

**II Seminario Interacciones Socio-Cognitivas y Funcionales del Discurso:
Discursos Emergentes y Periféricos y su Proyección Social
(Proyecto FFI2016-77540P)**

UNIVERSIDAD AUTÓNOMA DE MADRID
SALA DE REUNIONES FACULTAD de FILOSOFÍA Y LETRAS
(1 junio 2017: 10:00-14:00)

ORGANIZAN

Dra. Isabel Alonso (Depto. Filología y sus Didácticas)
Dra. Manuela Romano (Depto. Filología Inglesa)

PONENTES

10:00--11:00	Dra. Paloma Tejada <i>A time to break down and a time to build up. Emergent age</i>
11:00--11:30	Raymond Size Echitchi <i>When Catalonia meets Southern Cameroons; the construction of sub-state nationalism around the world</i>
11:30--12:00	Jean Mathieu Tsoumo <i>Codeswitching in computer-mediated communication among Congolese Facebook users</i>
12:00-12:30	COFFEE BREAK
12:30-13:00	Roberto Asenjo <i>Multimodal creativity in the wall murals of Northern Ireland</i>
13:00-13:30	Javier Olloqui <i>Lenguaje no literal y discurso político: Cómo el análisis metafórico facilita el acceso a planteamientos ideológicos</i>
13:30-14:00	Final discussion and questions

RESÚMENES

A time to break down and a time to build up. Emergent age

Dra. Paloma Tejada (UCM) ptejadac@filol.ucm.es

This talk aims at briefly presenting the field of age-studies as a net of emerging paradigms in the social sciences to which cognitive linguistics may well contribute fresh and valuable insights. The focus will be laid upon the idea of age as a cultural construction and, more specifically, on the concept of *normative transitional event*. Finally mention will be made to *Normage*, an exploratory linguistic project which may serve as a case in point.

When Catalonia meets Southern Cameroons; the construction of sub-state nationalism around the world

Raymond Size Echitchi (UCM) sechitch@ucm.es

Nationalism has recently become a highly-discussed topic not only in Europe, but in the world at large. While nations are commonly taken for granted by laypeople, it goes without saying that nationalism is a social construct whose formation can be deciphered in scientific research. Therefore, this study deals with sub-state nationalism and aims to demonstrate that minorities in nation states around the world usually make use of the same types of strategies in order to construct separation and push for the recognition of their right to self-determination. Based on Wodak et al.'s (1999) Discourse-Historical Approach to Critical Discourse Analysis this paper sets out to bring out the similarities between selected nationalist speeches from Catalonia and Southern Cameroon. Though CDA is a multidisciplinary approach, linguistics remains its bedrock. Therefore, emphasis shall be laid on the linguistic strategies Catalan and Southern Cameroonian nationalists use to positively present themselves while negatively presenting others. The ultimate goal of this paper is demonstrating that there is nothing like natural groups and that, as Anderson (1980) stated, all social communities are imagined and artificially put in place.

Codeswitching in computer-mediated communication among Congolese Facebook users

Jean Mathieu Tsoumou (UCM) jeanmtso@ucm.es

The linguistic situation in Congo is complex. Such complexity lies in both the co-existence of several languages across the country and the interplay between such languages. Approximately sixty languages are spoken within the national borders with French being the only national official language. As shown by previous studies, most Congolese people are relatively fluent in both Kituba and Lingala, the two main unofficial local languages.

The present study intends to analyze codeswitching (CS), understood as the use of more than one language in one single sentence or discourse, in Facebook interaction amongst Congolese users. Given such interplay between languages in Congo-Brazzaville, it seems reasonable to hypothesize that the linguistic background of Congolese Facebook users has a core role to play in their linguistic choices on Facebook interactions. In other words, Congolese people make use of more than one single language on Facebook communication as a reflection of their communication in offline mode. This study concentrates on whether Congolese Facebook users actually codeswitching in Facebook interaction as they usually do in Offline daily communication.

A dataset consisting of 262 Facebook Updates with 9330 subsequent Facebook comments was gathered from October 2015 and July 2016. The preliminary results show that CS in Facebook communication is, to some extent, the reflection of their communication in offline mode in that a considerable number of other languages – i.e. Kituba, Lingala, English, and so on- are used apart from the unmarked language, French, both in Facebook updates and comments.

Multimodal creativity in the wall murals of Northern Ireland

Roberto Asenjo (UAM) roberto.asenjo@titulado.uam.es

Based on Critical Metaphor Analysis (Charteris-Black 2004, 2005, 2013; Hart 2010, 2014, 2015; Soares da Silva 2013, 2016) together with the most recent theoretical and methodological tools coming from Socio-Cognitive approaches to metaphor in discourse (Kövecses 2009, 2010, 2015; Semino 2008, 2017), as well as Blending or Conceptual Integration Theory (Fauconnier & Turner 2002; Coulson & Oakley 2005; Oakley & Hougaard 2008; Dancygier 2012) as applied to Multimodal Metaphors (Forceville & Urios-Aparisi 2009; Kress 2010; Jones & Ventola 2010; Serafini 2015), this presentation analyses the creative strategies in wall murals in Northern Ireland.

The intense political and armed struggle between Catholic Pro-Irish and Protestant Pro-British groups in Northern Ireland from 1969 to 1994, a period called 'The Troubles', is embodied in the striking decoration of the walls in many neighborhoods of Belfast and other cities. The paintings under study clearly activate sociocultural domains or frames which, in addition, influence the perception and understanding of reality. Socio-Cognitive approaches can help to explain how these mural painted messages are created and understood by the community. More specifically, by analyzing the multimodal metaphors (verbal and pictorial) in these wall murals, I show how spatial and sociocultural contexts influence ways of expression and thinking, and vice versa, since context is also influenced by people's construal of reality. In short, the results of this study intend to shed light on the different persuasive mechanisms used in Street Art and both political and advertising campaigns.

Lenguaje no literal y discurso político: Cómo el análisis metafórico facilita el acceso a planteamientos ideológicos.

Javier Olloqui Redondo (UCM) javierolloquiredondo@ucm.es

En España, la defensa del concepto de 'patria' ha estado mayoritariamente ligado a ideologías a la derecha del espectro político desde la Guerra de la Independencia (Aymes 2004). El reciente surgimiento y la importante repercusión política de la formación Podemos han promovido el replanteamiento de esta cuestión. Staub (1997) distinguió dos vertientes opuestas dentro del patriotismo: una más incondicional y rígida (patriotismo ciego) y otra más crítica y abierta (patriotismo constructivo). A través del discurso de sus representantes, en especial de Pablo Iglesias, esta formación ha propuesto un enfoque novedoso que está estrechamente relacionado con la noción constructiva de patriotismo. La presente contribución aborda el discurso patriótico de Iglesias en 9 mítines para estudiar cómo se evoca esta vertiente patriótica a través del lenguaje metafórico usando el marco metodológico del Análisis Crítico de la Metáfora (Charteris-Black 2004). Los resultados muestran que el discurso de Iglesias respalda, en general, la teoría propuesta en la bibliografía. Sin embargo, el análisis también revela cómo se evoca con asiduidad la idea del nosotros contra ellos (Van Dijk 1998), estrategia confrontadora asociada al patriotismo ciego y opuesta al carácter inclusivo del patriotismo constructivo. Todo ello permite apreciar la ideología patriótica de esta formación política.