

Metaphors of Rage:

Aggressive Meaning Transferences in the
Everyday
Speech in Internet Comments

Ilva Skulte, Riga Stradins
University (Latvia)

Lisabon, 2014

Rhetorical figure?

- «decorative» language (secondary) ->
- > expression of emotions->
- > conceptual metaphor(mental structure) ->
- >cognitive metaphor- >
- > reaction -> correction -> gradation

COMPLEX AND
COMPLICATED(MULTILAYERED
STRUCTURE)

Metaphors in Comments as Verbal REACTION

Dialogical situation

Everyday speech

Emotional Use of Language

RAGE AS REACTION

Aggressiveness

Search for Relevance

Ability to cooperate

experience - reaction

Lakoff and Johnson—TRANSFER OF
EXPERIENCE

EXPERIENCE

- cultural experience
- emocional experience
- bodily experience
- ad hoc experience

•Model of EXPRESSION of a Metaphor

Vingre, I. Dusmu emociju metaforikas kontrastīvais aspekts latviešu un vācu valodā. Promocijas darbs. – DU: 2009.

LANGUAGE	LINGUSTIC METAPHOR (EXPRESSION)
CONCEPTS	CONCEPTUAL METAPHOR
	STRUCTURE OF A METAPHORE

CLASSIFICATION CATEGORIES:

LEVEL OF EXPRESSION–

conceptual/linguistic

LEVEL OF LEXICALIZATION–

conventional/creative/innovative

STRUCTURE– level of complexity on
source domain

Aggressive talk

Седов, К Ф Речевая агрессия и агрессивность как черта речевого портрета.//Социальная психолингвистика. – Москва, Лабиринт, 2007., 262.-267.стр.

14 tactics of aggressive talk

Invective, accusing, indignation, resentment, silence, sending away etc.

3 strategies -

use of language **invective** **courtoisian** **rationaly-heuristic**

cooperation ability **conflicting** **cooperative** **centred**

5 STEPS OF METAPHOR IDENTIFICATION

Steen, G. From linguistic form to conceptual structure in five steps.: Analysing metaphors in poetry texts Published in G. Brône and J. Vandaele (eds.), *Cognitive Poetics: Goals, Gains, and Gaps*, pp. 197-226. Berlin and New York: Mouton de Gruyter, 2009.

1. identification of the words (connected to metaphors)
2. identification of propositions
3. identification of opened comparission
4. identification of the structure of analogy
5. inter-areal topography

RESEARCH

1. identification of the most popular agressive words (connected to conventional and often used metaphors)
2. identification of conceptual /linguistic metaphors and the propositions they are based on
3. identification of the comparission in the context of the coment(s) and, especially, 1) intent and tactics of the comentator; 2) theme of the comment (as response)
4. identification of the structure of analogy
5. Identification of all involved kinds of experiences

RESEARCH

- 1) Conventional metaphors – discourse tools (ideological, demographic, generational a.o. differences)
- 2) Relation to articles and other comments (conceptual)
- 3) Relation to other communicators (premier, journalist, other commentators)
- 4) Relation to condition of themselves and the social, economic and politic agenda in a country.

MOST POPULAR...

4 clusters of words used as aggressive metaphors

4 different conceptual fields with different structural models

1)[to steal] (*thief, stolen, mafia, gang, criminal* etc.) – 12 out of top 100

2)[to fight] (*combat, war, to ruin, to shoot, to strike, gun* etc.) – 16 of 100

3)[historically ideological wrongdoer] (*nazi, fascist, KGBist*] – 4 out of 100

4)[animal] (*pig, sheep, parasite* etc.) 7 out of 100

7 main tactics of aggressive talk & all 3 x 2 strategies

invective

courtoisian

rationaly-heuristic

conflicting

cooperative

centred

...AGRESSIVE METAPHORS

i.e. transference of meaning is based in emotional act of speech (outburst of rage as an affect)

-Proposition indicates incrimination, indignation, resentment etc. (for example, *government is a gang of criminals, public success is a shame, critical argument is war*)

-Open comparison structure supports this proposition (*USSR = contemporary Russia = nacistiskā Vācija*)

-Structure of analogy is based on such a comparison (for example, *people without reflection acting as masses = sheeps*)

-Inter-area topography shows itself by taking in account higher mentioned

•MODELS [steeling]

language	<p>šim zaglim ne grama nav kauna. Kā dombrovskim nav kauna atņemt nodokļos naudu tā, ka ģimenēm atstāj mazāk par iztikas min. uz cilvēkuj? veiksmiigs jau ir tas staasts,tavas slampas business rulle,tavas koleegjes aboltinjas viira business rulle,..... NU TAD PIEVER ZHAUNAS,ja ir reaali cillveeki sheit palikushi,NEE VEMJOTIBAI,ZAGLJU KOPIENAI piemirsi,ir vēl pakaļā līšana,nodevība.Un zagšanu tagad sauc par shēmošanu Dombrovska kungs,brīvība Latvijas izpratnē i kriminālnoziedznieku brīvība no kriminālatbildības Ir izdarīts ļoti smags valsts noziegums. Tautai nav tiesību simtiem tūkstoši bēglu, un valstij miljardos Ls nodarītos zaudējumus tik vienkārši norakstīt. Varas mafija noreagēja zibenīgi - kā tā?! tie, kas jau ir sazagušies, tie legalizēs sazagto, bet pārējie mafiozņiki vairs nevarēs zagt? Tā nenotiks!</p>
concepts	<p>Government / leading parties / elites commit crimes in order to gain money, prime minister steels and is a leader of a gang, prime minister is an evil who did harm to families of the country</p> <p>Structure: analogy between legaly and illegaly established elites ; personification of power</p>

