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KRIZĖS KONCEPTAS LIETUVIŲ IR VOKIEČIŲ KALBOSE

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Nedas Jurgaitis

THE CRISIS CONCEPT IN LITHUANIAN AND GERMAN

Summary of Doctoral Dissertation
Humanities, Philology (04H)

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This doctoral dissertation was prepared during the period of 2011-2015 at Šiauliai University in accordance with the doctoral study right granted to Vytautas Magnus University together with Klaipėda University, Šiauliai University and Lithuanian Language Institute on 8 June 2011.

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INTRODUCTION

At the turn of the twenty-first century the world and Lithuania were marked by various negative social, political and economic events, often called crises. The global financial and economic crisis which started in 2007 became the center of attention for politicians, economists, the media, and society. *The crisis* has become one of the most popular words of public discourse in Lithuanian and German-speaking countries, and one of the most discussed notions in public realm. In 2008, the word *Finanzkrise* was announced as "The Word of the Year" in Germany (in German *Das Wort des Jahres*), and in 2009, one Lithuanian political party suggested to impose a financial penalty for public use of the word *crisis*. The words *krizė* and *Krise* name the crisis concept – an incomprehensible abstraction, which can be recognized by its linguistic expression. Attention to the crisis phenomenon is reflected in lexical names and metaphorical expressions in both languages.

The media plays the most important role in the formation of the crisis concept in the consciousness of the linguistic community. First of all, when the word "crisis" is verbalized through means of mass communication, only in public discourse it acquires public acceptance and legitimacy, and becomes a part of the language worldview; therefore, public discourse was chosen for the research. Empirical material for the research of the crisis concept was collected from economic and political discourses from 1990-2015 and the biggest part of the research material consists of metaphorical expressions from 2007-2011 describing the global economic crisis.

The object of the research is the linguistic expression of the concept, i.e. lexical names and metaphorical expressions. Names of lexical concept comprise the logical and notional parts of the concept, partly reflecting the scientific concept of the crisis. Content peculiarities of the concept revealed in metaphorical expressions are more essential than the ones fixed only in meanings of lexical units, because conceptual metaphors formulated on the basis of metaphorical expressions provide structure for the crisis concept and help to understand the abstract phenomenon.

The **contrastive analysis** was chosen because the comparison of linguistic expression of the concept in two languages allows better understanding of the lexical-semantic systems of each language and shows general and specific features of each language (Gudavičius 2007, 12).

Unlike ethno-cultural concepts, which are grounded in folklore, the crisis concept is reflected in lexical names of the crisis and in the metaphorical expressions of contemporary economic discourse. Public discourse not only informs, but also forms public opinion and affects linguistic worldview. Therefore, metaphorical expressions record not only peculiar cultural experiences and global economic notion, but also the communication intentions of discourse participants. These circumstances provide the foundation for **the problem of the research** – the content of the crisis concept is distinguished not only by the lexical and metaphorical, but by communication features as well, therefore it is necessary to establish and compare how the interaction of these three linguistic worldviews form the concept in both languages.

The aim of the research – to reveal and compare the peculiarities of crisis conceptualization in Lithuanian and German public discourse. These **research objectives** have been formulated to attain the following:

1) to define the theoretical provisions and methodology of the research in accordance with the latest cognitive linguistic development trends;
2) to analyze and compare lexical names of the crisis concept in the Lithuanian and German languages;
3) to analyze and compare metaphorical expressions structuring the crisis concept;
4) to reconstruct and compare conceptual metaphors of the crisis in the analyzed languages;
5) to evaluate the conceptual crisis metaphors from the communicative point of view.

The main **research method** is the analysis of conceptual metaphors based on the Contemporary Theory of Metaphor (Lakoff 1993). It is the most widely spread variant of Conceptual Metaphor Theory (hereinafter – CMT). The method is in line with the cognitive concept of the research, in which a metaphor is understood not as a

linguistic phenomenon, but as a thinking strategy, mapping from a source domain to a target domain. The research is also based on ethnolinguistic principles, since conceptual metaphors are linked not only to the cultural experience of an individual, but of the entire nation.

The research analyzes public discourse, in which **rhetorical and communicative functions of conceptual metaphor** becomes apparent. According to A. Gudavičius, "it is namely the communicative aspect of metaphor which is quintessential in public discourse, in which the main point is an expression of a subjective opinion and affecting the addressee's mental structures, in order to alter the addressee's perspective, which is implied by the source domain of the metaphor" (2014, 25). In order to reveal by which linguistic means the communicative value of conceptual crisis metaphors is created, traditional CMT provisions are harmonized with the innovative Three-Dimensional Model of Metaphor (Steen 2008, 2011, 2013). The latter method helps to address conceptual crisis metaphors not only on thought and linguistic levels, but also in discourse, and reveals the opposition in the linguistic and deliberate crisis metaphors.

A classic **collection of empirical research material** was combined with the search in corpus. Lexical concept names were collected from dictionaries of both languages, printed public texts, and Internet news portals. Figurative expressions were taken from printed public texts, Internet news portals and from corpus of the two languages – Corpus of the Contemporary Lithuanian Language and the German Reference Corpus of Mannheim Institute.

The research material was collected from heterogeneous discourse, analyzed texts range from short economic news messages, reviews of stock exchanges, interviews with politicians, and country leaders, up to comprehensive political and economic analyses. The research material has been collected from popular discourse intended for the general public (i.e. "the average speaker") as well as from professional discourse aimed towards professionals.

The novelty of the research. The crisis concept is neither described nor compared with other languages in Lithuanian linguistics, therefore this research will complement comparative semantics research with new data about one of the most important contemporary discourse concepts. The novelty of the research is also the fact that different research provisions of linguistic traditional concepts are combined and

customary CMT toolset is supplemented with the newer Deliberate Metaphor Theory.

The practical value of the research. The dissertation is of comparative nature; therefore, the defined regularities of linguistic expression may be used for the translation of economic and political texts. This thesis has been appropriately applied in lexicography – empirical material and research results were used in the first of its kind Conceptual Metaphors Dictionary of Lithuanian Public Discourse (2014) developed by the group of researchers from Šiauliai University. The crisis phenomenon is analyzed not only by linguistics, but also by economics, sociology, philosophy, psychology, and other subjects; therefore, the research material and results are relevant to interdisciplinary research.

Defensive statements of the thesis:
1. The crisis concept in Lithuanian and German public discourse is verbalized by identical conceptual metaphors, encompassing the entire human perception of the hierarchical *structure of the world*; however, metaphorical expressions reflect differences in the features of the source domain.
2. The minimum of the crisis concept features reflected in the meanings of lexical names, generalize fixed crisis images in metaphorical expressions.
3. Conceptual crisis metaphors, reconstructed in public discourse, confirm the relation between three distinct functions of a metaphor: cognitive, linguistic and deliberate.

The dissertation has been presented at seven international scientific conferences:
1. Būdvytytė A., Jurgaitis N. *Bangos ekonomikos ir politikos diskurse: konceptualiųjų metaforų analizė*. International Interdisciplinary Scientific Conference „Tradition and Modernity: Concept „The SEA" in Language and Culture". Klaipėda University, 20th November 2014.
2. Jurgaitis N. *Konzept KRISE im deutschen und litauischen öffentlichen Diskurs*. International Scientific Conference „Construction and Cognition. The Sixth International Conference of the German Cognitive Linguistics Association.

Friedrich-Alexander University Erlangen-Nürnberg (Germany), 29th September 2014.

