

CRAL 2013

III INTERNATIONAL CONFERENCE
ON MEANING CONSTRUCTION,
MEANING INTERPRETATION,
APPLICATIONS AND IMPLICATIONS
University of La Rioja (Logroño, Spain) - 18 to 20 July 2013

Organized by

CIAP/CRAL

Centro de Investigación en Lengua Aplicada
Center for Research on the Applications of Language

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CRAL-13

The Center for Research on the Applications of Language (CRAL), based at the University of La Rioja (Spain), welcomes you to the the III International Conference on Meaning Construction, Meaning Interpretation: Applications and Implications (CRAL 2013), that is being celebrated on July 18-20, 2013, at the Quintiliano building of the University of La Rioja.

The conference is open to presentations on a range of topics related to Cognitive Linguistics and compatible approaches to language, both from a theoretical and an applied perspective. We invited proposals on subjects including but not limited to: metaphor theory, metonymy, cognitive models, cognitive stylistics, figurative language use in L1 and in additional languages including foreign languages and multilingual acquisition, theory of figurative language acquisition and development, vocabulary and figurative language in foreign languages, applications of figurative language (to lexicography, translation, language teaching and methodology, etc.).

We hope CRAL-13 will be a memorable conference and that the events of the week will allow for some good critical thinking and even better interpersonal interaction.

CRAL-13 Organizing Committee

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CONFERENCE ORGANIZATION

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BOOK OF ABSTRACTS

AUTHOR PRESENTATION INDEX

| | | |
|-------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AGUSTÍN LLACH, María Pilar Thursday 13:00-13:30 | R.106 | Searching for meaning: Lexical errors at the end of Primary and Secondary Education |
| AJÓN OLIVA, Miguel Angel Friday 12:30-13:00 | R.107 | The singular second person as a resource for objectivization in Spanish media discourse |
| ALEJO-GONZÁLEZ, Rafael Thursday 12:00-12:30 | R.106 | Frequency bands in measuring the productive vocabulary of secondary school students: a new scoring |
| Saturday 11:30-12:00 | R.106 | Researching vocabulary learning in CLL contexts: Commonality vs frequency |
| ALMUTRAFI, Fatimah Friday 12:00-12:30 | R.106 | Language and Cognition: the effects of Grammatical Gender on Categorisation of Objects |
| ALOTHMAN, Ehtesal Friday 13:30-14:00 | R.107 | A Corpus-based Investigation of Arabic and English Academic E-mails |
| AMUTIO PALACIOS, Silvia Saturday 11:30-12:00 | R.105 | Old English Suffix Competition. A Construction Morphology Analysis |
| AUGUSTYN, Rafał Friday 15:30-16:00 | R.106 | Re-conceptualisation and meaning construction in specialised translation |
| BAGLI, Marco Thursday 12:30-13:00 | R.104 | Implicit attitudes in the semantic categorization of IN-OUT and LIGHT-DARK |
| BARNDEN, John Friday 13:30-14:00 | R.104 | Metaphor, Metonymy and Hyperbolic Uses of "To Be" |
| Saturday 12:30-14:00 | A.M. | Computing Cultures, Metaphorically Speaking |
| BOLOGNESI, Marianna Friday 16:30-17:00 | R.106 | The behavior of source and target domains in corpora of texts and images: where the mappings come from. |
| BULLO, Stella Friday 17:00-17:30 | R.105 | Investigating intertextuality and interdiscursivity in reception: the case of conceptual blending |
| CALLE, Gonzalo Thursday 12:30-13:00 | R.107 | Dynamic Status of Meaning Creation: Three Examples |
| CAMARGO FERNÁNDEZ, Laura Friday 12:00-12:30 | R.107 | Silencio y prototipos. La construcción del significado pragmático de los actos silenciosos en la conversación |
| CASADO VELARDE, Manuel Friday 13:00-13:30 | R.107 | Identidad política y narcotráfico: la evaluación de actores sociales involucrados en el conflicto de México a través de los verbos introductores de discurso |
| CASAS PEDROSA, Antonio Vicente Friday 12:30-13:00 | R.104 | "Are you in the club? or should I say 'Have you got a bun in the oven?": Different metaphors conveying pregnancy. |

Identidad política y narcotráfico: la evaluación de actores sociales involucrados en el conflicto de México a través de los verbos introductores de discurso

Manuel Casado Velarde

Juan Francisco Padilla Aguirre

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La estrategia utilizada por el expresidente mexicano Felipe Calderón, durante el sexenio 2006-12, para afrontar el conflicto del narcotráfico generó un gran debate en la opinión pública. El objetivo de esta propuesta de comunicación es analizar los diferentes posicionamientos o identidades políticas con respecto al citado conflicto, a través del uso de los verbos de lengua en tres diarios de referencia mexicanos.

