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## Culture and Cognition in Language 3

April 27-28, 2023

### first circular and call for papers

The Department of English Studies at the University of Rzeszów has the pleasure of announcing the third edition of the conference Culture and Cognition in Language: **CCL 3**. The conference is aimed at viewing language as a both cultural and cognitive phenomenon. We would like to invite academics specialising in a variety of linguistic fields, both synchronic and diachronic, and contributions in the following research areas will be especially welcome:

- cognitive linguistics
- cultural linguistics
- semantics
- sociolinguistics
- pragmatics
- psycholinguistics
- contact linguistics
- semiotics
- multimodality
- media studies
- philosophy of language
- rhetoric

#### Confirmed keynote speakers:

Prof. Charles Forceville, University of Amsterdam, the Netherlands  
Prof. Elżbieta Górka, University of Warsaw, Poland  
Prof. Zoltán Kövecses, Eötvös Loránd University, Hungary  
Prof. Jordan Zlatev, Lund University, Sweden

The central theme of this year's conference is:

**Figurativeness in language and beyond**

While twentieth-century mainstream linguistic theories emphasized the uniqueness and autonomy of language, Cognitive Linguistics has always viewed language as part of cognition. Consequently, it is well-suited to pay due attention both to linguistic and to non-linguistic forms of communication; to places where the two complement each other and compete for attention. This was signalled already by Lakoff and Johnson (1980) but it took over a decade to materialize (Forceville 1996, 2010, Górska 2020).

As a matter of fact, the increased interest in multimodal communication among cognitive linguists may be seen as part of a broader phenomenon labelled “the multimodal turn” (Goodling 2014), a growing awareness of a need to acknowledge the extra-linguistic aspects of communication among researchers coming from various backgrounds. However, as pointed out by Bateman et. al (2017: 15), multimodality is not the invention of modern society; it “needs to be seen as always having been the norm”. The significance of other forms and channels of communication had long been recognized in semiotic studies and – more recently – within cognitive semiotics (Zlatev 2015, Stampoulidis et al. 2019).

In view of this, we wish to contribute to the discussion by providing the conference participants with an opportunity to present the results of their research and exchange their views on metaphor, metonymy and other tropes used in various monomodal and multimodal settings. For example, we would like to encourage studies on the interplay between (visual) metaphors and context (see Kövecses 2020) and the occurrence of multimodal image-schematic metaphors in various types of discourse (see Górska 2020). Besides, we intend to focus on the function of different multimodal tropes across various genres, such as pedagogical books, advertisements, films, cartoons, social media, etc. We also welcome insights into the very concept of a mode as well as the place of semiotics in modern research on communication.

## References:

Bateman, John, Janina Wildfeuer and Tuomo Hiippala (2017). *Multimodality*. Berlin and Boston: Mouton de Gruyter.

Forceville, Charles (1996). *Pictorial Metaphor in Advertising*. London: Routledge.

Forceville, Charles (2010). Why and how study metaphor, metonymy, and other tropes in multimodal discourse? In A. S. da Silva, J. C. Martins, L. Magalhaes & M. Goncalves (eds.), *Comunicação, Cognição e Media*. Braga: Universidade Catolica Portuguesa, 41–60.

Goodling, L. B. (2014), The multimodal turn in higher education: On teaching, assessing, valuing multiliteracies, *Pedagogy* 14(3), 561–568.

Górska, Elżbieta (2020). *Understanding Abstract Concepts across Modes in Multimodal Discourse*. New York: Routledge.

Kövecses, Zoltan (2020). *Extended Conceptual Metaphor Theory*. Cambridge: Cambridge University Press.

Lakoff, George, and Mark Johnson (1980). *Metaphors We Live By*. Chicago: University of Chicago Press.

Stampoulidis, Georgios, Marianna Bolognesi and Jordan Zlatev (2019). A cognitive semiotic exploration of metaphors in Greek street art. *Cognitive Semiotics*, 12(1), 2019, 1-20. <https://doi.org/10.1515/cogsem-2019-2008>

Zlatev, Jordan (2015) Cognitive semiotics. In P. Trifonas (ed.), *International Handbook of Semiotics*. Dordrecht: Springer, 1043–1067.

## Papers

While we will especially appreciate presentations aligned with the theme of the conference, we are open to papers on **all topics** discussing language from the **cultural and cognitive perspective**.

We invite proposal submissions for 20-minute presentations. Abstracts of a maximum 300 words (excluding references) should be submitted by **December 31, 2022** through the EasyChair system (<https://easychair.org/conferences/?conf=ccl3>). Notification of acceptance will be sent by **January 15, 2023**.

Papers accepted for publication will appear in a special issue of the journal *Studies in Logic, Grammar and Rhetoric* (100 points in the Polish official list of journals).

## Conference fees

The conference fee **for regular speakers** (covering refreshments, dinner, lunch, participation certificate and publication expenses): **650 PLN or €150** (€140 conference fee plus €10 for bank transfer fees).

The conference fee **for PhD students** (covering refreshments, dinner, lunch, and participation certificate and publication expenses): **500 PLN or €110** (€100 conference fee plus €10 for bank transfer fees).

Best regards and looking forward to seeing you in Rzeszów.

### Organizing committee:

dr Bożena Duda  
dr Anna Dziama  
dr hab. prof. UR Robert Kiełtyka  
dr hab. prof. UR Ewa Konieczna  
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More information can be found at: [www.ur.edu.pl/ccl](http://www.ur.edu.pl/ccl)