•MODELS [fighting/violence]

Language	<p>70 g.kā pēdējais karš beidzies bet mums vēl joprojām ir ik dienas jācīnās lai izdzīvotu Es cīnos nevis par mantu bet gan taisnību, un mūsu tautas nākotni. Kāda tā ir mūsu bērniem, tikai verdzība ārzemēs ar visiem saviem diplomiem...</p> <p>Un jūs jau zināt, cik grūti virzīties uz priekšu, kad tevi ik uz soļa par kaut ko sit, bieži nevainīgu, citu izdomātu un likuma burtā ierakstītu muļķību dēļ.</p> <p>Ja zviedreļu augļotāji un citi rietumu atkritumi tā neizzagtu Latviju, varbūt mēs tiks strauji arī neizmirtu.</p> <p>gaidotājiem, sliņķiem un parazītiem iesaku "nošauties", lai nav jāmocās, un nodokļu maksātājiem būs neliels slogs noņemts</p> <p>Saukt Dombrovski par demagogu vai nesaimniecisku būtu par maz. Viņš vienkārši sistēmas veidā, pakāpeniski iznīcina Latviju kā nacionālu valsti. Un tādām darbībām nosaukums ir genocīds. Kad jēl Dievs apstādinās šo ņirgāšanos par tautu ?!</p> <p>Kādas 30 000 darba vietas viņš ir radījis, ja vergi bēg no šīs teritorijas un pagājušo gadu atkal ir devušies darba meklējumos.</p>
concepts	<p>Life, economical wellbeing and development is everyday fight, difficulties are beating Fight is our pride Lack of wealth is death People are slaves Governmental policy is genocide</p>
	<p>Structure: analogy between economic and political action, hyperbolised difficulties and suffering, personalizing power</p>

•MODELS [fascist]

language	<p>Viss, kas saistīts ar eiropisko izaugsmi žīdmasoniem, parastam strādājošajam cilvēkam saistīts ar drakonisku sociālo <u>fašismu</u> un izdzīvošanu šai murgu apņemtajā zemē.</p> <p>Neklausies Valdi šajos šajos FAŠITU DEGRADĒJOŠOS MURGOS</p> <p>Rokfelleru auklējums fašistiskā PSRS ar Eiropas Rotšildu izauklēto hitleriešu laipnu atbalstu viņu novāca un Latviju likvidēja</p> <p>Tā arī joprojām balsojam par vecajām lielajām un bagātajām bijušo <u>čekistu</u> partijām jau 20 gadus.</p> <p>dēļ smirdīgajām Vienotības sēdvietām Briselē! LTF <u>čekistu</u> un stukaču kauna traips Latvijas vēsturē, kas ir pazudinājis Latviju!</p>
concepts	<p>Socialism is fascism Opposition is fascist Governing politicians are [former] KGBists</p> <p>Structure – analogy between two occupation regimes and their ideologies - analogy between ruler behavior in different regimes ! Shifting to convergence and being used as invective with meaning [violent power]</p>

•MODELS [animal]

language	<p>Varbūt aitām vienreiz pieleks, ka pašām ir jāķļūst par cilvēkiem, kas ievēl kārtīgus cilvēku? Varbūt ir iespēja pietur't savus primitīvos blējienus kaut svētku reizē???? Ko, aitas, blēsim vēl vai labāk paklusēt? Un atrodas aitas kas tic Dombrovskis mūs izstūrēja no bezdibeņa, bet jūs te visi īdat, ka maita kravu sakratījis un mašīnu apskrāpējis. Auni! Tāda domāšana piemīt tādai patērētāju un parazitū sabiedrības daļai, kura parazitē uz nelaimīgo sērdieņu un izputināto rēķina. Kāpēc mums cūkām zemniekiem-miljonāriem jādod subsīdijas degvielai, minerālmēsliem, apdrošināšanai? Paskateit viņu dzīvokļus, Piegānīti, noslampāti...savu māju mīlēt neprot, ka jau cūkas, kadi tur bēni var izaugt.</p>
concepts	<p>Mases are sheeps explotator is parasit People (in Latvia) are pigs Farmers are pigs</p> <p>Structure based on a particular quality culturally connected to a particular animal (or a class of animals)</p>

CONCLUSIONS

Corpus of comments show a mixture of different tactics and strategies to express the anger and rage of their authors

Metaphors have different structures – different ways of meaning transferences

CONCLUSIONS

Commentators respond to articles by obeying discourse principles they are used before in their emotional (commentator's) experience and in their cultural (public discussion) experience

-using rather conventional than creative/innovative metaphors on linguistic level, but allowing conceptual shift towards more radical expression

-using aggressive invectives according to this discourse

CONCLUSIONS

Commentators respond to other commentators by obeying discourse principles they are used before in their emotional (commentator's) experience, but also creating new metaphors based on ad hoc experience and – on associative level also bodily experience:

- using creative metaphors as invectives within conflicting type of talk
- using conventional and creative metaphors within cooperative and centred type of talk