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1. ON LANGUAGE AND COGNITION

New Insights into the Language and Cognition Interface does not precisely offer what its title seems to promise. The research in these pages does not for the most part attempt to look “into” questions about the nature of the relationship between language and cognition itself, nor whether such a relationship is really best described as an “interface.” The book is, however, an informative and very readable collection of scholarship on questions and phenomena at the intersection of language and cognition. As editors Agnieszka Mierzwińska-Hajnos and Rafał Augustyn report in their preface, the thirteen collected papers do indeed “link theoretical assumptions of Cognitive Linguistics with empirical studies on language” (vii), primarily in Polish and English, as well as one chapter dedicated to constructions in Polish Sign Language.

A distinctive feature of this volume, if not one I would expect to be terribly novel or surprising to the particular readers of *LaMiCuS*, is the way it places analysis of examples from Polish and Polish Sign Language comfortably side-by-side with studies on and examples from English. The material

on Polish and PJM (*polski język migowy*, or Polish Sign Language) will be of special interest to scholars who already work on these languages, but is entirely accessible to those without a background in either one. This is by no means a volume that will appeal only to scholars of Polish, and it may well encourage others to engage with work on Polish more readily and more often.

This book is at core, or at least in its origins, a conference volume. All of the papers started out as presentations at the 2015 conference of the Polish Linguistics Association. Collections with this kind of provenance are by their nature inclined to be somewhat miscellaneous, but when they work well, as *New Insights* largely does, they also give readers an opportunity to enjoy a snapshot of a range of perspectives and methods represented in the current (or at least recent) state of the field. As a snapshot, *New Insights* provides a compelling picture of cognitive linguistics as a productive field of inquiry engaging with large and small questions about the relationship between linguistic and conceptual structure, and about how that relationship can help us identify and understand meaningful patterns in rhetoric, politics, and the arts.

That said, life is a bit hard for this sort of volume. In the usual way, the publisher has bestowed upon it an unremarkable cover and a somewhat daunting list price. It seems likely that most sales will be to libraries, not individuals, and even libraries are not as keen to buy edited volumes as they used to be. As I write this, *New Insights* has zero reviews at Amazon.com or at Amazon.co.uk. But there is much in this book to inform and inspire students and scholars, and I hope that it will find a wide audience.

The editors have organized the contents into five sections, with the notion that the chapters fit into five major research areas: conceptual blending, discourse and narrative, multimodal phenomena, linguistic creativity, and construction grammar. As one might expect, these categories turn out to be far from mutually exclusive. The papers collected here in fact add up to a more unified, coherent set than may initially appear to be the case. This observation is both a compliment and a complaint: by the time I got to the end of *New Insights into the Language and Cognition Interface*, I was positively pining for an alternate history in which the contributing authors had developed the connections across chapters within the chapters themselves, drawing the collection together into a more explicitly cohesive whole. But the connections are still there, and they make the collection a pleasure to read as a single volume.

2. OVERVIEW OF CHAPTERS

The first section, on “Blending and Usage,” pairs Suzanne Kemmer’s chapter “The Fictive Motion of Light: Usage and Blending” with Aleksandra

Pasławska's "Word Games in Advertising: A Cognitive Analysis of Nonce-Words." Kemmer's chapter is a sequel of sorts to her 2014 corpus study of English expressions for the description of light. It brings Talmy's (2000) account of radiation paths together with blending theory and this corpus data to analyze patterns of conventionalized fictive motion construals in English. Pasławska looks at a selection of creative nonce-terms in both English and Polish. Like many new coinages, many of these terms are blends in the etymological sense. Pasławska argues that they can be productively analyzed as conceptual blends as well, specifically via Brandt and Brandt's (2005) approach to blending. Together, these two chapters establish a number of topics that will turn out to be leitmotifs of the volume: lexical compounding; explorations of figurative language that draw connections between highly conventional and highly novel usages; approaches to bringing corpus data together with qualitative case studies; and the many different sorts of things linguists can mean when we speak of "creativity" in language.

The volume's second section provides a robust and varied set of papers bringing theories and methods from cognitive linguistics to bear on literary and other discourse phenomena. These four chapters feature a bracingly varied assortment of examples and methodologies, unified by a shared interest in the relevance of cognitive linguistics to discourse, and vice versa. Anna Drogosz opens with a survey of force-dynamic framings of evolutionary processes in Darwin's *On the Origin of Species*. Drogosz then convincingly traces the influence these choices have had on later accounts of evolution and on research directions in the field. Following Drogosz's diachronic analysis, Oleksandr Kapranov takes us on a deep dive into the state of discourse within a relatively tightly constrained political moment. In his "Conceptual Metaphors Associated with Climate Change in UK Political Discourse," Kapranov finds, intriguingly, that in the period from 2014-2016, Conservative and Labour party leaders in the UK drew on a nearly identical set of conceptual metaphors to frame their public statements about climate change. One wonders if this discursive harmony continued in the increasingly polarized political era immediately following the window of this study.

