

# Table of contents

Tables and figures	xv
<b>PART I. Theoretical foundations</b>	
<b>CHAPTER 1</b>	
<b>The Cognition-Culture interface</b>	<b>3</b>
Introduction	3
Key theoretical constructs	3
Cognitive-Functionalism	3
Conceptualization	6
Non-autonomous knowledge	7
Culture and cultural models	7
Cultural models as conceptual systems	9
Cultural models as conceptual systems: An example	11
Cultural models and syntax: Another example	13
Cultural models provide perspective on a scene	14
The implications of cultural models as cognitive constructs	14
Summary	15
Usage-based theory of language	15
Usage-based models and empirical research	16
Is conceptualization dynamic?	17
Form-meaning pair	19
<i>The semiotic triangle: Form, meaning, and community</i> common ground	19
Theories of shared cultural knowledge	20
Understanding ambiguous utterances	21
Intersubjectivity revisited	22
Summary	22
Linguistic metaphor	23
Methodological issues	23
The role of non-linguistic data	24
Implications for the current studies	25
Non-linguistic data in conceptual metaphor research	25

Summary	26
The use of text corpora	27
Introspection as a data collection strategy	27
Introspection and the problem of context	27
Text corpora as a data collection strategy	28
Corpus research in Cognitive-Functionalism	29
Corpus methods in perspective	30
Summary	33
Corpus-assisted discourse studies (CADS)	34
Chapter summary	36
Plan of the volume	36

## CHAPTER 2

<b>Diachronic aspects of synchronic concepts</b>	<b>39</b>
Introduction	39
Introduction to conceptual metaphor theory	39
Perspective on a scene via cultural models	41
Analysis of the CM of ANGER	42
The bodily experience of ANGER	42
Sub-variations of the CM of ANGER	43
The FLUID CM	44
Elaborations of the FLUID CM	45
A research gap	46
The experiential scene	47
The ANGER prototype scenario	47
Cultural models as bases in conceptualization	48
Atypical cases of ANGER	49
CONTROLLED RESPONSE OVER TIME	49
INTENSE RESPONSE OVER TIME	50
Conclusions	52
Classification of the non-prototypical cases	52
CONTROL in the non-prototypical cases	52
Theory as a test of observed language patterns	53
The proposal: The <i>blood</i> and <i>spleen</i> metaphors	54
Synchronic studies of CM and culture	54
Conceptual metaphors as universals	54
Matsuki (1995)	54
Yu (1995)	55
Conceptual metaphors as cultural models	56
Maalej (2004)	56

Kövecses (2010a)	57
Conclusion: embodiment and cultural models as equal partners	58
Frequency of use and cultural models	59
Chapter summary and conclusions	60
Filling the research gap	61
CHAPTER 3	
<b>Metaphor across historical time</b>	<b>63</b>
Introduction	63
Two types of historical study	64
Synchronic-historical research	64
Synchronic-historical research: An example	64
A synchronic-historical study of CM and culture	65
Summary	67
Diachronic studies of conceptual metaphor	67
Diachronic studies: Single factor designs	68
Gevaert (2002)	68
Geeraerts and Gevaert (2008)	70
Koivisto-Alanko and Tissari (2006)	72
Diachronic designs: Multiple factor studies	74
Trim (2011)	74
Geeraerts, Gevaert, and Speelman (2011)	75
Summary	77
The research gap	78
Theoretical implications	79
Methodological implications: The role of frequency statistics	79
Motivations for the current studies	80
<b>PART II. A macro-study of human emotion in cultural context, A.D. 1500–1990</b>	
CHAPTER 4	
<b>Research questions and methodology</b>	<b>85</b>
Introduction	85
Research questions	85
The ancillary study of historical non-linguistic data	86
Data collection	86
The four types of data	86
Data analysis	90

The main study of diachronic linguistic expressions of anger	90
Materials	90
Data	91
Implications for data identification and collection	92
Selecting the search keywords	93
The role of context	93
Limitations of the keyword search procedure	93
Data collection	94
Data analysis	94
An implication of the method: The value of mixed research designs	98
Chapter summary	99

