



Making Queer Cognitive Linguistics happen or how heteronormativity is a metaphor

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Queer Linguistics borrows its fundamental theoretical content from Queer Studies and Queer Theory (e.g., Motschenbacher and Stegu 2013). Its discursive offshoot is based on the premise that heteronormativity is the dominant ideology that is taken by default by the majority of society (2013: 521-22), entailing a broadly defined concept of normativity (2013: 524), which differs for members of the LGBT+ community in that they have to reject the heteronormative standards by revealing their sexual or gender identity to the (members of) the discursive community.

Queer Linguistics shares many assumptions with Cognitive Linguistics: both of these approaches make a clear reference to people's personal ecologies (e.g., Müller 2019, Jensen and Greve 2019) and internal conceptualisations that are fuzzy and non-binary in nature (Eckert 2014, Taylor 1995). Moreover, both have the respective discursive avenues that analyse how cognition and understanding hinge on broader cultural and global context (Motschenbacher 2011, Milani 2013, Hart 2014). Finally, both frameworks regard human's conceptual system as complex and dynamic (Cameron et al. 2009) that cannot be reduced to the surface language structure but is inherently contextual (e.g., Baker 2018).

In this presentation I suggest that bridges can be built and paths can converge. One point of convergence is the concept of coming out, a metaphor in itself (Scott 2018), that is theorised to exist only in those communities that are embedded in largely heteronormative contexts. In the presentation I show that coming out can be analysed through the lens of (Queer) Cognitive Linguistics, especially from the perspective of Conceptual Metaphor Theory (e.g., Lakoff and Johnson 1980, Gibbs 2017). Specifically, I suggest that heteronormativity can be conceptualised as PLANE. Therefore, coming out *from* the closet, an intrinsically perspectivised process (see e.g., Langacker 2008, Croft and Cruise 2004 for perspectivisation) is coming *into* the metaphorical heteronormative PLANE that is culture-bound.

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