3. Jurgaitis N. *Krizė kaip erdvė lietuvių ir vokiečių kalbų pasaulėvaizdyje*. International Scientific Conference „Linguistic, Didactic and Sociocultural Aspects of Language Functioning". Lithuanian University of Educational Sciences, 24th April 2014.

4. Jurgaitis N. *Litauen in der Krise oder Krise in Litauen: eine kognitiv-orientierte Untersuchung*. International Scientific Conference „The Word. Aspects of Research". Liepaja University (Latvia), 28th November 2013.

5. Jurgaitis N. *Krizės metaforos Lietuvos ir Vokietijos viešajame diskurse*. International Scientific Conference „The World in Language". Šiauliai University, 4th October 2012.

6. Jurgaitis N. *Conceptual Metaphors in Lithuanian Public Discourse*. International Scientific Conference „Metaphor Festival 2012". Stockholm University (Sweden), 7th September 2012.

7. Jurgaitis N. *Einige Aspekte der Konzeptualisierung der Krise im Deutschen und Litauischen*. International Scientific Conference „*XXII Scientific Readings*". Daugavpils University (Latvia), 26th January 2012.

Publications:

1. Būdvytytė A., Jurgaitis N. (2015). JŪRA ekonomikos ir politikos diskurse: konceptualiųjų metaforų analizė. *Res Humanitariae* 18. Klaipėda (in press).

2. Būdvytytė-Gudienė A., Gudavičius A., Jurgaitis N., Papaurėlytė-Klovienė S., Toleikienė R. (2014). *Konceptualiosios metaforos viešajame diskurse*. Konceptualiųjų metaforų žodynas. Vilnius.

3. Jurgaitis N. (2014). Ekonominės krizės konceptualizavimas gamtos reiškinių metaforomis. *Filologija* Nr. 19. Vilnius.

4. Jurgaitis N. (2013). Krizės metaforos Lietuvos ir Vokietijos viešajame diskurse. *Filologija* Nr. 18. Vilnius.

5. Jurgaitis N. (2012). Einige Aspekte der Konzeptualisierung der Krise im Deutschen und Litauischen. *Valoda – 2012. Valoda dažādu kultūru kontekstā*. Daugavpils.

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STRUCTURE AND CONTENT OF THE THESIS

The research consists of an introduction, two parts, conclusions and a bibliography. Within the introduction the relevance of the research in the context of cognitive research is described, the object of research is presented, the scientific problem is formulated, the thesis objectives, tasks and the methods of research used, the novelty of research is substantiated as well as the theoretical and practical applicability of the results, the structure of the thesis is described, and the approbation of the research at scientific conferences as well as publications.

Solutions to the problem formulated in the introduction are reviewed in **the first part of the thesis**. The main focus is to discuss the notion of concept, and to ground the research method of concept's metaphorical expression. The notion of concept in linguistic discourse is not monolithic, the differences become particularly evident when contrasting Anglo-Saxon and Slavic cognitive linguistics research traditions and ethno-linguistic position. The notion of concept in works of Western cognitive semantics is characterized by the fact that the concept, although called in different ways, is perceived as a mental unit, an embodied structure of knowledge and experience, equated with language unit meaning, but not related to a national mentality, a search of ethnic values embodied in the language. Analysis of conceptual metaphors usually is not linked to concept research in Western linguistic tradition. The notion of concept in cognitively oriented Russian, Polish, Baltic and Eastern European linguistics works is noted by a search of language and culture ratio as well as language and nation ratio characteristic to Ethnolinguistics, Linguoculturology and (linguistic) Conceptology. (Lingvo)cultural and semantic-cognitive trends can be relatively distinguished according to the notion of concept in Slavic cognitive linguistics works. Advocates of (lingvo) cultural trend consider concepts as cultural units. Proponents of the semantic-cognitive trend analyze lexical and grammatical semantics of the language as a means of concepts' content expression. Concept definitions found in Lithuanian linguistic works can be assigned to the semantic-cognitive trend. The thesis considers that a concept is individual and at the same time a collective consciousness

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phenomenon, which is distinguished by a certain structure, content, and linguistic expression, which is reflected in the speaker's logical and subjective experience. The concept content is not monolithic, it consists of cognitive features, describing the characteristics of conceptualized object or phenomenon.

The concept structure and/or content can be analyzed. The concept content is revealed by analysis of lexical concept names and of conceptual metaphors. When analyzing concept content, its structure is described, because cognitive features are located in the concept structure which has form of a field.

Lexical concept names and conceptual metaphors of the crisis are described and compared according to their source domains in the **second part** and communicative value of conceptual metaphors is analyzed too. The crisis concept is abstract, metaphorical and, therefore, the research is focused on the analysis of metaphorical expressions. With the spread of cognitive linguistic ideas, metaphor notion is changing as well. Metaphor theories ranging from the classical substitutional approach to metaphor, to the interactive view of metaphor by I. Richards and M. Black (Black 1979) as well as the cognitive metaphor theory by G. Lakoff and M. Johnson (1980) have been extensively discussed in Lithuanian linguistics theses of the last decade (Toleikienė 2004, Cibulskienė 2006), therefore, they are not analyzed in this thesis.

The anthropological approach to metaphor is appropriate for the cognitive concept of this thesis – it is not just a name, but also a way of thinking, mapping between two conceptual domains. The approach to metaphor as a thought strategy is a methodological thesis premise, because many concepts, especially abstract ones, are structured and mentally represented in terms of metaphor (Gibbs 1996), recording value assumptions of the linguistic-cultural community in metaphorical expressions (Földes 1996, 86), and linking not only to an individual, but to the cultural experience of the entire nation (Papaurėlytė 2003, 26). National and cultural specifics of metaphors is confirmed by sound monographs of A. P. Chudinov (2001), R. Dirven and R. Pörings (2003), O. Jäkel (2003), Z. Kövecses (2005), and R. Gibbs (2008).

In order to fully reveal the content of the crisis concept, i.e. to describe names and metaphorical expression of lexical concept, lexicography sources of both languages are analyzed and gathered data is verified while analyzing content of public discourse. Lexical names of the crisis concept in general-purpose dictionaries of both languages reveal the "average speaker's" and the nation's notion of the crisis. The data of The Modern Lithuanian Dictionary (MLD_e) and The Dictionary of the Lithuanian Language (DLL_e) enable to distinguish three independent concepts: POLITICAL CRISIS, ECONOMIC CRISIS, HEALTH CRISIS. Economic crisis definitions in MLD_e and DLL_e partly overlap with the notion of economic crisis in public discourse. The crisis relates only to the disruption of production, turnover and overproduction in the aforementioned dictionaries, while economic crisis is perceived more widely in public discourse – as a deterioration of the economic condition and the standard of living.

Unlike Lithuanian language dictionaries, the biggest German language dictionaries do not emphasize economic or political nature of the crisis, but provide more generalized definitions, additionally referring to the spiritual and creative discourses.

General-purpose dictionaries of both languages confirm a high level of concept abstraction - the nature of the crisis lexical names meanings is metaphorical e.g. 'a breakthrough, a turning-point', efforts have been made to find a common denominator to name the crisis of various domains. The most distinctive are semas 'a difficult situation', 'transience', and 'a change'. Terminological dictionaries convey the scientific notion of the crisis and elaborate on laconic crisis definition of general-purpose dictionaries.

