A method for language specific metaphorical conceptualization analysis

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INTRODUCTION
MetaNet.HR is a repository of conceptual metaphors, semantic frames, image schemas, and cognitive primitives of the Croatian language (Despot et al., in press). It schematically shows the organization of complex metaphor systems, including experiences on which the metaphorical systems of the Croatian language are based. MetaNet.HR combines a theory-driven introspective top-down approach (Sweetser et al., in press; Dodge et al., 2015) that analyzes the system of conceptual metaphors in the Croatian language with a bottom-up corpus-based approach that analyzes how metaphors are used in discourse.

For each conceptual metaphor (CM), its type (primary, complex, and entailed metaphors) and level (general, specific) are determined, as well as its family, source, target frame, and mappings. The relations and types of relations between the metaphor in question and other metaphors in the database (e.g., “is both a source and a target subcase of”, “is a source subcase of”, “is a target subcase of”, “is a mapping within” etc.) are also indicated. Finally, linguistic examples from the Croatian Web Corpus (hrWaC) are listed for each CM.

METHODOLOGY

The MetaNet.HR method for metaphorical conceptualization analysis is a bottom-up corpus based methodology that enables language-specific and English independent examination of conceptual systems. It complements the MetaNet’s method of defining conceptual metaphors (defining the metaphor family, the source and target frames, mappings and metaphor relations, and providing linguistic metaphors), but in order to ensure that the database reflects the metaphorical system of the Croatian language, it starts from the actual language use as reflected in web corpora.

The method involves the following steps:
(a) choosing metaphor families;
(b) creating a list of target words;
(c) linguistic metaphor identification and annotation;
(d) conceptual metaphor identification;
(e) data entry.

For each concept in the metaphor, a web corpus is analyzed using Sketch Engine (Kilgarriff et al., 2004). A list of target words for which the corpus is queried is compiled using the relevant word sketches and the thesaurus option. A word sketch and a random concordance sample of 300 lines per target word is analyzed for each of the target words. The samples are then annotated on the linguistic level using the MIPVU procedure (Steen et al., 2010), and on the conceptual level using more annotators and measuring the IAA. The main strength of this manual annotation procedure is that it enables a thorough and language-specific analysis of metaphor families.

CONCLUSIONS

This procedure is ready to be used for other languages in achieving the ultimate goal of creating a large-scale multilingual figurative thought and language repository. Such a repository has the potential to revolutionize the field by enabling further non-speculative comparative analyses and by answering many open questions concerning metaphor and linguistic diversity, most important of which is what is universal and what is culturally specific in the ways humans conceptualize.

REFERENCES


Figure 1. Thesaurus in Sketch Engine for the word mind in the English enTenTen13 corpus.

Figure 2. Examples of Croatian linguistic metaphors for the CM idea is an object.

Figure 3. Parallel concordances of the English word idea and its Croatian equivalent ideja.

Figure 4. Visualization of the concept ljubav ‘love’ and its related concepts.

Figure 5. List of conceptual metaphors in MetaNet.HR.

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