



Book of Abstracts

Culture and Cognition in Language 4

Current Approaches to Discourse Analysis

Polańczyk, 28-29 April 2025



Uniwersytet Rzeszowski



NARODOWA AGENCJA
WYMIANY AKADEMICKIEJ

30 years of English Studies at the University of Rzeszów

The organisation of the conference was supported
by the Project funded by the Polish National Agency for Academic Exchange
under the Welcome to Poland Programme 2022

© Copyright by
Wydawnictwo Uniwersytetu Rzeszowskiego
Rzeszów 2025

ISBN 978-83-8277-247-0

2175

R Z E S Z Ó W U N I V E R S I T Y P R E S S
35-959 Rzeszów, ul. prof. S. Pigonia 6, tel. 17 872 13 69, tel./faks 17 872 14 26
e-mail: wydawnictwo@ur.edu.pl; <https://wydawnictwo.ur.edu.pl>
wydanie I; format B5; ark. wyd. 6,5; ark. druk. 5,75; zlec. red. 29/2025

TABLE OF CONTENTS

COMMITTEES	7
PREFACE	8
 KEYNOTE SPEAKERS	
Raymond W. Gibbs, Jr. METAPHOR AND THE NATURAL WORLD	9
Christopher Hart CO-SPEECH GESTURES IN THE DISCURSIVE PERFORMANCE OF RIGHT-WING POPULISM	10
Jeannette Littlemore AMBIGUOUS METAPHORICITY AND EMOTIONAL EXPERIENCES: ALLOWING ROOM FOR FLEXIBILITY	12
Andreas Musolff COGNITIVE ANALYSIS OF CONSPIRACY THEORIES	13
 SPEAKERS	
Shala Barczewska AMERICAN CULTURE WARS: METAPHORICAL CONSTRUALS OF SELF AND OTHER IN THE “WAR” AGAINST TEACHING EVOLUTION, CLIMATE CHANGE	16
Réka Benczes FROM CRIMINAL TO COMPANION: METAPHORICAL CONCEPTUALIZATIONS OF BREAST CANCER AMONG HUNGARIAN PATIENTS	18
Petra Bialkó-Marol TALKING ABOUT INFERTILITY: METAPHORS IN HUNGARIAN WOMEN’S NARRATIVES	20
Jacopo Castaldi AUTHORITY IN MULTIMODAL DISCOURSE: INSIGHTS FROM DOCUMENTARY FILMS	21
Laure Cataldo <i>MILLIONS AND MILLIONS OF PEOPLE POURING IN: A MULTIMODAL ANALYSIS OF MIGRANTS’ REPRESENTATION AND THE ANTI-MIGRANT POSTURE IN TRUMP’S SPEECH</i>	23
Monika Cichmińska “THE BASIS OF ALL LANGUAGE IS BODY LANGUAGE” – THE USE OF CONCEPTUAL METAPHORS IN ALEXANDER LOWEN’S BIOENERGETICS	25
Artur Czapiga PRAGMALINGUISTIC ANALYSIS OF INTERNET MEMES EXPRESSING DIRECTIVE SPEECH ACTS	26