The analysis of lexicographical sources and public crisis discourse of both languages shows that the centre of lexical names of the crisis concept in the Lithuanian language is comprised of the following words: *krizė, recesija, sunkmetis, nuosmukis* while in the German language by the following words: *Krise, Rezession* and compounds with addend - *krise*. There is an asymmetry noticed between the defined centers, which is determined by lexical and word formation properties of two languages. The center of lexical names is relatively concrete. It is impossible to define the boundaries of the periphery, because semantically remote lexical units can be assigned to it. A periphery transcends the boundaries of other concepts, e.g., STAGNATION,

STAGFLATION and DEFAULT are independent economic concepts which are related, but are not equated with the crisis concept. Part of the periphery lexemes have conceptual features unrelated to the crisis.

Lexical names reveal that the CRISIS concept has several conceptual features which are united by a common denominator of change in both languages. The notion of crisis is different in detail of features in science and general public usage, however, a feature of change is the most important for both. In order to further reveal the content of the concept, analysis of conceptual metaphors is carried out to help to identify and compare conceptual features of the crisis in the Lithuanian and German languages.

1104 Lithuanian metaphorical expressions and 1030 German metaphorical expressions where analyzed. In the view of the conception of transferable features and the Great Chain of Being (lat. *scala naturae*) concept of cycles, it was considered that the crisis concept is represented by following source domains in the discourse of both languages: NATURE, PLANTS, ANIMALS, HUMANITY, and SUPERNATURE, which reflect the classification of the human perception of the hierarchical structure of the world. When formulating conceptual metaphors, each *scala naturae* stage was split based on average speaker' (in German *Durchschnittssprecher*) notion, which does not necessarily corresponds to the scientific worldview. The most productive source domains in both languages are NATURE and HUMANITY. The first encompasses ten summarized concepts: WATER, METEOROLOGICAL PHENOMENON, FIRE, EARTHQUAKE, DARKNESS, SOUND, OBJECT, BUILDING, MECHANISM, SPACE. Nine concepts are characteristic for source of domain HUMANITY: ORGANISM, DISEASE, SOCIAL CREATURE, SCIENCE, WORK OF ART, CRIMINAL, ENEMY, GAMBLING GAME, SPORT. Source domains PLANTS and ANIMALS are not divided into sub-sources. The clear opposites in the source domain SUPERNATURAL WORLD are – DEMONIC and DIVINE WORLD.

The economic crisis is verbalized by concepts of source in Lithuanian and German languages in the **source domain NATURE**: WATER, METEOROLOGICAL PHENOMENON, FIRE, EARTHQUAKE, DARKNESS, SOUND, SPACE, OBJECT,

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BUILDING, MECHANISM, VEHICLE. In quantitative terms, conceptual metaphors CRISIS IS A MECHANISM, THE CRISIS IS UPWARD DIRECTION, CRISIS IS A STORM, CRISIS IS A JOURNEY BY SEA, CRISIS IS A FIRE are more developed in German discourse, and conceptual metaphors CRISIS IS A DARKNESS and CRISIS IS A SOUND are more common in Lithuanian discourse. The most representative conceptual metaphors for both languages are CRISIS IS THE DOWNWARD DIRECTION, and CRISIS IS WATER.

The analysis of expression specifics of metaphorical expressions shows assimilation of source and target domains dominating in both languages e.g.: *crisis pit*, *crisis flame*, *downturn winds*, *recession moss*, *Krisenstürme*, *Krisenwirbel*, *Wolken der Rezession*. The crisis abstract is being structured in such a way that the alternative notion becomes impossible. In the communication process the addressee assimilates the concept of source dictated by the correspondent. This aspect is the most apparent in the source domain NATURE, because concepts familiar to the addressee are developed and logical sequence of events is created, which helps to insinuate a certain opinion about the crisis, e.g. conceptual metaphors CRISIS IS THE DOWNWARD DIRECTION, CRISIS IS A STORM, CRISIS IS A FIRE, CRISIS IS A SOUND, CRISIS IS A JOURNEY ACROSS THE SEA are not being expressed by individual metaphorical expressions, but are well-developed like an event or a story plot, which has some characters involved, a cause and effect relationship, signs of a beginning and an end, action development and denouement. The above mentioned conceptual metaphors are based on more generalized, universal, Anglo-Saxon, German and Slavic conceptual metaphors as well as on conceptual metaphors intrinsic for public discourse of other linguistic communities such as THE DOWNWARD DIRECTION IS BAD, ECONOMIC DIFFICULTIES ARE FORCES OF NATURE, THE STATE IS A VESSEL IN A SEA.

All the images of this source domain present the crisis as a danger, which is in the world around us. The object of the crisis may fall and crush us with its overwhelming weight, while the crisis mechanism is moving inexorably forward while dismantling the economy. There is a high probability to fall into a deep crisis pit or other abyss, get lost while searching a path from the crisis, get into the storm, burn

in the crisis fire, drown in the crisis ocean, experience the crisis as an earthquake or be sucked into a black hole in the space, from which no one has ever returned. Although the invincible force of nature causes severe consequences for the economy, it lasts for only a limited period of time.

The forces of nature and the forces of those who nature affects are unequal, however, measures are taken against the forces of the crisis in the discourse of both languages. The negative effects of the crisis are eliminated, but the crisis prevention is seldom exercised. The reaction to the crisis shows different tactics of both linguistic communities. In contrasting metaphorical expressions there appears to be more dynamic actions and more varied measures to manage the crisis forces in German discourse, while a tendency to strive to remain behind the major world economic storms appears in Lithuanian public discourse.

Conceptual metaphors reflect following common characteristics of the crisis in source domain NATURE: unexpectedness, excesses, changes and transience. The crisis often occurs unexpectedly in both languages as a natural disaster, it may be fire and water, cold and heat, the darkest and the brightest object, direction up and down.

Although the content of lexical names of the crisis shows that the crisis is treated as a stagnation state, analysis of conceptual metaphors reveals opposite characteristics of the crisis – dynamism. The conceptual metaphor CRISIS IS A MECHANISM emphasizes drive and the crisis' momentum which is tried to be stopped in metaphorical expressions in discourse of both languages. The conceptual metaphor CRISIS IS A METEOROLOGICAL PHENOMENON refers to the rapid change of weather conditions, a great wind speed (*crisis' tornado, storm*) as well as sudden events, such as *crisis' lightning*. Images of wave, rough sea, current and earthquake of the crisis are dynamic. Conceptual metaphors CRISIS IS BEING LOW and CRISIS IS COLD points to drifting and economic slowdown.

Natural phenomena perceived via the crisis prism is expressed by universal conceptual metaphors in the analyzed languages, which confirm characteristics of the crisis recorded in the lexical names of two languages. The crisis situation's actants actions in metaphorical expressions are different in the Lithuanian and German languages. Likely that is determined by the different economic environment in Lithuania and in German-speaking countries.

The source domain PLANTS in the qualitative and quantitative point of view is more developed in German discourse. German metaphorical expressions mention buds, nucleus, fertilizers, and greenhouse of the crisis – images uncharacteristic to Lithuanian discourse. According to the expression of metaphorical expressions both languages are dominated by the transference of source domain features to a source target, in which the source domain remains unnamed and only its attributive feature is indicated, from which the entire concept of source can be rebuild, for example, parts of a plant are mentioned. The most common feature is transferred roots. Predicate features are less frequently transferred, i.e. images of growth, thriving and blooming.