Next, Anna Kędra-Kardela's "A Cognitive Poetic Analysis of Paratexts" offers a close reading of the postscript to Elizabeth Bowen's 1945 short story collection *The Demon Lover and Other Stories*. This analysis brings Gerard Genette's theory of paratexts into conversation with Ronald Langacker's idea of the "Current Discourse Space" to produce a fine-grained account of the interaction between text and paratext in meaning construction. Magdalena Zyga's chapter rounds out this section with a comparison of two different approaches to stylistic analysis as a means to identifying and characterizing hallmarks of individual authors, through the nicely chosen test case of song

lyrics written separately by two different authors but credited to the pair collectively, from the band *Manic Street Preachers*.

The third and middle section is devoted to “Multimodality in Language Processing.” Multimodality here refers to cartoons, Twitter hashtags, and Polish Sign Language. These chapters reflect a general movement in the field, which has been growing for many years now, toward expanding the field of linguistic inquiry to include multimodal data. All of the contributions to this section are solid entries into this growing research tradition, which also embraces cognitive-linguistic research on gesture, film, music, and other communicative modalities beyond speech. All three take the approach of close, theoretically informed analysis of a relatively constrained set of attested examples. The transition from Kędra-Kardela’s close reading of paratexts and Zyga’s analysis of song lyrics is so smooth that it constitutes in itself an argument that text, speech, and other modalities are part of a continuum, amenable to many of the same analytic frameworks and methods.

Elżbieta Górska’s “A Multimodal Portrait of Wisdom and Stupidity: A Case Study of Image-Schematic Metaphors in Cartoons” considers whether Lakoff’s Invariance Hypothesis is borne out in the verbal and pictorial metaphors of Polish artist and cartoonist Janusz Kapusta. These cartoons both play with the directionality of their metaphoric mappings and take advantage of the affordances multimodal discourse offers for presenting more than one construal at the same time, including different simultaneous spatializations of shared abstract concepts. As Górska notes, the possibility of this sort of dynamic and divergent representation is well documented in gesture studies; in these cartoons, we see it being exploited artistically to produce an appealingly aphoristic effect.

Górska’s analysis here chimes tantalizingly with the volume’s first chapter, and both chapters would have been enriched if they could have included some acknowledgement and discussion of the other. One of the cartoons Górska reprints includes a particularly striking and unusual example of the sort of fictive motion Kemmer discusses in her article. In the Kapusta caption, light is depicted as radiating outward *like* wisdom (“światło jak mądrość rozszerza się na obszary ciemności”). I would like to read more about what Kemmer thinks about how this example fits into her typology, and more about what her corpus analysis of those patterns might add to Górska’s account of the curious and idiosyncratic mappings on display in Kapusta’s work. Perhaps in the future I will get the chance.

In “Twitterati in the Twittiverse: A Cognitive Linguistics Account of Hashtags on Twitter,” Ewelina Prażmo explores the pragmatic valence of hashtags that express some kind of commentary or attitude, and suggests a useful framework for distinguishing intersubjective hashtags from merely subjective tags expressing deontic or epistemic modality. This distinction

allows Prażmo to give us a clearer view of what has been happening over time with users' ongoing creative extensions of hashtag functionality, while acknowledging that the full range of use is both rapidly changing and unlikely to fit into any single consistent and exhaustive typology.

Krzysztof Kosecki's "On the Scope of Conceptual Metonymy in the Compound Signs of Polish Sign Language" extends the existing literature on metonymy in signed languages to the specific case of compound signs. The focus is on examples from PJM (*polski język migowy*, or Polish Sign Language), but Kosecki also draws connections to parallel cases in BSL, Polish, and English. This comparative analysis of sign language structure sheds new light on patterns in Polish Sign Language while also contributing to the broader study of lexical compounds, a major emerging theme of the volume.

Part four of the volume presents a pair of papers linked by their focus on the elusive subject of creativity in and around language. Alicja Dziedzic-Rawska takes a critical look at the linguistics literature on novel compounds and makes the case that traditional distinctions between exocentric/non-transparent constructions and endocentric/transparent constructions are in need of serious revision. Her survey research suggests that even apparently highly exocentric constructions can be thoroughly transparent to native speakers. She argues that the real distinction in play for these expressions is most accurately described in terms of the degree of creativity involved in their formation. In the next chapter, Agnieszka Gicala asks how, given the unavoidable, central role of creative problem solving in translation tasks, instructors can assess students learning to do literary translation. In her classroom, she reports, the ethnolinguistic concept of "linguistic worldview" has provided a productive and cognitively well motivated way of structuring all parts the translation curriculum, from analyzing the source text through selecting translation strategies to setting final parameters for assessment. She provides two concrete lesson plans for engaging explicitly with creativity as a key element of literary translation.