Inga Dale	
THE ROLE OF VISUAL METONYMY OF HUMAN HANDS IN THE FRAMING OF KRZYSZTOF KIEŚLOWSKI'S "THREE COLOURS: WHITE" (1994)	27
Anna Dąbrowska	
FORGOTTEN MOVEMENTS. ON THE DISCURSIVE POTENTIAL OF DANCE AND THE ART OF COMMUNICATION	29
Jacek Fabiszak	
BAROQUE 'CHOPP'D' SYNTAX AND LINGUISTIC MANIPULATION IN SHAKESPEARE'S <i>MACBETH</i>	30
Małgorzata Fabiszak & Tomasz Michalik	
CULTURAL DIFFERENCES IN VISUAL ATTENTION: A PILOT EYE-TRACKING STUDY OF POLISH AND CHINESE MUSEUM VISITORS	32
Agnieszka Gicala	
METAPHORS IN THERAPY DISCOURSE: THEIR FUNCTION IN THE THERAPEUTIC PROCESS AND THEIR ROLE IN TRANSLATION	35
Elena Giribaldi	
THE BEAR RISES AND THE EAGLE SOARS: COMPETING METAPHOR SCENARIOS OF RUSSIA-US RELATIONS ON TWITTER/X	36
Joanna Jabłońska-Hood	
A COGNITIVE INTEGRATION ACCOUNT OF SOME CREATIVE BLENDS AND THEIR DETRIMENTAL USE BY MANOSPHERE MEMBERS ON FACEBOOK	38
Sinéad Jackson	
FALLING, SLIPPING, AND STUMBLING BACKWARDS: METAPHOR AND FRAMING IN UK-BASED ALCOHOL SUPPORT MATERIALS	40
Nur Sabrina Zafirani Mohd Jamil	
BEFRIENDING CANCER: METAPHORS OF CANCER IN MALAY WOMEN CANCER PATIENTS' NARRATIVES	41
Siti Nurnadilla Mohamad Jamil	
FRAMING THE 'DEMON': A COGNITIVE GRAMMAR ANALYSIS OF THE NEW YORK TIMES' PORTRAYAL OF PALESTINIANS POST-OCTOBER 7, 2023	43
Anna Jelec	
EIGHT PRINCIPLES FOR UNDERSTANDING PROFANITY	45
Ireneusz Kida	
QURANIC ALTERNATION OF DAY AND NIGHT: A METAPHOR SYMBOLIZING THE ABANDONMENT OF THE EARLIER BOOKS AND THE LAW	47
Robert Kiełtyka & Agnieszka Grząsko	
THE CONCEPTUAL METAPHOR <i>POLISH NATIONAL IDENTITY DILEMMA IS HAMLET'S EXISTENTIAL DILEMMA</i> PORTRAYED IN JACEK MALCZEWSKI'S <i>HAMLET POLSKI</i> ('POLISH HAMLET')	48

Beata Kopecka & Paulina Mormol-Fura IRONY IN MULTIMODAL CONSPIRACY-THEMED T-SHIRT DESIGNS	50
Krzysztof Kosecki ON THE NATURAL ENVIRONMENT IN TOK PISIN CONCEPTS	51
Hubert Kowalewski, Marta Szczecina-Nowosad CONCEPTUAL METAPHORS IN DEVICES OF INSTRUCTION DURING PILATES CLASSES	53
Marcin Kuczok ANIMAL DEATH METAPHORS IN ENGLISH AND POLISH ONLINE PET MEMORIALS: A CONTRASTIVE ANALYSIS FROM A COGNITIVE-SEMANTIC PERSPECTIVE	54
Marcin Kudła A MULTIMODAL ANALYSIS OF WWI SATIRICAL MAPS	56
Przemysław Łozowski “FINE FEATHERS MAKE FINE BIRDS”: IDENTITY IN-BETWEEN WORDS AND IMAGES	57
Aleksandra Majdzińska-Koczorowicz, Julia Ostanina-Olszewska INCLUSION THROUGH IMAGERY: EXPLORING VISUAL BLENDING IN DISCOURSE. THE “KNOW OR GET TO KNOW” SOCIAL CAMPAIGN	59
Beth Malory & Kathryn Allan “AS IF THE WOMB WERE HIRED BY MEN, AS MERCHANTS SHIPS ARE TO BE FRAITED BY THEM”: THE DISCURSIVE CONSTRUCTION OF PREGNANCY ACROSS THE HISTORY OF ENGLISH	60
Goran Milić PLEASE (DON’T?) STEP INTO MY CHAMBERS: ECHO CHAMBERS AND FIGURATIVE FRAFMING IN CROATIAN PRESIDENTIAL CAMPAIGN ONLINE DISCOURSE	62
Kundyz Mukhangali PARTNER, BROTHER, OR A FRIEND: CONCEPTUAL METAPHORS IN RUSSIA-KAZAKH RELATIONS	64
Alexandra Nagy-Béni & Réka Benczes WHERE DO OLDER WOMEN GO? VISUAL REPRESENTATION OF OLDER WOMEN IN HUNGARIAN ONLINE MEDIA DISCOURSE	65
Laura Narisano “AN EASY WORD TO SAY”: CONCEPTUALISATIONS OF SUSTAINABILITY IN MEDIA DISCOURSE	67
Olga O’Toole THE ROLE OF CODE-SWITCHING AND BORROWING IN THE POLISH MANOSPHERE: A CRITICAL DISCOURSE ANALYSIS OF INCELS IN THE POLISH ONLINE SPACE	69