En efecto, cuando los diarios reproducen el discurso de los diferentes actores políticos, disponen de un amplio abanico de verbos de lengua, que pueden modalizar la autoridad/credibilidad que el lector deba otorgar a cada actor social involucrado en el conflicto, acreditándole o desacreditándole, al tiempo que le concede la palabra, ya sea en estilo directo o indirecto. Así pues, hay un director de orquesta de las múltiples voces que se expresan en cada texto y en cada medio.

De esta forma, los periódicos que hemos analizado (*El Universal, Reforma, La Jornada*) establecen, de manera más o menos subrepticia, su posición política, al identificarse con (o distanciarse de) un determinado actor social, al tiempo que, al dar la palabra a los diferentes actores, mantienen la conveniente apariencia de neutralidad y objetividad informativas. Para nuestro análisis hemos utilizado un corpus de una extensión de 455.183 palabras (*tokens*), constituido por textos del género informativo pertenecientes a los tres diarios citados.

"Are you in the club? or should I say 'Have you got a bun in the oven?'. Different metaphors conveying pregnancy.

Antonio Vicente Casas Pedrosa

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This paper is aimed at analyzing some of the different expressions available in English to refer to 'pregnancy' and the metaphorical nature present in many of them. As Lakoff and Johnson (2003: 244) suggest, "Because we reason in terms of metaphor, the metaphors we use determine a great deal about how we live our lives". From the point of view of form, most of them are prepositional phrases whose structure is "preposition" + "the" + "monosyllabic noun". Such is the case of "up the duff" in "She has no cravings like girls usually have when they're up the duff" (Simpson, 2010).

However, it is also possible to find other instances whose structure is simpler (the phrase "in trouble" lacks a determiner in "She said she consented to come to London to be married to the prisoner as she believed she was *in trouble*" [Simpson, 2010]) or more complex ("in the pudding club"). Syntactically speaking most of them function as subject complement, that is to say, they express a quality, condition, state, or feature which is attached to the subject in an intensive relationship by means of a copular verb. That is the reason why the above mentioned examples can be replaced by the adjective "pregnant" in the sentences in which they occur.

Nevertheless, from the semantic viewpoint both predicative prepositional and adjective phrases are not completely interchangeable since there are different nuances which are conveyed by the prepositional structures which cannot be found in the word "pregnant". More often than not these semantic nuances are of a pragmatic nature. These features are closely connected with the notions of economy of language, genre, and register. Thus, there seems to be a conflict between the first one and the fact that the structures under study are morphologically and syntactically heavier than the adjective "pregnant". The reason for this is that in some cases the examples could be classified as euphemisms. Moreover, it goes without saying that certain instances are classified, among others, as 'impolite': ('up the duff' [Rundell, 2007: 458]), 'informal' ('in the family way' [Crowther, 1995: 419]), 'old-fashioned' ('up the spout' [Rundell, 2007: 1443]), or 'slang' ('in the (pudding) club' [Simpson,

2010]) in advanced learners' dictionaries, although these labels do not always coincide in the different lexicographic works.

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Emotions and meaning construction in advertising language

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If a sentence like *Colourless green ideas sleep furiously* is seen as semantic anomaly (Chomsky, 1957) or syntactic deviance solely from linguistic structural viewpoint, the discussions within the scope of semantics would fail to catch the panorama of linguistic facts and shall be unable to engage in multifaceted communication of various contexts. This is inappropriate for the explanatory power concerning form and function in language use, but epistemologically unconvincing for elaborating implicit meanings in discourse. Figurative speech in this regard plays an indispensable role in human cognition and communication, and the ramifications of verbal arts are quite prominent in advertising and media discourse in their own right.

This paper thus aims to explore the audience's comprehension and interpretation regarding emotions and poeicity in media communication under relevance-theoretic account (Sperber & Wilson, 1986/1995; Noveck & Sperber, 2004) by looking into contemporary Chinese print ads. The chosen data vastly adopt elegant wordings and stylistic patterns from multilingual names of person (artist/writer/poet/celebrity), place, literature, fashion and brand names to produce aesthetic value. The rhetorical strategies of syntactic parallelism and repetition of name and metaphor are artfully manipulated through literary styles within the ads to attract the audience's attention, to initiate cognitive poetic effects (Pilkington, 1992; Blakemore, 1992) and advertising literariness, to perform diverse communicative functions, and to convey the dominant ideologies. Placing little emphasis on target commodity, they invite/encourage an active/imaginative audience to consume the texts and spell out a variety of weak implicatures involving feelings, attitudes, emotions and impressions along these lines. They not merely position the readers as social elite and shape the enterprise as landmark of cross-cultural empowerment, but trigger an emergent genre with communicative innovation in cultural industry and academic disciplines.

People in all languages often mean more than they say. Grammar on its own is typically insufficient for determining the full meaning of an utterance, the assumption that the discourse is coherent or 'makes sense' has a vital role to play in meaning construction as well (Asher & Lascarides, 2005). Just as syntactic surface structures display complexity of underlying structures, we can well appreciate the implicit meanings conveyed and enriched by lexical items and syntactic-semantic-pragmatic interplay in media discourse, as shown in this study. The dialogic relations between form and function in advertising language