

Croft/Cruse 2°chapter

Linguistics and journalism

2015/16

Mental constructional operations

- Talmy

Imaging system Perspective Attention Forces
Dynamics

- Langacker

Selection Point of view Abstraction

- Lakoff- Johnson

Image schema : spatial (center/periphery,
container/contained; up/down; path; etc

Attention (Chafe 1994 focus) is the behavioral and cognitive process of selectively concentrating on a discrete aspect of information >metaphor>>>
zoom or light beam or acoustic filter

Salience is the state or condition of being prominent or most noticeable.

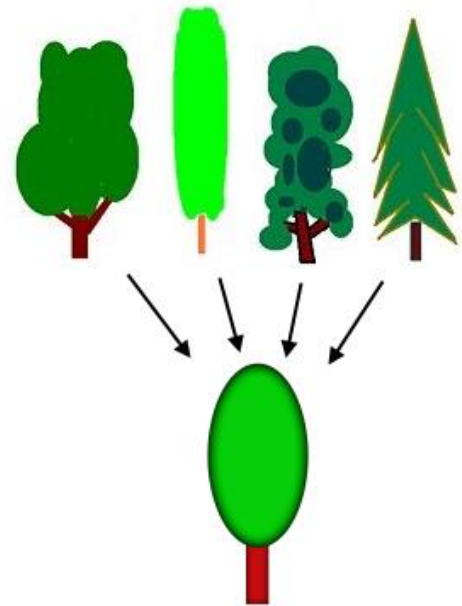
- **Selection**>morphology >>writer stapler clapper ; **facets**: with a single word we can refer to different **profiling** Paris (population or city or institution) ;**metonymy** > lit. argument is incorporated **as active zone**
- **Scope of attention /Dominion**: visualization in the space
- **Scalar adjustment**; quantitative is living/lives;qualitative: poligono/triangolo; ted. Essen/Fressen; es, italiano>>>
- **Dynamic attention**: scanning typology

Scanning summary: Il crollo del ponte / vs Il ponte è crollato (sequenzial) vs Fictive motion (the road winding through the valley/ si snoda, si arrampica per la montagna)

Judgement/Comparison

- Categorization

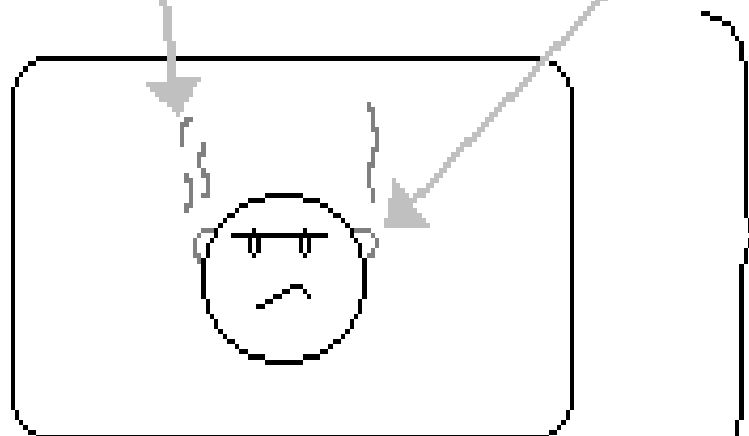
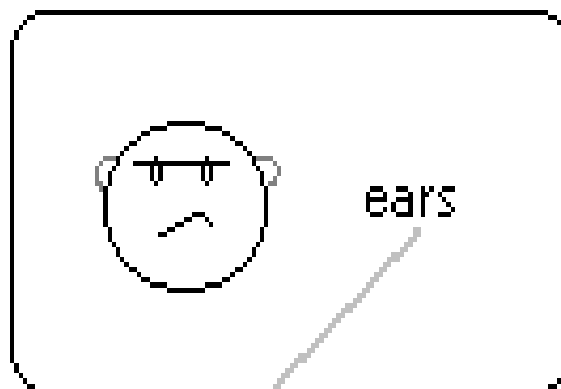
gr. κατηγορία >> class omogeneous and complementary e.g. feto vs bimbo non nato



Source Domain:
(Input-1)
Hot fluid in a container



Target Domain:
(Input-2)
Angry person



The Blend



Running the Blend

I could see smoke coming out of his ears...

...I thought his hat would catch fire!

Perspective/situatedness

- Viewpoint: vantage point
- Deixis : non/common base
- Subjectivity: with regard, rispetto a

Constitution/Gestalt

- Structural schematization: geometric structure
- Force dynamic: per / at / deontici
- Relationality: image schema