The source domain PLANT conveys the life cycle of the crisis. The suitable soil is necessary for crisis to appear (economic environment), the crisis seeds or grain is the origin of the crisis, factors conditioning it, sprouted crisis roots and bears bad fruits (consequences), spreading crisis roots erodes plants (financial resources) and may mutate into more negative structures (other types of crises), while perplexing an already difficult economic situation.

Preventive measures to stop the crisis from arising are taken in the German worldview: the crisis roots are pulled out and the grain is eradicated, while Lithuanian speakers take stronger measures of eradication of the crisis plant that has already sprouted – a trimmer, gloves and grubbing operations.

Usually the source domain PLANT results positive connotative metaphorical expressions in economic discourse, because the most typical plant transferrable features such as – growth, blooming and fruits structurize a good economic state, e.g. : *economic fruits*, *economic recovery shoots*, *markets are greener*, *investments' harvest*. The evaluation aspect of the crisis metaphors discourse is opposite, because the crisis plant is in surplus and parasitic in economy.

The source domain ANIMALS unites features of a parasite and a dangerous creature in both languages which additionally actualize the concept of source FEAR. The main way to link the concept of source ANIMAL and the concept of target CRISIS is the transference of attributive and predicative features. Direct equation of concepts or concrete animal names are being avoided and only in sporadic examples there is a mentioning of a wolf, an octopus with powerful

tentacles and a crocodile. Rapacity and insatiability are characteristics of these animals and earlier mentioned parasites. It is the main motif characterizing this source domain.

Both linguistic cultural communities see a slightly different creature. Animal size exhibiting the crisis power is emphasized in Lithuanian discourse, while the image of a chewing parasite is emphasized in German discourse. A more diverse diet of a German beast means a greater danger for economic resources.

The source domain HUMANITY is illustrated by concepts of source ORGANISM and SOCIAL NECESSITY in the worldview of the two languages. The first emphasizes anatomic and physiological characteristics of the crisis, giving the impression that the crisis is an organism, and verbalizes the crisis as a disease that can be diagnosed and cured. The second concept of source highlights the crisis as a person, an intelligent creature, with its inherent art, science, war and leisure features of activities.

The source domain HUMANITY considering expression point of view is actualized in metaphorical expressions in several ways. The assimilation of source and target concepts is associated with the conceptual metaphor CRISIS IS A PERSON, which reveals the ironic approach - the crisis is called an auntie, a miss, a madam and a mother-in-law. The crisis has a dual personality. Transferred attributive and predicative features stress the crisis activeness, aggression, tendency to violence, repulsive crisis appearance and particularly expressed reproductive characteristics, which are usually regarded negatively. Isolated examples in which the crisis is called a teacher, confirm approach of seeing opportunities in negative situations in both linguistic-cultural communities.

The crisis is verbalized by names of vital processes, characteristics and actions typical for a person, however, a consistent and logical image of the crisis as an organism and a person is not created. The intellectual properties attributed to the crisis are overshadowed by aggression properties. The latter helps to create a comprehensive script of a combat (war) with the crisis (forces, combat actions, war strategy, weapons and military fortifications and the end of combat). Metaphorical expressions confirm that the crisis is usually defeated, however, it never takes a victim's role. The crisis attacks first, its force is stronger than those fighting against it. The crisis is timeless and does

not die by natural causes; therefore, public discourse participants have no doubts that the crisis will return.

The universal conceptual metaphors CRISIS IS A DISEASE and CRISIS IS AN ENEMY are conveyed by moving the whole source of the situation to the target of the situation. The conceptual disease metaphor includes illness, diagnosis, treatment, recovery or death and funeral. The conceptual metaphor of an enemy is structurized by images of military strategy, military forces, war actions, weapons, fortifications and the end of war. This concentrate of transferable features not only verbalizes an abstract concept, but also gives it structure, which allows public discourse participants to discuss progress of the development of the crisis, causes, consequences, measures against the crisis and the victims, who are suffering the damage.

The meanings of lexical names in the crisis content have evident features of danger, surprise and lethal power reflected in the conceptual metaphor CRISIS IS AN EXPLOSIVE. Lithuanian weapons of the crisis promise death for the economy. Symbolism of death is weaker in German language discourse, however, names of weapons used against the crisis, shows that German speakers use more powerful measures to tackle the crisis.

The conceptual metaphor CRISIS IS A HARMFUL HABIT is only characteristic to Lithuanian discourse. Metaphorical expressions related to conceptual metaphor reveal that Lithuanian speakers feel ashamed and partly assume guilt for the crisis.

The conceptual metaphors CRISIS IS A DISEASE and CRISIS IS AN EXPLOSIVE are more developed in German discourse than in Lithuanian. This is substantiated not only by the public discourse analysis, but by German books titles as well.

The conceptual metaphors CRISIS IS WORK OF ART and CRISIS IS A SPORT have nothing in common with usually positive connotation of these source domains. Art terms symbolize stages of the crisis development, and the source domain SPORT verbalizes defeat to the crisis. It is paradoxical that the positive evaluation of the crisis is related to conceptual metaphor CRISIS IS A GAMBLING GAME, because gambling games are typically associated with negative phenomena. Metaphorical expressions indicate that the crisis is a dangerous game, but at the same time manifest the crisis as an unexpected opportunity and success.

The source domain SUPERNATURAL PHENOMENA is actualized by equating the concepts of source and target as well as through precedent texts. The supernatural phenomena verbalizing the crisis can be divided into divine and the demonic in the discourse of both languages. The dichotomy of good and evil arising in metaphorical expressions correlates with the extreme characteristic of the crisis. The crisis is an absolute evil (*ghost*, *devil, demon*, *hell*) and at the same time an opportunity to be cleansed from sin, a God sent gift. Extremes are one of the main characteristics of conceptual crisis metaphors, it is also be revealed in lexical names and in metaphorics of the source domain NATURE.

Both linguistic communities explain the crisis by names of beings that outstrip the human powers, which makes it appear like it is impossible to withstand the crisis. Metaphorical expressions based on Christian faith experience present the crisis as a phenomenon beyond human control and an inevitable necessity caused by God. The crisis position expressed by metaphorical expressions is strengthened by well-known precedent texts of Lithuanian and German speakers – allusions to the ancient mythology and extracts from the scriptures.

The source domain of SUPERNATURE in the Great Chain of Being marks the upper limit of the crisis awareness, the most complicated form of the crisis, which changes from the simplest things to divine beings.

The communicative aspect of the crisis metaphors is discussed in the last section of the second part**.** The conceptual metaphor is limited within the thought and language levels in traditional G. Lakoff theory, but the third communicative function of the conceptual metaphor becomes apparent in the public discourse (Steen 2008, 231). The latter is defined as the change of the addressee's perspective on the referent or topic that is the target of the metaphor, by making the addressee look at it from a different conceptual domain. Public discourse is a communication phenomenon, it forms public opinion about the crisis using deliberate metaphors. The analysis of the metaphorical expression of the crisis concept reveals methods of creating communication value of metaphors and a generalized image of the crisis created using deliberate metaphors.

The communication value of the conceptual metaphors of the crisis is created by the modification of conventional metaphorical expressions in the public discourse of both languages, direct

comparison of the source and target domains, specially constructed text, conceptual blending of different source domains, metalinguistic comments and by putting metaphorically used words in quotes.

Modification of conventionalized metaphorical expressions frequently used in the discourse of both languages "re-etymologizes" the source concept (domain) and creates an irony for negative features of the crisis.