#### CHAPTER 5

<b>Results of the ancillary study of non-linguistic data</b>	<b>103</b>
Introduction	103
The ancillary study of the four humors cultural model	104
General principles of the four humors	104
The self-care focus	104
The macrocosm/microcosm cultural model	105
Implications for the four humors model	106
Summary	108
The ancillary study of non-linguistic data: Results	108
The unified model: A historical composite view	109
Basic principles of the unified model	109
The macrocosm principle	110
The microcosm principles	110
The concept of balance in the four humors	115
Five scientific advances in human physiology, A.D. 1500–1990	116
1500–1599: Scientific anatomy (Andreas Vesalius, 1543)	117
Prior research	117
Vesalius' work and influence	118
Evidence for the unified model in 16th century lay practice	118
1600–1699: Blood circulation (William Harvey, 1628)	120
Harvey's work and influence	120
Evidence for the unified model in 17th century lay practice	120
1700–1799: Symptom localization (Giambattista Morgagni, 1761)	122
Morgagni's work and influence	122
Evidence for unified model in 18th century lay practice	123
Summary	125

1800–1899: Tissue cell pathology (Rudolph Virchow, 1858)	125
Virchow's work and influence	125
Evidence for unified model lay practice in the 19th century	126
Summary	127
1900–1990: Medical school standards (Abraham Flexner, 1910)	127
Flexner's work and influence	128
Evidence for unified model lay practice in the 20th century	129
Implications for the current studies	130
<b>CHAPTER 6</b>	
<b>The main study of two diachronic metaphors of ANGER</b>	<b>133</b>
Introduction	133
Data collection results	133
The frequency results	134
General trends	135
Implications of the frequency results	136
Comparing the raw frequencies to the scientific advances	136
The discourse analysis	137
The blood and spleen metaphors and prototypicality	137
Analysis of selected historical metaphor samples	138
Chapter summary	160
<b>PART III. Micro-studies of emotion – the 19th century</b>	
<b>CHAPTER 7</b>	
<b>The edge of ANGER: The spleen metaphor across emotion domains</b>	<b>165</b>
Introduction	165
Purposes	165
Method	166
Data collection	166
Data selection	168
Data analysis	168
Results	169
Discussion	173
Implications of the study	173
Conclusion	174

CHAPTER 8

**Bubbling HAPPINESS: Properties of emotion** 177

Introduction 177

Data 177

Research questions 178

Method 179

Materials 179

Data collection 179

Data analysis 180

Results 180

Metaphors of HAPPINESS 180

Metaphors of EXCITATION 182

Metaphors of SADNESS 184

Metaphors of ANGER 184

Discussion 186

Conclusions and implications of the study 187

**PART IV. Conclusions and implications**

CHAPTER 9

**The non-autonomous nature of cognition, language, and culture** 191

Introduction 191

Research questions 191

Question 1 191

Question 2 193

Question 3 194

Question 4 194

Implications for conceptual metaphor theory 196

Semantic shift and frequency of use 196

Cultural models as conceptualizations 196

Frequency of use measures and conceptual metaphor 197

Is construal a dynamic process?: Revisiting the issue 198

The embodied core and the cultural periphery 199

The embodied core and the cultural periphery: An example 200

Variation in conceptualization 200

Variation in historical metaphors of EMOTION: The DME 202

The unity of cognitive domains 202

Conclusion: Conceptualization is static and dynamic 204

Speaker/Hearer interaction and the “override” 204

Implications for the current study 205

---

Future research in cognitive-functionalism and conceptual metaphor	205
Dynamic construal	205
Experiential scenes, domain matrices, and non-autonomous knowledge	206
Cultural models and linguistic forms	206
Diachronic studies of conceptual metaphor	207
The social context of language forms	208
Methodological considerations in cognitive-functional research	208
Multidisciplinary research	208
Corpus size	209
CADS and mixed-methods research	210
Non-linguistic data	210
Additional research techniques	211
Chapter summary	212
EPILOGUE	
“Bridging the Gap” between theory and real-world language use	215
References	219
APPENDICES	
Appendix A: Penn-Helsinki corpus	229
Appendix B: ARCHER corpus	231
Index	233