Klaus-Uwe Panther, Linda L. Thornburg CULTURE AND COGNITION IN CLIMATE CHANGE CARTOONS	70
Kateryna Pilyarchuk ‘GIVE A GIRL THE RIGHT SHOES AND SHE CAN CONQUER THE WORLD’: WOMEN AS WARRIORS IN FASHION DISCOURSE	72
Agnieszka Poznańska LINGUISTIC STRATEGIES AND STEREOTYPE DECONSTRUCTION IN DAVID IVES’S <i>POLISH JOKE</i>	74
Anna Rogos-Hebda “A HORRID COMMUNITY”: THE DISCURSIVE CONSTRUCTION OF LEPROSY AND LEPERS IN HISTORICAL AMERICAN ENGLISH	75
Jaime Salvador-Grande VERBO-VISUAL IRONY AS A DISSOCIATIVE STRATEGY TOWARDS LEADERS INACTION IN CLIMATE CRISIS CARTOONS	77
Nina Shtok A CROSS-LINGUISTIC ANALYSIS OF NEWSWORTHINESS IN REPORTING ON TRUMP’S PRESIDENTIAL VICTORY IN RUSSIAN AND UKRAINIAN PRESS	79
Ida Stria “ENGLISH IS THE MOST UNSUITABLE LANGUAGE FOR INTERNATIONAL COMMUNICATION” – HOW ESPERANTO SPEAKERS BUILD THEIR IDENTITY ON PREJUDICE AND POWER STRUGGLES	80
Lilla Petronella Szabó & István Kollai BOUNCING BOUNDARIES: THE METONYMIC USE OF EAST AND WEST IN HUNGARIAN PRIME MINISTER VIKTOR ORBÁN’S POLITICAL SPEECHES	82
Vasia Tsami, Kyriakoula Tzortzatou, Nikoletta Panagaki LIQUID RACISM IN GREEK PARLIAMENT: ANALYZING CRITICALLY NARRATIVES ABOUT IMMIGRANT/REFUGEE ISSUES	84
Dóra Eszter Varga LIFE IS WAR? – CULTURAL METAPHORS AS PERSUASIVE DEVICES IN PÉTER MAGYAR’S POLITICAL COMMUNICATION	85
Anna Wyrwa LINGUISTIC VIEW OF TIME IN OLGA TOKARCZUK’S NOVEL <i>PRAWIEK I INNE CZASY</i> AND ITS ENGLISH TRANSLATION <i>PRIMEVAL AND OTHER TIMES</i> BY ANTONIA LLOYD-JONES	87
Monika Zasowska AUTHORIAL IDENTITY CONSTRUCTION IN LINGUISTICS AND PSYCHOLOGY BOOK REVIEWS	89
Edyta Żrałka ETHICAL ASPECTS OF SELF-CENSORSHIP IN CONTROVERSIAL ISSUES OF OKO.PRESS ARTICLES AND THEIR ENGLISH TRANSLATIONS	91

COMMITTEES

SCIENTIFIC COMMITTEE

prof. Bogusław Bierwiałonek (Jan Długosz University, Częstochowa)
prof. Małgorzata Fabiszak (UAM University, Poznań)
prof. Charles Forceville (University of Amsterdam)
prof. Dirk Geeraerts (KU Leuven)
prof. Adam Głaz (Maria Curie-Skłodowska University, Lublin)
prof. Elżbieta Górka (University of Warsaw)
prof. Laura Janda (The Arctic University of Norway, Tromsø)
prof. Henryk Kardela (Maria Curie-Skłodowska University, Lublin)
prof. Livia Körtvelyessy (Pavol Josef Šafárik University, Košice)
prof. Zoltán Kövecses (Eötvös Loránd University, Budapest)
prof. Przemysław Łozowski (Maria Curie-Skłodowska University, Lublin)
prof. Elżbieta Muskat-Tabakowska (Jagiellonian University, Cracow)
prof. Klaus-Uwe Panther (University of Hamburg)
prof. Hanna Rutkowska (UAM University, Poznań)
prof. Pavol Štekauer (Pavol Josef Šafárik University, Košice)
prof. Agnieszka Uberman (University of Rzeszów)
prof. Jordan Zlatev (Lund University)

