

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

Malgorzata Fabiszak

The present paper addresses a number of the conference themes: cognitive cultural linguistics and embodiment in meaning making in multimodal discourses. 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”.

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.

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.

300 words

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