Metaphorical and metonymical conceptualization of ANGER in Bulgarian
What is anger?

‘Let anger, then, be a desire, accompanied by pain, for a perceived revenge, on account of a perceived slight on the part of people who are not fit to slight one or one’s own’ (Rhetoric 1378a 31-33).

‘Aristotle’s definition is not far different from ours; for he says that anger is the desire that pain be paid back.’

‘We must affirm that wild animals, and all creatures apart from human beings, are without anger; for since anger is contrary to reason, it does not arise except where reason has a place. (De ira 1.3.4-8)
Scientific explanations of what emotions are
Coppin & Sander 2016, Scarantino 2018

LeDoux 1996; Damasio 1994: emotions are involved in cognitive processes as emotions also work in interaction with the mind

James 1884: Bodily Theory

Core affective theory

Darwin 1872

Basic emotion theory

Appraisal theory: emotional response.

Components of emotion

- Autonomic response
- Expression
- Feeling
- Action tendency
- Appraisal
Linguistic approaches to emotions

Conceptual Metaphor Theory

Source domaine (concrete)  FIRE  Target domaine (abstract)  ANGER

Conceptual metaphor  ANGER IS FIRE

Metaphorical expressions

Quemar a alguien  “to burn someone”

To add fuel to the fire

To do a slow burn

Echar leña al fuego  “Throw wood to the fire”

Раздухвам огъня  “Blow the fire”

Пламвам  “flame up”

To fume

Echar humo por las orejas  “To smoke by the ears”

To kindle someone’s anger

“My head lights on”
Ponerse negro “to turn black”
Ponerse de todos los colores “to turn into all colours”

He got red with anger
Ponerse rojo
Почервнявам

Позеленява “turnning green”

Source domaine (concrete) Target domaine (abstrat)
EFFECT OF ANGER ANGER

ANGER FOR ITS EFFECT
ANGER FOR REDNESS
ANGER FOR CHANGE OF COLOUR

Conceptual Metonymy
The conceptualization of anger in Bulgarian

This study explores the role of bodily and cultural factors in the creation of metaphorical and metonymical expressions of anger in this language.

The main goals are:

• To know the main characteristics of the emotion of anger in Bulgarian and how it is reflected through metaphor and metonymy

• To find out whether these results are coherent with the conceptualization of anger in other languages.
Interdisciplinary approach

• Linguistic analysis
corpus of conventional anger expressions.
  Source-domain oriented method (Deigman 1999)

• Psycholinguistics analysis: CoreGRID
  (Fontaine, Scherer and Soriano 2013)
Corpus

- 5 Bulgarian phraseology works
- 4 bilingual and 10 monolingual dictionaries (7 online)
- Internet
- 30 natives speakers

190 expressions: 140 metaphors + 50 metonymys
**Corpus: metaphors**

<table>
<thead>
<tr>
<th>primary</th>
<th>secondary</th>
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</thead>
<tbody>
<tr>
<td>THE BODY IS A CONTAINER</td>
<td>отключва гневът “unlocks anger”</td>
</tr>
<tr>
<td>MORE IS UP / LESS IS DOWN</td>
<td>дойде ми до гуша “it reaches up to my neck”</td>
</tr>
<tr>
<td>INTENSITY IS A SCALE</td>
<td>студен гняв “cold anger”</td>
</tr>
<tr>
<td>INTENSITY IS HEAT</td>
<td></td>
</tr>
<tr>
<td>EXISTENCE IS PRESENCE</td>
<td></td>
</tr>
<tr>
<td>THE GREAT CHAIN OF BEINGS</td>
<td></td>
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<tr>
<td>BAD IS DARK</td>
<td>черно ми е “it's black to me”</td>
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<tr>
<td>METAPHOR OF THE SUBJECT IN HIMSELF</td>
<td></td>
</tr>
<tr>
<td>CONTROL IS TO BE IN A CANONICAL LOCATION</td>
<td>излизам от кожата си “I come out of my skin”</td>
</tr>
</tbody>
</table>

Barcelona y Soriano 2004, Orgakova y Soriano 2014a y b, 2016, 2018, in press
### Corpus: metaphors