ORGANISING COMMITTEE

dr Bożena Duda
dr hab. prof. UR Robert Kiełtyka
dr hab. prof. UR Ewa Konieczna
dr Beata Kopecka
dr Marcin Kudła

PREFACE

The idea of the conference, known as Culture and Cognition in Language (CCL), was born almost ten years ago. Back then, we could not have imagined that this enterprise would evolve into a biennial event, attracting so many eminent linguists from across the globe.

The first edition of CCL took place in 2017, the second in 2019, and the third – delayed due to the global pandemic – in 2023. Now, in 2025, CCL4 is taking place for the first time outside of Rzeszów, in the picturesque town of Polańczyk, with 54 participants from 26 universities and 10 countries. This meeting, set in such beautiful surroundings, would not have been possible without the generous support of NAWA (Polish National Agency for Academic Exchange), for which we extend our heartfelt thanks. We would also like to express our deepest gratitude to prof. Elżbieta Rokosz, the head of the Institute of English Studies, for her guidance and commitment throughout this endeavour.

The fourth edition of Culture and Cognition in Language also marks the 30th anniversary of English Studies at the University of Rzeszów – a programme that had humble beginnings, with just a handful of staff members in its first year.

Thirty years later, the Institute of English Studies employs 35 researchers, including 13 professors and 21 PhD holders. Its research scope encompasses cognitive linguistics, semantics, discourse and multimodal studies, morphology, translation studies, applied linguistics, as well as literature and cultural studies. Some of the Institute's research findings have been published by renowned academic publishers, such as Routledge, de Gruyter, Edinburgh University Press, among others.

We hope that this edition of Culture and Cognition in Language will become a vibrant platform for meaningful exchange and fruitful discussions on the interplay between culture, cognition, and discourse.

We are truly delighted and thankful that you have chosen to be part of CCL4. We are wishing you a successful and enjoyable stay in Polańczyk – and already looking forward to welcoming you to CCL5 in April 2027.

- Kvaale, K., Synnes, O., Lian, O. S., & Bondevik, H. (2024). "That bastard chose me": The use of metaphor in women's cancer blogs. *Qualitative Research in Medicine and Healthcare*, 8(2), Article 2. <https://doi.org/10.4081/qrmh.2024.11908>.
- Lakoff, G., & Johnson, M. (1980). *Metaphors we live by*. The University of Chicago Press.
- Lakoff, G., & Johnson, M. (2003). *Metaphors we live by*. The University of Chicago Press.
- Magaña, D. (2019). Praying to win this battle: Cancer metaphors in Latina and Spanish Women's narratives. *Health Communication*, 35(5), 1–9. <https://doi.org/10.1080/10410236.2019.1582310>.
- Magaña, D., & Matlock, T. (2018). How Spanish speakers use metaphor to describe their experiences with cancer. *Discourse & Communication*, 12(6), 627–644. <https://doi.org/10.1177/1750481318771446>.
- Pragglejaz Group. (2007). MIP: A method for identifying metaphorically used words in discourse. *Metaphor and Symbol*, 22(1), 1–39. <https://doi.org/10.1080/10926480709336752>.
- Semino, E., Demjén, Z., Hardie, A., Payne, S., & Rayson, P. (2018). *Metaphor, cancer and the end of life: A corpus-based study* (1st ed.). Routledge. <https://doi.org/10.4324/9781315629834>.
- Zhang, X., & Wu, Y. (2023). Metaphors in blogs posted by Chinese lung cancer survivors. *Heliyon*, 9(10), e20414. <https://doi.org/10.1016/j.heliyon.2023.e20414>.

