SECTION 6. GENERAL LINGUISTICS

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IMAGE SCHEMAS AS THE MOST SCHEMATIC LEVEL OF METAPHORIC CONCEPTUALIZATION

ОБРАЗИ-СХЕМИ ЯК РІВЕНЬ МЕТАФОРИЧНОЇ КОНЦЕПТУАЛІЗАЦІЇ З НАЙВИЩИМ РІВНЕМ СХЕМАТИЧНОСТІ

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Image schemas are considered to be a fundamental ingredient in human cognition and are used to explain how we understand and interpret the world around us. They are basic mental structures, which prominent linguist Z. Kövecses describes as “skeletal preconceptual structures” [1, p. 9]. They help to make sense of experiences through spatial and movement-related patterns.

The term “image schema” was introduced by cognitive linguist M. Johnson in 1987. This concept was developed further in collaboration with G. Lakoff, another prominent figure in the field of cognitive linguistics.

M. Johnson and G. Lakoff's concept of image schemas extends beyond visual imagery to include kinesthetic experiences (like the awareness of one's body in space). These understandings are rooted in somatotopic neurocortical maps in the brain, which map our body and its movement potential.

Additionally, the discovery of mirror neurons shows that our brains can simulate observed actions.

Infants possess innate image schemata from birth, such as understanding motion paths and differentiating movements. As they grow, these schemata become more complex. This allows infants to recognize goals of actions and interpret sensory information across multiple modalities [2, p. 175].

Neuroimaging studies, including fMRI and ERP, reveal that understanding language related to body parts and actions activates the same brain areas used for actual physical movements. This shows a strong link between sensorimotor experiences and cognitive processes.

In a study conducted by K. Nakamoto, participants judged the spatial location of target words related to verticality in relation to the word "above" or "below" displayed in a square. The research found that response times varied depending on the congruency of the target word's directionality with its spatial location and the word in the square. The results show that concepts typically expressed with verticality-related words automatically activate the image schema [3].

The CONTAINMENT image schema, explored by P. Requejo and P. Díaz (2008), conceptualizes regions where entities can enter or exit (they are often associated with “in" and “out”). This schema is fundamental in understanding language and metaphors, such as viewing the body or a bad habit as containers. The UP/DOWN image schema represents vertical spatiality and is influenced by embodied cognition. It also forms the basis for many orientational conceptual metaphors related to quantity, evaluation, and power. Examples include metaphors like “MORE IS UP”, “LESS IS DOWN”, “GOOD IS UP”, and “BAD IS DOWN” [4].

Image schema serve as the foundational elements in primary metaphors, which then combine to form complex metaphors. In complex metaphors, these embodied elements are supplemented with culturally acquired features [5, p. 242].

However, primary metaphors and image schema metaphors are not synonymous. According to Z. Kövecses, there are primary metaphors that are not classified as image schema ones (such as PURPOSES ARE DESTINATIONS) [1, p. 157]. For instance, in business media discourse, achieving a certain target is often portrayed as “reaching a milestone”, which aligns with the idea of arriving at a destination.

According to the extended conceptual theory introduced by Z. Kövecses, these schemas are part of a hierarchy of conceptual systems organized into various levels, such as superordinate, basic, and subordinate. This hierarchy, which blends gradually between levels, ranges from the most schematic (image schemas) to the least (mental spaces). Hence, mental spaces are viewed as the conceptually richest level of metaphoric conceptualization.

Image schemas are seen as preconceptual, internally structured patterns that are essential for making sense of various concepts and experiences. For instance, the concept of a “journey” involves more basic schemas like “motion” and “source-path-goal motion”.

On a level below image schemas are domains, which, unlike image schemas, are propositional and more detailed, yet still highly schematic. According to the definition provided by J. Littlemore, domains "constitute the coherent and relatively stable knowledge structure" about particular entities.

Certain conceptual domains like QUANTITY, TIME, and SPACE are rich in image-schematic concepts, whereas others like SPORTS do not have concepts solely based on image schemas. However, the latter group can still be structured by image schemas. For instance, when it comes to the SPORTS domain, the game's strategies, rules, and historical context do not directly correspond to basic spatial or physical image schemas [6, p. 21]. For example, the idea of a player moving around the bases can be mapped to the PATH schema, and the concept of a team's score can relate to the QUANTITY schema.

A recent study has singled out three cognitive structures, which have often been collectively referred to under the umbrella term “image schemas” in cognitive linguistics. It identifies three stages: spatial primitives (basic elements like PATH, CONTAINER), image schemas (spatial representations like PATH TO THING), and schematic integrations (blending non-spatial elements with spatial schemas). Image schemas as simple spatial narratives derived from spatial primitives play a crucial role in the development of more complex concepts like force and emotion [7, p. 1].

Some of the most recent studies focus on the metaphorical reproduction of image schemas in translations (Y. Meng), image-schematic scaffolding (B. Dancygier). A study by M. Coëgnarts also explores examines the role of image schemas in helping viewers understand conceptual meanings in cinema through metaphorical mappings and embodied simulation processes.

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NEOSEMANTISMS IN THE UKRAINIAN TERMINOLOGY OF MANAGEMENT

НЕОСЕМАНТИЗМИ В УКРАЇНСЬКІЙ ТЕРМІНОЛОГІЇ МЕНЕДЖМЕНТУ

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Істотними ознаками наукової термінології XXI ст. є її динамічність, взаємодія із загальновживаною лексикою та інтеграція з різними термінологічними системами. «Усі суперечності й виклики глобалізації світу відбиваються насамперед на термінології кожної мови, оскільки цей шар лексики, з одного боку, найчутливіший до науково-технічних та