Here, again, I found pleasing, though latent, connections with articles elsewhere in the volume: Dziedzic-Rawska's study of native English speakers' conceptualizations of novel compounds resonates both with Paślawska's account of creative nonce coinages in the advertising world and with Kosecki's demonstration of the broad scope of metonymy in compound signs. The metaphors in the passages Gicala gave to her translation students call to mind, in the distinctiveness of their creative linguistic worldview, the equally idiosyncratic metaphoric expressions of Janusz Kapusta's comics. Prażmo's discussion of the rapid pace of innovation among Twitter users also naturally connects to the themes of this section.

Finally, *New Insights'* fifth section gives us, as its title promises, two examples of "Corpus Linguistics Approaches to Constructions." Both are

lively and convincing, and make a satisfying conclusion to the collection. Anna Ścibior-Gajewska and Joanna Podhorodecka combine lexicographical and corpus research to investigate the circumstance of “quirky case-assigning verbs” (Frank 1995, 34) in Polish and to discover what factors license their otherwise unexpected appearance in passive constructions. Jarosław Wiliński, meanwhile, brings distinctive collexeme analysis to his “metaphostructural” (2015) framework to produce a quantitative collocational analysis of English metaphorical expressions associated with two different target domains (business and politics) that share lexemes from a single source domain (sport). This approach allows for a detailed analysis of the lexical dynamics of metaphorical mappings within and across domains.

3. CONCLUDING REMARKS

New Insights into the Language and Cognition Interface has two sorts of likely readers: those who come to the volume because of their interest in one of the subtopics or individual papers, and those in search of a diverse sample of current work applying cognitive linguistics to research questions in various areas. Both will be well served by this collection, especially readers who are interested in cognitive-linguistic close readings of texts, both literary and otherwise, and those interested in exploring multiple techniques for bringing together corpus and historical data with detailed examinations of individual examples and constructions.

New Insights is also a useful volume for students learning how theoretical concepts in cognitive linguistics can be usefully applied to focused research projects in a variety of domains and disciplines, especially in the humanities. I would particularly recommend the volume to scholars and students who are coming to Cognitive Linguistics from a starting point of interest in “cognitive approaches” to literary and discourse studies. As a whole volume, it would make a suitable text for a course engaging with cognitive-linguistic approaches to multimodality, discourse and narratology, or the idea of creativity in language. Several individual chapters are also very suitable for courses on blending, metaphor theory, construction grammar, and empirical methods in cognitive linguistics.

Readers who come to this collection for any one of the topics discussed in an individual chapter will readily find windows onto several others. Whether they will stay long enough to peek through those windows, though, is less certain. At several points in the Overview of Chapters above, I noted what I saw as missed opportunities for cross talk between chapters. It is rather more typical than not for such connections to be left to the reader to notice in edited volumes as a general rule. But I would like to encourage editors of this kind of collection to draw attention to these sorts of connections across

chapters, and, wherever possible, to encourage authors to revise and expand their chapters to make those connections explicit.

Unfortunately, though again not unusually, *New Insights into the Language and Cognition Interface* has no index. It is not difficult to understand why this is the case. A good index is a delight to the reader, but any kind of index is costly to produce. It is quite easy to guarantee that even the most cursory index will take a non-trivial amount of both time and money to create, and nearly impossible to guarantee that an index will be truly good even with the best intentions and a sizable investment. Worse, a mediocre index may be a source of as much frustration as utility. In this era of searchable pdfs, Google Books, and Amazon previews, perhaps it's best to let readers do their own searching? The downside is that indexes, even merely adequate indexes, do another kind of work as well. As linguists all know, an index is indexical: it points to things. It points things out. What's more, it helps us to see the shape of the landscape at which it points, by drawing together and naming the shared topics of interest, and showing us that they exist. So although I understand why there is no index here, it is a pity, nonetheless.

Overall, what complaints I have are not really directed at the authors and editors of this collection, who are after all responsible for producing and gathering together the set of papers I praise above. Nor would I like to see publishers giving up the practice of publishing such collected volumes, which provide an important venue, especially for early-career scholars. Instead, I suppose, they are complaints about the material conditions that constrain this genre. It is not a mystery why academic publishing is so full of relative bushels to put our lights under, although I wish they could be a bit less bushel-like. It is to the credit of everyone involved in producing this volume that the light within is as bright as it is. Perhaps this review will encourage readers to look inside and find it.

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