

## **Lista Pytań na Egzamin Licencjacki 2019/2020**

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### **Cognitive linguistics:**

1. What is the role of Prototype Theory in Cognitive Linguistics?
2. How does the cognitive view of metaphor differ from the traditional way of viewing metaphor?
3. What is conceptual metaphor? How is it structured?
4. Emotion concepts: which source domains seem to be most frequently used in describing emotions. Which emotions have 'temperature'? Give examples.
5. What is understood by non-linguistic realisations of conceptual metaphors? Give examples.
6. What is ICM (Idealised Cognitive Model) – explain the idea of i.e. MARRIAGE ICM; how do ICMs relate to metonymy.
7. How do metaphors and metonymies relate to the structure of emotion categories? How can language affect cognition, perception and emotion?
8. What are conceptual domains? Explain the relationship between the target and source domain? Give examples of common target and source domains.
9. What is Conceptual metonymy? Explain the difference between metaphor and metonymy?
10. Explain briefly concepts of Universality of Conceptual Metaphors.
11. What are orientational metaphors? How do they organise experience? Give examples.
12. What are structural metaphors? Give examples of cross-domain mappings.
13. How is a Conceptual Metaphor structured? What is the role of metaphorical mappings? Explain briefly the principle of unidirectionality.
14. What are ontological metaphors? What is their role/purpose? Give examples.
15. What is Cognitive Ethnolinguistics? What is the difference between folk and expert theories (give examples)?

### **Paremiology and phraseology:**

1. What accounts for the fact that many European languages share specific idiomatic expressions?
2. What are the most common sources of idiomatic expressions? Which means or factors contribute the dissemination of proverbs and idiomatic expressions?
3. Which factors cause the dissemination of proverbs, proverbial phrases and idioms? What are the so-called modern propagating agents?
4. Give an example of a common European idiom, explain its meaning, the possible source (or) propagating agent(s) and explain how widely it is spread.
5. Why some proverbs and idiomatic expressions maybe unique to one culture?
6. What is paremiology? What are the related branches of linguistic research related to it?
7. Explain the following terms: idiom, simile and maxim.
8. Explain the following terms: cliché, slogan and aphorism.
9. What is considered to be a proverb? What are its close associates?
10. What are wellerisms and winged words?
11. Explain the use of symbol and cultural stereotype in, for example, faunal phraseology.

12. How metaphorical are proverbs and idioms?
13. How superstitious are proverbs and proverbial expressions? Give examples.
14. What distinguishes idiomatic expressions from other kinds of word combinations?
15. What are the essential features of proverbs?

#### **The media (cognitive perspective)**

1. Explain at three different advertising strategies.
2. Explain at five different advertising techniques.
3. Which linguistic means are commonly found in advertising slogans?
4. Enumerate and explain the ways in which advertisements may be multimodal?
5. Which principles do advertisers use in order to reach the target audience?
6. Which linguistic and stylistic devices may be used for persuasion and/or manipulation?