Direct equation of source and target domains allows for the addressee to ignore certain features the source concept. The parallel is noticed between direct source and target concepts equation and emphasis and concealing functions carried out by metaphorical expressions. The crisis concept acquires not all properties, but only those that are needed to highlight one particular aspect, while the rest, likely for communicative reasons, are not implicated on purpose. For example, metaphors of beast, forces of nature and explosives emphasize the crisis power, aggressiveness, and unpredictability; personal metaphors emphasize the intellectual features of the crisis; war and mechanism or machinery metaphors emphasize control aspect of the crisis; visual-schematic metaphors focuses on a negative evaluation element conditioned by sensual experience, for example, the opposition *low-high* is perceived as *bad-good*.

Linguistic means of expression are not just a reflection of rhetorical metaphorical expressions functions for the creation of the conceptual crisis metaphors communication value. Conventionalized (not-targeted) metaphorical expressions neither encode the concept nor belong to the sensual image of the crisis concept. One of the meanings of a polysematic word is chosen instead of the transferring the source concept features.

To paraphrase G. Steen, it can be said, that the power of a metaphor lies not only in its unnoticed, unconscious usage but in the opposite as well, i.e. the targeted, "intentional" usage of a metaphor limits the addressees interpretation possibilities of correspondent's message content.

The contrast between non-deliberate and deliberate metaphors is blur, and therefore, a potential criterion for separation should be the presence of not just one, but a couple of communication metaphors signals.

CONCLUSIONS

1. The crisis concept is structured by lexical naming and conceptual metaphors reconstructed in key structures of human perception of the world in discourse of both languages. The direction of the crisis metaphorization is unidirectional – features of a concrete domain are transferred to an abstract domain. A high degree of concept abstraction shows the meanings of metaphorically interpreted crisis lexical meanings as well as the complex image of the crisis, ranging from simple objects to supernatural phenomena beyond human understanding.

2. The abstractness of the concept determines the inner structure of the concept. The main layer of the crisis concept is a *sensual image,* which is reflected by conceptual metaphors. The lexical naming of the crisis reflects the notional and logical part of the concept – *information content*. The least tangible part of the crisis concept is *the interpretative field* which conveys the heterogeneous axiological aspect of the concept. 95 per cent of all metaphorical expressions express a negative evaluation, 4 per cent of metaphorical expressions reflect a neutral evaluation and 1 percent of metaphorical expressions verbalize a positive evaluation of the crisis.

3. Lexical naming reveals that the crisis is perceived as an extreme, a danger, a stagnation, a change and a transience in the Lithuanian and German linguistic cultural communities. These features are reflected by universal conceptual metaphors in both languages, but their linguistic expression is partly unique. The concept of the crisis is related to the global economic notion, which is structured by discourse metaphors – a relatively stable metaphorical mappings that function as a key framing device within a particular discourse over a certain period of time.

4. The minimum of features recorded in lexical names is reflected in reconstructed conceptual metaphors. The feature of an *extreme* is confirmed by pairs of oppositional conceptual metaphors in the discourse of both languages: CRISIS IS WATER / FIRE, CRISIS IS FLOOD / DROUGHT, CRISIS IS HEAT / COLD, CRISIS IS DARKNESS / LIGHT, CRISIS IS A SOUND / SILENCE, CRISIS IS THE DOWNWARD / UPWARD DIRECTION, CRISIS IS DIVINE / DEMONIC WORLD.

Danger means loss of financial security in the discourse of both languages. That is verbalized by conceptual metaphors in the discourse of both languages, where the crisis is perceived as a difficult, crushing object, a mechanism malfunction, forces of nature, a dangerous journey, a beast, a disease, a death, an enemy, a criminal, an explosive or a demonic creature.

The feature of economic *stagnation*, reflected in the lexical naming content of the crisis is related only to the conceptual metaphors CRISIS IS BEING LOW and CRISIS IS COLD. The analysis of the metaphorical expression revealed the opposite characteristics of the crisis – *dynamism*, *drive*, and *change* – the crisis is perceived as a vehicle, a direction in space, a journey, forces of nature, a tide, a current, an enemy, or a sport. The crisis is constantly moving, changing its shape, changes taking place in the economy – those are features of a process, not a stagnation.

The crisis *transience* is confirmed by conceptual metaphors CRISIS IS FORCES OF NATURE linguistic expression, – storms of crisis, winds of crisis, earthquake of crisis, fire of crisis and other disasters create a significant damage to the economy, however, they only last for a limited period of time. Metaphorical expressions reveal that, after the crisis passes, the consequences are eliminated and prevention measures are considered. The transience of the crisis does to not cause the end of the crisis. The crisis is constantly repeating, waves of the crisis implies cycles, smoldering fire of the crisis could flare up again, the crisis disease tends to reappear and there are no metaphorical hints about the death of the crisis.

5. The most important source of the crisis concept domain are NATURE and HUMANITY. The main conceptual metaphor structuring the crisis concept in both languages is CRISIS IS THE DOWNWARD DIRECTION based on universal conceptual metaphor DOWNWARD DIRECTION IS BAD. The conceptual metaphors CRISIS IS DARKNESS and CRISIS IS A SOUND are more prevailing in Lithuanian discourse. The following conceptual metaphors are more developed in German discourse CRISIS IS A MECHANISM, CRISIS IS THE DOWNWARD DIRECTION, CRISIS IS A STORM, CRISIS IS A JOURNEY BY A SEA, CRISIS IS A FIRE, CRISIS IS A DISEASE and CRISIS IS AN EXPLOSIVE.

6. Each source domain can be characterized by a distinctive actualization approach of source domain of conceptual metaphors.

Source and target concepts are usually equated in the source domain NATURE. The attribute features of source domain PLANTS are usually transferred to the target domain. The transfer of attributive and predicative features is essential in the source domain ANIMALS. The source domain HUMANITY is actualized in a number of ways – by assimilation of source and target concepts, the transfer of attributive and predicative features or by transfer of source situation to the target situation. The main way of actualizing of source domain SUPERNATURAL PHENOMENA is the assimilation of concepts as well as the actualization of precedent texts.

7. Conceptual metaphors reveal the crisis actants, time and place of action. The crisis' actants can be divided into victims, rescuers and gamblers. The crisis' actants usually have a referent in reality. When actualizing the precedent texts, referent might not exist in reality.

Victims of the crisis in the discourse of both languages become individuals of a different social status, families, society groups, animals, companies or organizations, states and the entire world. The victims of the crisis are powerless, however, they try to survive on their own – to wade from swampy marshes, to run a ship in a stormy sea, to climb out of a deep pit, to hide from the storm, to seek to find a way, to defend themselves against the strikes of the crisis, to cure themselves from the disease of the crisis.

Economists, politicians, governments, countries (Germany), and central banks of Europe and the United States of America rescue victims of the crisis. Saviors are called doctors, fire fighters and representatives of the military. They are often proposing controversial rescue measures, which may harm victims of the crisis.

The smallest group of actants, the crisis' gamblers is actualized by conceptual metaphor CRISIS IS A GAMBLING GAME. Those are representatives of some countries and certain business types. The latter are affected by crisis, but under certain economic circumstances, exploit the negative situation for economic benefit. The crisis' gamblers are more common in German discourse (in German *Krisengewinnler*).

The crisis' action takes place in reality and in the worldview of both languages, (on land, in water, in outer space) and in after-life world (according to Christian faith). The most important feature of space is depth. The exact time is not indicated. The crisis is talked about in the past, present and future tense. Metaphorical expressions in the source domain SUPERNATURE reveal that the crisis is linked

to the time of the end of the world – Armageddon and Apocalypse.

