Review of: "Crossing between Conceptual Metaphor Theory and Text World Theory"

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Tincheva's article is an attempt to shade the cross-section between a Venn diagram spanning cognitive poetics, Conceptual Metaphor Theory and Text World Theory. The synthesis of the latter two theories, which forms the crux of the research article, is a natural progression, given that one of the earliest published papers outlining the then-nascent Text World Theory was entitled 'Extended metaphor: a text world account' (Werth 1994). In the present paper, however, the focus shifts to a form of metaphor that is less innovative and literary than, in the author's own words, 'entrenched' and everyday. Its central point is that to properly understand the cognitive processing of metaphor, the often reciprocal interplay of the various ontological levels engendered by metaphoric language use must be considered.

The paper begins with a confident limning of existing research into cognitive understandings of metaphor (Section 1), serving to situate the study amid the current cognitive paradigm in the humanities, and continues to elaborate more specifically upon Conceptual Metaphor Theory in Section 2, and, complementarily, Text World Theory in Section 3. This ordering reflects the relative importance the two theories are assigned within the paper: Text World Theory is employed as a supplement to Conceptual Metaphor Theory, rather than an overarching framework into which metaphorical discourse may be slotted. Conversely, Sam Browse (2016) employs the opposite approach, integrating cognitive understandings of metaphor processing into Text World Theory-based analysis. Given that Browse also utilises a non-fictional, political case-study text, it would be useful to engage with his article here, even if to acknowledge an alternative approach, or to compare relative similarities and differences. His notions of '*source worlds*' and '*target worlds*', in particular, may prove of interest. Nevertheless, Tincheva's selection of political speeches as case-study texts is a definite strength of the paper, redressing the observed bias (e.g. Gavins 2007) traditional Text World Theory accounts demonstrate towards fictional, narrative discourses. Neither are these case studies in any way restricted contextually, instead spanning a breadth of 'topics, types of audience and differences in political orientation', proving the insights generated to be widely applicable.

It may, however, be beneficial to have some coverage of more contemporary iterations of Text World Theory within the article. Although the theory is introduced well, and neatly disentangled from its possible worlds ancestor, there is negligible mention of updates to the framework since it was first comprehensively proposed in the posthumously-published *Text worlds: Representing conceptual space in discourse* (Werth 1999). For instance, reference is made to various forms of 'sub-world', despite this term having now largely been supplanted by Gavins' (2007) binary of *modal-worlds* and *world-switches*. Incorporating Gavins' notion of 'enactors' – integrated from Contextual Frame Theory, after Emmott (1997) – could likewise help in disambiguating between individuals present at different ontological levels of discourse.

Consideration of the concept of 'Common Ground' (Werth 1999; cf. Browse 2016) may also bolster discussions of interpersonal worlds construction in Section 4.

However, Tincheva does insightfully identify important questions often neglected by those studying the 'worlds' cued by discourse – for instance 'are 'worlds' cognitive in nature, or do they exist objectively 'out there' regardless of the human mind' – and later explicitly states her own theoretical position. This transparency is refreshing, being far from a given in worlds-based studies. It demonstrates the depth of consideration the author gives to the subject matter, astutely navigating the multiplex understandings of the simple word 'world'. Similarly impressive is the author's recognition of the guaranteed heterogeneity of text worlds: 'Cognitively, it is impossible even for two [text worlds] evoked by the same text and constructed by the same person at different moments in time to be identical'. This truism is often overlooked by text world theorists, although it has been recognised in Otis' (2015) investigations into textual processing. However, I am uncertain whether Werth's ontological approach may be truly defined as 'objectivist', as Tincheva suggests. Within his monograph, Werth deems the discourse world 'a construct [...] founded on 'real' external circumstances' (Werth 1999: 17) etching his discomfort of the very notion of an objectively existing reality through the use of quotation marks.

Integrated into the paper's preliminary sections is also a consideration of 'the actual existence of simple and complex conceptual metaphors', as confirmed by neurological studies. This mitigates against potentially unsubstantiated literary and/or linguistic claims about discourse processing, avoiding the 'grand statements about consciousness' which lack an 'empirical base', as discussed in Stockwell (2011: 289).

One aspect which would benefit from modification is the title of the article itself. This could be deemed somewhat misleading, with the reference to 'Crossing' suggestive more of discrete, sequential application of the two theories, rather than the integrated, simultaneous approach which the paper does adopt. Indeed, the wording of the title contradicts that employed in the article proper, which makes mention of 'harmonizing', 'amalgamating' and 'cross-fertilization' on multiple occasions. Perhaps the gerund 'Combining' could be used as an alternative within the heading. Moreover, on a more prosaic, typographical level, the use of a bullet-point format in the article's second section seems ill-suited, and would be better blended into the body of the article.

Ultimately, the theoretical synthesis proposed by the paper is sound, furthering upon an established tradition of amalgamating cognitive poetic-oriented theories for the purposes of more fine-grained analysis (e.g. Adam 2021, 2023; Gibbons, forthcoming). Indeed, the combination of Conceptual Metaphor Theory and Text World Theory here enables the consideration of metaphoric functioning at macro-, structural and micro-, lexical levels. Tincheva reiterates throughout the paper her hope for productive 'cross-fertilization' between Conceptual Metaphor Theory and Text World Theory within future research. In this regard – to further the implicit, and once more societally-engrained, conceptual metaphor – this paper plants a seed to allow prospective academic studies to bloom. For instance, the acknowledgement that 'not each [political] speech conforms fully' to the metaphor structure identified gestures to the possibility of differentiation on the grounds of country, culture, campaign, chronology, or even simply political candidate: all research areas with the potential to flourish in the future.

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