<table>
<thead>
<tr>
<th>Specific: ANGER IS</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>A FLUID IN A CONTAINER</td>
<td>кипва ми чайника “I boil my kettle”</td>
</tr>
<tr>
<td>HEAT</td>
<td>вземат ме дяволите “be taken by demons”</td>
</tr>
<tr>
<td>AN OPPONENT</td>
<td>като лъв “like a lion”</td>
</tr>
<tr>
<td>A DANGEROUS ANIMAL</td>
<td>Бури “storms”</td>
</tr>
<tr>
<td>NATURAL PHYSICAL FORCE</td>
<td>С пяна на устата “with foam in the mouth”</td>
</tr>
<tr>
<td>INSANITY</td>
<td>като бомба със закаснител “like a bombe”</td>
</tr>
<tr>
<td>ILLNESS</td>
<td>да преминеш границата “to cross the border”</td>
</tr>
<tr>
<td>A WEAPON</td>
<td>изливам помия върху някого “throw dirty water on someone”</td>
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<tr>
<td>A BURDEN</td>
<td>TRESPASSING A LIMIT</td>
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</tbody>
</table>

Barcelona y Soriano 2004, Orgakova y Soriano 2014a y b, 2016, 2018, in press
<table>
<thead>
<tr>
<th>Causes of Anger</th>
<th>Physical Nuisance</th>
<th>Fisical</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>правя на пух и прах “to make someone dust and feather”</td>
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<tr>
<td>Effects of Anger</td>
<td>Behavior Effects</td>
<td>Verbal</td>
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<tr>
<td></td>
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<td>бълвам огън и жупел “spit fire and brimstone”</td>
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<td></td>
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<td>Visual</td>
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<td></td>
<td></td>
<td>стрелян с очи “shot with eyes”</td>
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<tr>
<td>Physiological Effects</td>
<td>Effect for Anger</td>
<td>Color Change</td>
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<tr>
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<td>Позеленявам от яд “turnning green”</td>
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<td></td>
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<td>Interference of Perception</td>
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<td></td>
<td></td>
<td>Пада ми пердето “My curtain falls down (over my eyes)”</td>
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<tr>
<td>Rise Pressure</td>
<td>Muscle</td>
<td>наежвам се “Tighten up”</td>
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<tr>
<td></td>
<td>Blood</td>
<td>Вдигна кръвното “blood goes up”</td>
</tr>
<tr>
<td>Agitation</td>
<td>Кисел като арнаутин “Sour as an Albanian”</td>
<td></td>
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</tbody>
</table>

Barcelona y Soriano 2004, Orgakova y Soriano 2014a y b, 2016, 2018, in press
The CoreGRID questionnaire

68 questions

Components of the emotion

1. General sensations
2. Physical sensations
3. Corporal expression
4. Behavior
5. Evaluation of this emotional event
Our **CoreGRID** questioner

Chavarría, Villada y Chaves (2017)

**Bulgarian version**

76 Questions

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disgust

anger

sadness

Shame

fear

surprise

joy

love

pride

guilt
19/25 participants

Ages

- 32%: 39, 23
- 32%: 45, 22
- 16%: 5%
- 5%: 38
- 5%: 21

Gender

- 74%: Female
- 26%: Male

University of Veliko Tarnovo
Body sensations

Почервенявам “To blush”

Вдигна кръвното “Rise the blood”
наежвам се “Tighten up”
Вря и кипя “Brew and boil”
Anger: answers to Feeling warm

Spanish speakers
Chavarría, Villada y Chavez 2017

Bulgarian speakers
Conclusions

- Both approaches produce convergent insight about how Bulgarians understand anger.

- These findings are consonant with previous research on the representation of anger in emotion psychology and cognitive linguistics.

- The complementarity of both methods, corroborates also the theory about the embodied origin of the language: Почервенявам “To blush” ; Вдигна кръвното “Rise the blood”

- Some cultural variation were also found in in the expressions: Кисел като арнаутин “Sour as an Albanian”
Future research

- Find out how Bulgarian speakers conceptualize Anger in an L2 (Spanish)
- Explore how Bulgarian speakers understand and produce metaphors in L2 Spanish (metaphorical competence)
- Relevance of embodiment and cultural variation in fostering or hindering L1 transfer

Gómez Vicente (In press)
Thank you very much

благодаря ви много

Muchas gracias