8. The crisis is the most important economic discourse concept of the analyzed period in Lithuanian and German-speaking countries, reconstructed not only in the lexical system of a language or in conceptual metaphors, but also in discourse, i.e. communication. The interaction of these sources reveals that a metaphor's power is three-dimensional. On the conceptual (thought) level metaphors mechanism through concrete concepts' experience helps to comprehend the crisis which is intangible by perception. On the linguistic level typical usage of a metaphor allows to identify features of the crisis, because direct (non-metaphorical) their naming is rare. The deliberate metaphors of the crisis are rhetorical and a tool of persuasion affecting an addressee in the public discourse.

The research object which focuses on the rhetorical effect which is achieved by deliberate metaphors is viable not just for linguistics but for interdisciplinary research as well.

INFORMATION ABOUT THE PHD STUDENT

Nedas Jurgaitis graduated from Šiauliai University in 2002, where he was awarded Bachelor's Degree in German Philology and in the same year he started Master's Degree Studies in Comparative Linguistics. Since 2003 Nedas Jurgaitis works as a German language lecturer at Šiauliai State College (till 2010 referred to as Šiauliai College), he teaches general and professional German language. From 2003 to 2013 Nedas Jurgaitis worked as the Head of the International Office at Šiauliai State College and from 2013 he is the Head of Research Office.

In 2011 Nedas Jurgaitis began Doctoral studies in Philology Science Field at Vytautas Magnus University together with Klaipėda University, Šiauliai University and Institute of the Lithuanian Language. From 2012 to 2015 Nedas Jurgaitis together with Šiauliai University scholars implemented project "Conceptual Metaphors in Public Discourse" (VAT-40/2012) funded by the Research Council of Lithuania. In 2012 he had an internship at Heinrich Heine University Düsseldorf in Germany. During 2011-2015 Nedas Jurgaitis read papers at international scientific conferences in Latvia, Sweden and Germany.

REZIUMĖ

Dvidešimtojo ir dvidešimt pirmojo amžių sandūra pasaulyje ir Lietuvoje pažymėta įvairiais negatyviais socialiniais, politiniais, ekonominiais įvykiais, dažnai vadinamais krizėmis. 2007 m. prasidėjusi visuotinė finansų ir ekonomikos krizė atsidūrė politikų, ekonomistų, žiniasklaidos ir visuomenės dėmesio centre. *Krizė* tapo vienu populiariausių Lietuvos ir vokiškai kalbančių šalių viešojo diskurso žodžių, viena labiausiai diskutuojamų sąvokų viešojoje erdvėje. 2008 m. Vokietijoje žodis *Finanzkrise* išrinktas Metų žodžiu (vok. *Das Wort des Jahres*), o 2009 m. viena Lietuvos politinė partija pasiūlė už viešai pavartotą žodį *krizė* bausti pinigine bauda. Žodžiai *krizė* ir *Krise* nominuoja krizės konceptą – juslėmis nesuvokiamą abstraktą, kurį galima pažinti per jo kalbinę raišką. Dėmesys krizės fenomenui atsispindi abiejų kalbų leksinėse nominacijose ir metaforiniuose pasakymuose.

Krizės koncepto formavimuisi kalbinės bendruomenės sąmonėje svarbiausias žiniasklaidos vaidmuo – krizė verbalizuojama visų pirma per masines komunikacijos priemones, tik viešajame diskurse ji įgyja visuomeninio žinojimo ir realumo statusą ir tampa kalbos pasaulėvaizdžio dalimi, todėl tyrimui pasirinktas viešasis diskursas. Empirinė medžiaga krizės koncepto tyrimui rinkta iš 1990–2015 m. ekonomikos ir politikos diskursų. Didžiąją tyrimo medžiagos dalį sudaro metaforiniai pasakymai, apibūdinantys 2007–2011 m. pasaulinę ekonomikos krizę. Darbe nenagrinėjamos fiziologinės, psichinės ir technologinės krizės, aptariamos profesionaliuose diskursuose. Pastarosios krizės laikytinos savarankiškais konceptais, turinčiais nedaug sąlyčio taškų su ekonomikos krize.

Tyrimo objektas yra krizės koncepto raiška kalboje, t. y. leksinės nominacijos ir metaforiniai pasakymai. Leksinės koncepto nominacijos sudaro loginę, sąvokinę koncepto dalį, iš dalies atspindi mokslinę krizės sampratą. Metaforiniuose pasakymuose atskleidžiamos koncepto turinio ypatybės yra esmingesnės nei fiksuotos vien tik leksinių vienetų reikšmėse, nes metaforinių pasakymų pagrindu abstrahuotos konceptualiosios metaforos suteikia krizės konceptui struktūrą, padeda suvokti abstraktų fenomeną. Konceptualiosios metaforos sudaro subloginę koncepto dalį – kasdienį pasaulio vaizdą, atspindintį kalbėtojų sąmonėje esantį koncepto turinį.

Pasirinktas **gretinamasis tyrimas**, nes koncepto kalbinės raiškos lyginimas dviejose kalbose leidžia geriau pažinti kiekvienos kalbos

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leksinės semantikos sistemas, parodyti bendruosius ir specifinius kiekvienos kalbos bruožus (Gudavičius 2007, 12).

Skirtingai nei etnokultūriniai konceptai, atskleidžiami tautosakoje, krizės konceptas atsispindi leksinėse krizės nominacijose ir šiuolaikinio ekonomikos diskurso metaforiniuose pasakymuose. Viešasis diskursas ne tik informuoja, bet ir formuoja visuomenės nuomonę, daro įtaką kalbos pasaulėvaizdžiui, todėl metaforiniuose pasakymuose užfiksuota ne tik savita kultūrinė patirtis ir globali ekonomikos samprata, bet ir komunikacinės diskurso dalyvių intencijos. Šios aplinkybės suponuoja **tyrimo problemą** – krizės koncepto turinys pasižymi ne tik leksine ir metaforine, bet ir komunikacine specifika, todėl būtina nustatyti ir palyginti, kaip šių trijų kalbos pasaulėvaizdžio sričių sąveika formuoja konceptą abiejose kalbose.

Tyrimo tikslas – atskleisti ir palyginti krizės konceptualizavimo ypatumus lietuvių ir vokiečių kalbų viešajame diskurse. Užsibrėžtam tikslui pasiekti formuluojami šie **tyrimo uždaviniai**:

1) apibrėžti teorines tyrimo nuostatas ir metodiką, atsižvelgiant į naujausias kognityvinės lingvistikos raidos tendencijas;
2) ištirti ir palyginti krizės koncepto leksines nominacijas lietuvių ir vokiečių kalbose;
3) ištirti ir palyginti metaforinius pasakymus, struktūruojančius krizės konceptą;
4) rekonstruoti ir palyginti konceptualiąsias krizės metaforas tiriamose kalbose;
5) įvertinti konceptualiąsias krizės metaforas komunikaciniu aspektu.

