

METAPHOR IN MEDIA LANGUAGE AND COGNITION: A PERSPECTIVE FROM CONCEPTUAL METAPHOR THEORY

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Bibliographic description:

Kövecses, Z. (2018). Metaphor in media language and cognition: A perspective from conceptual metaphor theory. In *Lege artis. Language yesterday, today, tomorrow. The journal of University of SS Cyril and Methodius in Trnava*. Warsaw: De Gruyter Open, 2018, III (1), June 2018, p. 142-178. DOI: [10.2478/lart-2018-0004](https://doi.org/10.2478/lart-2018-0004) ISSN 2453-8035

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Résumé

In the paper, I discuss three large issues relating to media language. (1) According to conceptual metaphor theory (CMT), metaphor is not simply a property of language – it is a property of human cognition. How does this view affect the way we see the conceptual system that characterizes the main participants of communication in the media – those who create and those who receive its messages? I argue that CMT offers a unified framework within which we can explain a variety of phenomena in media communication that have not been observed previously as being related. (2) How do conceptual metaphors structure the language (and thought) used by the media? Is it the case that particular conceptual metaphors structure particular discourses? I distinguish between intertextual and intratextual structuring. I suggest

that the relationship between conceptual metaphors and media discourse is such that, contrary to our expectations, no single conceptual metaphor structures texts in the majority of cases. (3) Is the metaphorical mind of the participants of media communication a "self-contained" mind immune to the influence of context or is it affected by it? If the latter, what is the cognitive mechanism that can produce contextual influence on metaphor use? And if there is contextual influence that results in metaphors, can this influence be manipulated? I argue that the mind that participates in media communication is very much influenced by a variety of contextual factors, as proposed by Kövecses (2015).

Keywords: media discourse, conceptual metaphor, virtual reality, coherence of media discourse, contextual effects, priming.

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Article was received by the editorial board 02.05.18;

Reviewed 14.05.18. and 20.05.18.

Similarity Index 34%