely dependent on him or her, therefore an extremely colourful world of names is established. The wide spectrum of variations partly refers to the structure of the names, which range from a single word to almost monologue-like texts. On the other hand, the semantics of these designations also reflect a huge variety, where the more traditional forms of topology, the climbers' emotional, intellectual, socio-cultural world is also conceptualised. This corpus-based study gives insight

into the motivations of the designational processes, based on the methods of cognitive semantics, through examples in English, German and Hungarian.

**Lisa Manshausen**

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Metaphor in Linguistic Discourse (Metaphorical Conceptualisations of LANGUAGE: Searle and Chomsky)

Taking an onomasiological cognitive-linguistic perspective, the present analysis investigates from which source domains linguists draw metaphorical expressions to describe the concept of LANGUAGE. By examining both meta-language and object language, it is not only a contribution to the topic of linguistic technical language but also sheds light upon the characteristics of language itself. The metaphor analysis is carried out on the basis of texts by two key figures in linguistics, John Searle and Noam Chomsky. The central questions concern the author's motivation for the use of a particular metaphor and its function in the text. The analysis demonstrates that metaphors are extremely useful tools for the explanation, illustration, argumentative underpinning and sometimes even the creation of scientific models and theories. Via metaphors each author approaches a concept from a particular point of view. Thus, I will demonstrate that conceptual metaphor theory can become a powerful method for meta-scientific description as metaphors are capable of revealing links as well as differences between scientific theories. Extending the focus on scientific theories, I will furthermore provide insights into the complexities that exist in the relationship between folk and expert theories of LANGUAGE.

**Andreas Musolff**

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Political and Cultural differences in the understanding of the metaphor of the Body Politic

The metaphor of the *Body Politic* and associated narratives (e.g. *Fable of the Belly and the members*) is famous as a *topos* of Renaissance literature, which has had an epochal influence in European cultural history. It has also survived in many languages to this day in the form of lexicalized political vocabulary. However, when we look at the present-day uses of the metaphor in political discourses in various national cultures, significant differences emerge, both at lexical level and as regards its discursive patterns of usage and elaboration. The paper will illustrate some of these differences and discuss their historical motivation as well as its relationship to their cognitive explanation.

**Nasinszky Dezső**

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Understanding Humor  
(poster presentation)

The focus of the poster will be held on creating and understanding humor. I want to introduce, try to demonstrate the concept model of understanding humor. What are the cognitive processes that relate to the *creation of humor*? Humor is an inherent, integral part of our Life. The principal characteristics, features of humor are incongruity, ambiguity, astonishment, unexpectedness. The cognitive processes involved

in the creation and understanding humor are blending, thought mapping, frame-shifting, upset pattern of thinking, and schema jumping.

How does humor support creative thinking? One way is by emotionally distancing you from the problem for a while. Dr. Edward de Bono said that both humor and creativity have elements of surprise. The mental "road maps" of jokes and of creative thinking. Through the thought process the mind often jerked onto a "side road." There would be a period of astonishment and another of readjustment. Then the mind would return to its original pathway, richer for an "Aha!" or an unexpected chuckle. Understanding humor is cultural and contextual dependent.

### **Nucz Eszter**

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### The concept of shame in individualist and collectivist cultures A cognitive linguistic approach

A basic idea in cognitive linguistics is that human meaning making activities are simultaneously determined by two key factors: the body and the context. The understanding of abstract concepts primarily happens in terms of universal bodily experiences. The potentially universal understanding - due to the effect of the cultural, the social and the individual context - can however have specific forms. The focus of the research introduced in the presentation is on shame and the aim is to see how the emotion is conceptualized in individualist (mainstream American) and collectivist (Japanese) cultures. The analysis of metonymical and metaphorical linguistics expressions of shame and haji (Japanese shame) supports the hypothesis, namely that conceptualization is motivated by correlations in bodily experience, yet the social and the cultural factors shape the understanding of shame. The context makes the emotion appear in the frame of different prototypical cognitive models. The aim of the research is to emphasize that human meaning making activities can only be understood if we consider both the universal and the context-specific aspects of it.

### **Frank Polzenhagen**

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### Metaphors, Cultural Models and Ideologies in Scientific Discourse: The Case of the Debate on Global English

It is a general recognition that scientific thinking, as any other product of the human mind, cannot do without metaphor. Metaphors permeate all aspects of scientific theory building, be it with a heuristic function or even, at a deeper level, as a constitutive element of a scientific model. These metaphors are open to analysis, at the level of terminology, in the texts of individual authors and in the discourse produced by a particular scientific tradition. This recognition can be (and has been) linked to the observation that scientific communities are characterised by a specific "style of thinking" ("Denkstil"; Ludwik Fleck) and adhere to specific "paradigms" (Thomas Kuhn). While in the so-called "hard sciences" we generally find only one dominant paradigm at a given time, the situation is markedly different in the social sciences (including linguistics). There, it is a natural and mature state that several paradigms coexist and compete with each other. In my presentation, I will first sketch prominent metaphorisations of language in influential strands in linguistics, e.g. the FAMILY TREE metaphor (historical linguistics), the CHESS metaphor (de Saussure), THE SENTENCE AS A DRAMA and the VALENCY metaphors (Tesnière), the TOOL metaphor (functional structuralism), the LANGUAGE AS AN ORGAN/INSTINCT metaphor (Chomskyan linguistics). I will then take a close look at dominant metaphors and metonymies in the specific discourse on Global English. If one scans the literature published on this topic during the last decades one cannot fail to notice that two opposing camps have emerged. Their views and key metaphors/metonymies reflect and are embedded in two competing cultural models and ideologies in the social sciences at large, namely the rationalist model with its roots in Enlightenment thinking and the romantic model, which derives its basic assumptions from the 18th and 19th century romantic tradition.

