CONTAINER and SOURCE-PATH-GOAL schemata in multimodal discourses of collective memory

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The present paper addresses a number of the conference themes: discourse and multimodality; the interplay between language, culture and ideology; application of CL concepts (image schemata) to cultural landscape. It looks into the interplay between language and landscape architecture in the construal of collective memory on two examples: (1) a reconstructed Jewish cemetery in Poznań and (2) a Holocaust memorial in the former extermination camp in Bełżec. It is inspired by research, which integrates the analysis of different modalities/ modes of communication and in this way extends the application of image schemata beyond language use (Caballero 2014 and 2016, Dancygier 2016, see also the articles in Forceville – Urios-Aparisi 2009, Pinar-Sanz 2015 and Romano – Porto 2016). Another theoretical source for the present study is the work on the axiology of image schemata, in which Krzeszowski (1997: 280) shows that "valuation is an integral part of conceptualization". For example, the CONTAINER schema maybe viewed from two opposing perspectives either as carrying positive or negative polarity. It is positive within the frame, for which shelter is its prototypical instantiation, or negative when framed as a prison. The SOURCE-PATH-GOAL "underlies abstract metaphorical positively valued concept of <purpose> which is grounded in our experience of reaching a goal" (Krzeszowski 1993: 317). The third and last source for this study is a rich body of research into the discourse on collective memory (Golka 2009, Seymour – Camino 2017).

The aim of this study is to explore how image schemata may motivate the visitors' experience of the memorial sites. This aim is achieved through two case studies.

The first investigates how CONTAINER interacts with a number of other schemata (LINK, PART-WHOLE, BLOCKAGE) in the construction of social inclusion/exclusion in the discourses of collective memory. It is based on an analysis of three types of sources: (1) the memorial landscape of a reconstructed Jewish cemetery in Poznań, (2) the press representation of the opening of the memorial, and (3) individual and focus interviews with the inhabitants of Poznań about the city's past. The results of the analysis show that similar conceptual processes underlie the verbal and the spatial construal of the self and other dichotomy. When integrated with a specific axiologically loaded framing of either prison or shelter as the prototypical CONTAINER, it can produce two opposing construals of the position of the Jewish past in the city collective memory. One, in which the Jews are viewed as peripheral, barred from the public memorial practices of the majority community; and another, in which the remembering about their presence in the city is a part of the everyday life of its contemporary inhabitants. Thus the inherent ambiguity between various CONTAINER frames may give rise to opposing representations of the past.

The second case study explores how the embodied simulation (Lupyan – Bergen 2015) of verbally mediated experience of the victims blends with the embodied experience of "walking the same path" and enhances the empathetic understanding of the victims' experience.   **500 words**

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