Pagrindinis **tyrimo metodas** yra konceptualiųjų metaforų analizė remiantis šiuolaikine metaforos teorija (angl. *The Contemporary Theory of Metaphor*; Lakoff 1993). Tai labiausiai paplitęs konceptualiųjų metaforų teorijos (toliau – KMT) variantas. Metodas dera su kognityvine tyrimo koncepcija, kurioje metafora suprantama ne kaip kalbos reiškinys, bet kaip mąstymo strategija, ištakos ir tikslo sričių sąveika. Darbas taip pat remiasi **etnolingvistikos** principais, nes konceptualiosios metaforos siejamos ne tik su individo, bet ir visos tautos kultūrine patirtimi. Stengiamasi atskleisti ne tik kalbos ir mąstymo, bet kalbos ir kultūros, kalbos ir tautos santykį. Pasirinktas tyrimo metodas išsprendžia *tertium comparationis* problemą, leidžia išvengti etnocentrizmo

(Dirven, Verspoor 2004, 143), nes gretinamos konceptualiosios metaforos formuluojamos naudojant universalius konceptus.

Darbe tiriamas viešasis diskursas, kuriame išryškėja **retorinė, komunikacinė konceptualiosios metaforos funkcija**. Pasak A. Gudavičiaus, „būtent komunikacinis metaforos aspektas yra esmingiausias viešajame diskurse, kuriame pagrindinis dalykas yra subjektyvios nuomonės išsakymas ir poveikis į adresato mentalines struktūras, kad pastarasis į kalbamąjį dalyką pažvelgtų iš kitos perspektyvos, perspektyvos, kurią implikuoja metaforos ištakos sritis" (2014, 25). Siekiant atskleisti, kokiomis kalbinės raiškos priemonėmis kuriama komunikacinė konceptualiųjų krizės metaforų vertė, tradicinės KMT nuostatos derinamos su inovatyvia trijų metaforos funkcijų koncepcija (angl. *Three-Dimensional Model of Metaphor*; Steen 2008, 2011, 2013). Pastarasis metodas padeda pažvelgti į konceptualiąsias krizės metaforas ne tik mąstymo ir kalbos lygmenyse, bet ir diskurse bei atskleidžia kalbinių ir komunikacinių krizės metaforų priešpriešą.

Klasikinis **empirinės tyrimo medžiagos kaupimas** derintas su paieška tekstyne. Leksinės koncepto nominacijos surinktos iš abiejų kalbų žodynų, spausdintų publicistinių tekstų ir interneto naujienų portalų. Metaforiniai pasakymai paimti iš spausdintų publicistinių tekstų, interneto naujienų portalų ir abiejų kalbų tekstynų – Dabartinės lietuvių kalbos tekstyno ir Manheimo vokiečių kalbos instituto tekstyno. Paieška interneto naujienų portaluose ir abiejų kalbų tekstynuose atlikta integruojant dalį MPA (angl. *metaphorical pattern analysis*) metodo principų (Stefanowitsch 2006) – visų pirma ieškoma metaforinių pasakymų su tikslo srities leksiniais vienetais (leksinėmis koncepto nominacijomis), nustačius ištakos sritis, paieška tikslinama su ištakos srities leksiniais vienetais.

Kognityvinės krypties tyrimų apžvalga rodo, kad tekstynai yra sparčiai populiarėjantis duomenų šaltinis, tekstynai svarbūs analizei, nes teikia objektyvių empirinių duomenų apie intuityviai ar dirbant su tekstynais aptiktus kalbos vienetų semantinius ypatumus ir dėsningumus (Marcinkevičienė 2000, 49). Publicistiniai tekstai tyrimui reikšmingiausi, nes atspindi dabartinės kalbos tendencijas (Lüger 1995, 22), be to, visuotinai pripažįstama, kad žiniasklaida formuoja visuomenės nuomonę apie tam tikrus diskurso konceptus.

Tyrimo naujumas. Krizės konceptas lietuvių kalbotyroje neaprašytas ir negretintas su kitomis kalbomis, todėl darbas papildys gre

tinamosios semantikos tyrimus naujais duomenimis apie vieną svarbiausių šiuolaikinio diskurso konceptų. Darbo naujumą sudaro ir tai, kad tyrime derinamos skirtingų lingvistikos tradicijų koncepto tyrimo nuostatos, įprastas KMT instrumentarijus papildomas naujesne komunikacinės metaforos koncepcija.

Praktinė tyrimo vertė. Disertacija gretinamojo pobūdžio, todėl eksplikuoti kalbinės raiškos dėsningumai gali būti panaudoti ekonomikos ir politikos tekstų vertimo praktikoje. Darbas tikslingai pritaikytas leksikografijoje – empirinė medžiaga ir tyrimo rezultatai panaudoti Šiaulių universiteto tyrėjų grupės parengtame pirmajame Lietuvos viešojo diskurso konceptualiųjų metaforų žodyne (2014). Krizės fenomeną tiria ne tik kalbotyros, bet ir ekonomikos, sociologijos, filosofijos, psichologijos ir kitos disciplinos, todėl tyrimo medžiaga ir rezultatai aktualūs tarpdisciplininiams tyrimams.

Ginamieji disertacijos teiginiai:
1. Krizės konceptą lietuvių ir vokiečių kalbų viešajame diskurse verbalizuoja identiškos konceptualiosios metaforos, apimančios visą žmogaus juslėmis suvokiamo pasaulio klasifikacijos spektrą, tačiau metaforiniuose pasakymuose atsispindi ir skirtingi ištakos srities konceptų požymiai.
2. Krizės koncepto požymių minimumas, atspindimas leksinių nominacijų reikšmėse, apibendrina metaforiniuose pasakymuose fiksuotus krizės vaizdinius.
3. Viešajame diskurse rekonstruojamos konceptualiosios krizės metaforos patvirtina trijų metaforos funkcijų – kognityvinės, kalbinės ir komunikacinės – sąveiką.

Tyrimą sudaro įvadas, dvi dalys, išvados ir bibliografija. Įvade apibūdinamas temos aktualumas kognityvinių tyrimų kontekste, įvardijamas tyrimo objektas, formuluojama mokslinė problema, numatomi darbo tikslai ir uždaviniai, tyrimo metodai, pagrindžiamas tyrimo naujumas, rezultatų teorinis ir praktinis pritaikomumas, aprašoma darbo struktūra, darbo aprobavimas mokslinėse konferencijose, paskelbtos publikacijos.

Pirmojoje darbo dalyje apžvelgiamos įvade suformuluotos problemos sprendimo galimybės. Daugiausia dėmesio skiriama koncepto sampratai aptarti, pagrindžiamas koncepto metaforinės raiškos tyrimo metodas. Koncepto samprata kalbotyros diskurse nėra vieninga, skirtumai ypač išryškėja gretinant anglosaksiškąją ir slaviškąją ko-

gnityvinės lingvistikos tyrimų tradicijas bei etnolingvistikos pozici-
ją. Disertacijoje laikoma, kad konceptas yra individualus ir tuo pačiu
kolektyvinis sąmonės fenomenas, pasižymintis tautine specifika, tam
tikra struktūra, turiniu ir kalbine raiška, kurioje atsispindi kalbančiųjų
objektyvi ir subjektyvi patirtis bei komunikacinės intencijos. Koncep-
to turinys yra nevienalytis, jį sudaro kognityviniai požymiai, apibūdi-
nantys konceptualizuojamo daikto ar reiškinio savybes.

Antrojoje dalyje aprašomos ir lyginamos leksinės koncepto no-
minacijos ir konceptualiosios krizės metaforos pagal ištakos sritis,
analizuojama komunikacinė konceptualiųjų metaforų vertė. Siekiant
visapusiškai atskleisti krizės koncepto turinį, t. y. aprašyti leksines
koncepto nominacijas bei metaforinę raišką, analizuojami abiejų kal-
bų leksikografiniai šaltiniai, gauti duomenys verifikuojami tiriant vie-
šojo diskurso turinį.

