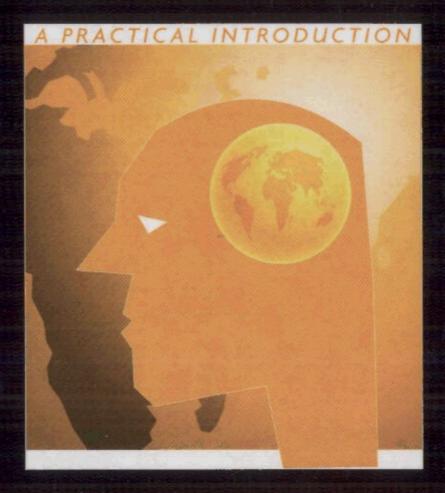
LANGUAGE, MIND, and CULTURE



ZOLTÁN KÖVECSES

Contents

I	Meaning in Mind, Language, and Culture The General Goal of the Book 3 The Kinds of Issues in a Theory of Mind 4 The Objectivist View 8 The Experientialist View 10 Universality versus the Relativity of Human Knowledge 12 Conclusions 15
2	Categorizing the World 17 Prototypes, Theories, and Linguistic Relativity How Do We Acquire Our Categories? 18 Theories of Categorization 19 Color and Linguistic Relativity 31 The Sapir-Whorf Hypothesis 34 Conclusions 35 Exercises 37
3	Levels of Interacting with the World 39 Cognitive and Cultural Considerations Theories of Taxonomic Hierarchies 39 Basic-Level Categories and Their Properties 42 The Role of Culture in the Creation of Basic-Level Categories 46 Conclusions 48 Exercises 48
4	Contesting Categories in Culture 51 Debates about Art Classical and Basic-Level Definitions of Art 52 The Traditional View of Art as a Prototype-Based Category 53 What Are the Emerging Features of the Traditional View of Art? 56

xii CONTENTS

Is Art an "Essentially Contested Concept"? 58 Conclusions 60 Exercises 5 Organizing Knowledge about the World 63 Frames in the Mind What Is a Frame? 64 Frames as Cultural Constructs and Cultures as Frames 69 What Are Frames Good For? Conclusions 78 Exercises 78 6 The Frame Analysis of Culture 81 Classification Systems and Culture 81 Two Cultural Issues 85 Literature and Frames 88 Politics and Framing 91 Conclusions 93 Exercises 95 7 Mappings within Frames 97 Metonymy as a Cognitive and Cultural Process What Is Metonymy? 98 Frames and Their Parts 100 Culture, Cognition, and Metonymy 106 Cultural Factors in Prototype Effects 107 Conclusions HIExercises 112 8 Mappings across Frames 115 Metaphor What is a Conceptual Metaphor? Components of Conceptual Metaphors 116 Kinds of Metaphor Conclusions 130 Exercises 131 9 Metaphoric Frames Some Cultural and Social Applications Cultural Symbols 136 Interpreting History and the Creation of Metaphors 137 Metaphoric Framing 139 Metaphors Made Real Narrative Structure and Metaphor 148 Linguistic Relativity and Metaphor 150 Conclusions 151 Exercises 153

10	Metaphor Variation across and within Cultures Universal Conceptual Metaphors Dimensions of Metaphor Variation Aspects of Metaphor Involved in Variation Causes of Metaphor Variation Love Is a Journey: A Case Study in Cultural Differences in Metaphorical Expression I72 Conclusions I77 Exercises I78
11	Meaning and Thought Literal or Figurative? Traditional Assumption (1): Literal Meaning Can Constitute Abstract Meanings 183 Traditional Assumption (2): Certain Figurative and Abstract Meanings Are Understood in a Literal Way under Certain Circumstances 184 Traditional Assumption (3): Figurative Abstract Meaning in One Language Can Be Expressed by Means of Literal Meaning in Another Language 187
	Can Cultural Models for Abstract Concepts Be Literal? 194 Conclusions 203 Exercises 204
12	The Embodied Mind 207 The Role of Image-Schemas Some Perceptual Image-Schemas 208 The Structure of Mind 211 Forces in the Mind 213 Understanding Stories 222 Conclusions 224 Exercises 225
13	Alternative Construals of the World Attention 228 Judgment and Comparison 232 Perspective 236 Overall Structure 239 Grammatical Conceptualization and Linguistic Relativity Construal Operations and Culture 245 Conclusions 246 Exercises 246
14	Constructing Meaning in Discourse 249 Mental Spaces Characterizing Mental Spaces 250 How Mental Spaces Actually Work in Organizing Our Understanding of Discourse 255 The Uses of Mental Space Theory in Solving Linguistic Issues 261

xiv CONTENTS

The Global Cognitive Structure of Literary Discourse: A Further Use of Mental Space Theory 266
Conclusions 267
Exercises 268

15 Conceptual Blends and Material Anchors

Some Examples of Conceptual Integration

Types of Conceptual Integration

Blends in Material Culture and Cultural Practice

Conclusions

29 |

Exercises

297

16 Cognition and Grammar 295
The Cognitive Structure of Language

Cognition and Grammar 296
A Sketch of Cognitive Grammar 305
Grammar and Compositionality of Meaning 3+8
Linguistic Relativity and Grammar 322
Conclusions 324
Exercises 325

I7 Summing It Up 327

An Account of Meaningful Experience

How Do Our Main Questions Get Answered? 328
Universality and Relativity 332
Language and Cognition: Linguistic Relativity Again 334

Meaning and Culture 335

Solutions to Exercises 339

Glossary 365

References 377

Index 389