**Szabó Réka**

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Image, meaning and interpretation in human thinking  
(poster presentation)

In my presentation I would like to frame figurative expressions in a larger context. Images are essential in human thinking, often they are keys of interpretation. Cognitive linguistics examines figurative expressions – visual elements which have a meaning.

Besides the everyday language, folk songs and poetical works use metaphorical expressions. One type of these metaphors is when the complex message is unfolded by a foreshowed image. In these cases the image helps us to give our thoughts, experiences and messages a structure when thinking about a given subject.

I draw a parallel between the functioning of these expressions, occurring in special location, and the functioning of initial dreams. Initial dreams come at the beginning of important lifecycles and help us in understanding and controlling situations and in managing problems. Analytical psychology analyses this type of dreams as a foreshowed image and metaphor of life's way.

These three types of image can be elucidated by the mappings of cognitive metaphors. My goal is to explain the comprehensive role of image in human thinking.

**Szelid Veronika**

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Set Me as a Seal upon Thine Heart  
A Cognitive Linguistic Analysis of the Song of Songs

A long-debated question of theology is how the love songs of this book in the Old Testament have gained the respect to be included in the Bible. The present paper does not aim to find a definitive answer to this, but by searching for the meaning of 'divine love' it provides several layers of interpretation to the biblical verses (physicality – emotionality – spirituality), and does this with the help of a cognitive metaphor analysis (Lakoff–Johnson, 1980, Kövecses, 2000). The main source domain for the target concept seems to be the love of a man and a woman, therefore there is striking similarity between the imagery of Song of Songs and certain kinds of folksongs: both use symbols of nature (gardens, fruits etc.) and everyday scenery (entering a house, drinking and eating etc.) to express a deeper meaning. By analyzing the metaphors provided by these pictures, I intend to discuss the issue of how and why the analysed verses are „more” than just love songs.

**Szlávi Anna**

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Metaphor and Metonymy in Billboards

According to Cognitive Linguistics, metaphor and metonymy are fundamental and indispensable processes of cognition. Contrary to the traditional idea, the cognitive linguistic paradigm considers them as conceptual, not linguistic, tools, which govern comprehension. If they are so, it is highly probable that they appear, not only in verbal language, which is the traditional focus of linguistics, but in other, non-verbal, forms of communication

as well. The present research aims to dig into the mechanisms of the visual domain by examining the conceptual phenomena of advertisements, more precisely, billboards. The study will show that, just like verbal language, visuality communicates in a way that is strongly based on metaphor and metonymy. As a special form of visual communication, the billboard is also rich in metaphoric-metonymic processes. In fact, the visual essentiality of these two tools is reflected by the fact the billboard is operated by a metaphor and a metonymy. Metaphorization (namely, the MIRROR metaphor) establishes the connection between the billboard and the consumer, which is necessary for efficient communication, that is, for influencing; goal of advertising. Metonymy brings the ad's effectiveness one step further: with its PART-WHOLE mechanism, it places the billboard's message – a pleasant sensation – into a positive affective frame, usually of BEAUTY, FAMILY, or SEXUALITY.

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Metaphor in Message Board Discourse

In this paper, I discuss some examples from a message board conversation I analysed as part of a research project about metaphor in computer-mediated discourse. The project focuses on the link between metaphor and potential communicative goals, and on its role in the overall discourse activity, e.g. with respect to coherence. Metaphor seems to be particularly important in this form of discourse, which is due to its specific framing conditions (cf. Herring 2007). In the study, metaphor is seen as a potential cross-domain mapping in conceptual structure. Signals of such mappings, i.e. metaphor related words (MRWs), are identified using MIPVU (Steen et al. 2010). In order to give an adequate account of metaphor as a discourse phenomenon, the empirical part of the study is complemented with discourse analytical methods (cf. Cameron & Maslen 2010). The methods are applied to a corpus of threads compiled from the message board areas of two online news websites: [bbc.co.uk](http://bbc.co.uk) and [dailymail.co.uk](http://dailymail.co.uk) (with reference to Claridge 2007). The thread (i.e. message board conversation) I discuss is taken from the BBC message board *Being a parent*. The examples suggest that the use of metaphor is linked to certain communicative goals, such as summarizing and evaluation, playfulness and elevation of social status, as well as to the establishment of coherence in the overall discourse event.

Cameron, L., Ed. (2010). *Metaphor analysis : research practice in applied linguistics, social sciences and the humanities*. Studies in applied linguistics. London, Equinox.

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