Siti Nurnadilla Mohamad Jamil

Lancaster University & International Islamic University Malaysia

FRAMING THE 'DEMON': A COGNITIVE GRAMMAR ANALYSIS OF THE NEW YORK TIMES' PORTRAYAL OF PALESTINIANS POST-OCTOBER 7, 2023

Keywords: attention, media framing, structural violence, demonization

This study examines how *The New York Times* (NYT) linguistically mediates readers' conceptualizations of Palestinians as existential threats through attention distribution (Hart, 2025), a process that selectively amplifies or suppresses facets of events to naturalize systemic violence. Analyzing 312 NYT news reports published between October 7, 2023, and April 7, 2024, the study uncovers a 'demon' schema – a cognitive-discursive framework that dehumanizes Palestinians by accentuating their agency as irrational aggressors while systematically erasing Israel's structural oppression, including occupation and apartheid. This schema operates through grammatical and lexical strategies that prime audiences to cognitively align with narratives framing Palestinian resistance as irrational and malevolent and Israeli state violence as self-defense.

Within Cognitive Critical Discourse Analysis (CCDA), attention distribution realizes identification strategies that determine which aspects of the October 7, 2023, events and the broader Israel-Palestine context are selected for conceptual representation and with what degree of salience. These strategies involve inclusion, exclusion, foregrounding, and backgrounding, shaping readers' cognitive dispositions (Hart, 2025) to construct mental models of social reality. Central to this analysis is attention distribution, operationalized

through profiling as foregrounding elements and windowing as backgrounding or omitting elements (Langacker, 2008; Talmy, 2000).

This framework is applied to a dataset of NYT articles retrieved through keyword searches including 'Palestine', 'Gaza', ' Hamas' and 'Israel', systematically coded for three cognitive discursive strategies. The first strategy, agent-based mystification, involves grammatical omissions that obscure the role of perpetrators, exemplified by nominalizations such as *escalating tensions*, which depoliticize Israel's military escalation and conceal its enforcement of apartheid. The second strategy, patient-based mystification, employs lexical attenuation to anonymize harm, utilizing euphemisms like *clashes* and vague quantifiers such as *casualties* to sanitize violence, as demonstrated in *targeted strikes*, which dissociates bombing from its human consequences. The third strategy, representational framing, leverages trajector-landmark alignment (Langacker, 2008) to amplify perceptions of Palestinian threats, as in *Protesters hurled rocks at soldiers*, where Palestinians are framed as primary actors (trajectors), priming readers to interpret resistance as unprovoked aggression.

Findings reveal three interconnected mechanisms of dehumanization. First, structural violence is erased through grammatical strategies that obscure Israel's role as a settler-colonial power. For instance, the clause *Violence erupted in Gaza* windows out Israel's 17-year siege (a continuation of its 56-year occupation and 75-year project of displacement since the 1948 Nakba) while syntactically profiling Palestinians as instigators. This framing mirrors colonial discourses that portray occupied populations as inherently irrational, deflecting attention from systemic oppression. Second, humanity is erased through lexical choices that anonymize suffering. Phrases like *casualties were reported* reduce mass death to bureaucratic abstraction, while *Israel responded to provocations* reframes bombardment as justified retaliation. Such lexical attenuation dissociates violence from its victims, rendering Palestinian lives as statistical footnotes rather than human narratives. Third, the demon is constructed through lexical predication (e.g. *terror tunnels*) and syntactic profiling, which amplify Palestinian agency as irrational and predatory.

This study advances discourse analysis by theorizing the "demon" schema – a cognitive framework that media deploy to dehumanize occupied populations. Through Cognitive Grammar, it demonstrates how attention distribution in NYT foregrounds Palestinian agency as "irrational aggression" while backgrounding Israel's settler-colonial violence, naturalizing asymmetrical power relations. By dissecting grammatical and lexical strategies that anonymize perpetrators and abstract systemic harm, the study exposes institutional media's epistemic complicity in legitimizing oppression and violence.

References

- Hart, C. (2025). *Language, image, gesture: The cognitive semiotics of politics*. Cambridge University Press. <https://doi.org/10.1017/9781009257572>
- Langacker, R. W. (2008). *Cognitive Grammar: A basic introduction*. Oxford University Press.
- Talmy, L. (2000). *Toward a cognitive semantics*. MIT Press.
- van Leeuwen, T. (2008). *Discourse and practice: New tools for critical discourse analysis*. Oxford University Press.