Krizės konceptą abiejų kalbų diskurse reprezentuoja ištakos sri-
tys NEGYVASIS PASAULIS, AUGALAI, GYVŪNAI, ŽMONĖS ir
ANTGAMTINIS PASAULIS, kurios atspindi žmogaus juslėmis su-
vokiamo pasaulio klasifikaciją.

Ištakos srityje NEGYVASIS PASAULIS ekonominę krizę lie-
tuvių ir vokiečių kalbose verbalizuoja ištakos konceptai VANDUO,
METEOROLOGINIS REIŠKINYS, UGNIS, ŽEMĖS DREBĖJI-
MAS, TAMSA, GARSAS, ERDVĖ, DAIKTAS, PASTATAS, ME-
CHANIZMAS, TRANSPORTO PRIEMONĖ. Konceptualiosios me-
taforos atspindi krizei būdingą netikėtumą, kraštutinumą, pokyčius ir
laikinumą: krizė abiejose kalbose dažnai ištinka netikėtai kaip stichinė
nelaimė, krizė gali būti ugnimi ir vandeniu, šalčiu ir karščiu, šešėliu,
tamsiu ir pačiu ryškiausiu objektu, kryptimi žemyn ir aukštyn. Nors
krizės leksinių nominacijų turinys rodo, kad krizė yra traktuojama
kaip sąstingio būsena, konceptualiųjų metaforų analizės požymiai at-
skleidžia priešingą krizės charakteristiką – dinamiškumą. Per gamtos
reiškinių prizmę suvokiama krizė reiškiama universaliomis koncep-
tualiosiomis metaforomis, tačiau lietuvių ir vokiečių kalbų metafori-
niuose pasakymuose užfiksuoti krizės aktantų veiksmai skiriasi.

Ištakos sritis AUGALAI kiekybiniu ir kokybiniu požiūriu labiau
plėtojama vokiečių kalbos diskurse, atskleidžiamas krizės gyvavimo
ciklas. Krizei atsirasti reikalinga tinkama dirva (ekonominė aplinka),
krizės sėklos ar grūdas yra krizės pradas, ją sąlygojantys veiksniai,
išdygusi krizė leidžia šaknis ir veda netikusius vaisius (pasekmes),

besiplėtodamos krizės šaknys ardo augaliją (finansinius išteklius) ir gali mutuoti į dar negatyvesnius darinius (kitų rūšių krizes), komplikuodamos ir taip sunkią ekonomikos padėtį.

Ištakos sritį GYVŪNAI abiejose kalbose vienija parazito ir pavojingo žvėries požymiai. Abi kalbinės kultūrinės bendruomenės mato kiek skirtingą padarą. Lietuviškajame diskurse pabrėžiamas gyvūno stambumas, demonstruojantis krizės galią, o vokiečių kalbos diskurse svarbus graužiančio parazito vaizdinys. Vokiško žvėries įvairesnis racionas reiškia didesnį pavojų ekonomikos ištekliams.

Ištakos sritį ŽMONĖS abiejų kalbų pasaulėvaizdyje iliustruoja ištakos konceptai ORGANIZMAS ir VISUOMENINĖ BŪTYBĖ. Pirmasis iškelia anatomines ir fiziologines krizės ypatybes, sudarydamas įspūdį, kad krizė yra organizmas, taip pat verbalizuoja krizę kaip diagnozuojamą ir gydomą ligą. Antrasis ištakos konceptas išryškina krizę kaip asmenį, intelektualią būtybę bei su ja siejamus meno, mokslo, karo bei laisvalaikio veiklos požymius. Krizė verbalizuojama gyvybinių procesų ir asmeniui būdingų bruožų bei veiksmų pavadinimais, tačiau nuoseklus ir logiškas krizės kaip organizmo ir asmens vaizdinys nekuriamas. Krizei priskiriamos intelektinės savybės užgožiamos agresijos požymiais. Pastarieji padeda kurti išplėtotą kovos (karo) su krize scenarijų (pajėgos, kovos veiksmai, karo strategija, ginklai ir kariniai įtvirtinimai, kovos baigtis). Konceptualiąją priešo metaforą struktūruoja karinės strategijos, karinių pajėgų, karo veiksmų, ginklų, gynybinių įtvirtinimų bei karo baigties vaizdiniai. Šis perkeliamųjų požymių koncentratas ne tik pavadina abstraktų konceptą, bet ir suteikia jam struktūrą, kuri leidžia viešojo diskurso dalyviams diskutuoti apie krizės vystymosi eigą, krizės priežastis, pasekmes, priemones prieš krizę bei aktantus, kurie patiria krizės žalą.

Ištakos sritis ANTGAMTINIAI REIŠKINIAI aktualizuojama sutapatinant ištakos ir tikslo konceptus bei pasitelkiant precedentinius tekstus. Krizę verbalizuojančius antgamtinius reiškinius abiejų kalbų diskurse galima suskirstyti į dieviškuosius ir demoniškuosius. Metaforiniuose pasakymuose išryškėjusi gėrio ir blogio dichotomija koreliuoja su krizei būdingu kraštutinumu. Krizė yra absoliutus blogis (šmėkla, *velnias, demonas*, *pragaras*) ir tuo pačiu galimybė apsivalyti nuo nuodėmės, Dievo siųsta dovana.

Paskutiniame antrosios dalies skyriuje aptariamas **komunikacinis krizės metaforų aspektas**. Tradicinėje G. Lakoffo teorijoje kon-

ceptualioji metafora yra įrėminta mąstymo ir kalbos lygmenyse, tačiau viešajame diskurse išryškėja trečioji – komunikacinė konceptualiosios metaforos funkcija (Steen 2008, 231). Pastaroji apibrėžiama kaip perspektyvos keitimas – tikslinė metafora verčia adresatą pažvelgti į tam tikrą objektą ar reiškinį iš adresanto pageidaujamos ištakos srities pozicijų. Viešasis diskursas yra komunikacijos reiškinys, jis formuoja visuomenės nuomonę apie krizę komunikacinėmis metaforomis.

Komunikacinę konceptualiųjų krizės metaforų vertę abiejų kalbų viešajame diskurse kuria konvencionalizuotų metaforinių pasakymų modifikavimas, tiesioginis ištakos ir tikslo konceptų sugretinimas, specialiai sukonstruotas tekstas, skirtingų ištakos sričių požymių derinimas, metakalbiniai komentarai ir metaforiškai pavartotų žodžių išskyrimas kabutėmis.

Abiejų kalbų diskurse dažniausiai taikomas konvencionalizuotų metaforinių pasakymų modifikavimas „reetimologizuoja" ištakos konceptą (sritį), ironizuoja neigiamus krizės bruožus. Tiesioginis ištakos ir tikslo konceptų sugretinimas leidžia adresantui ignoruoti tam tikrus ištakos koncepto požymius. Pastebima paralelė tarp tiesioginio ištakos ir tikslo konceptų sugretinimo ir metaforinių pasakymų atliekamos pabrėžimo ir paslėpimo funkcijos. Krizės konceptui suteikiamos ne visos savybės, o tik tos, kurios turi pabrėžti tam tikrą aspektą, likusios, tikėtina, komunikaciniais sumetimais specialiai neimplikuojamos. Pavyzdžiui, žvėries, gamtos stichijos, sprogmens metaforos pabrėžia krizės jėgą, agresyvumą, netikėtumą, asmens metaforos išryškina intelektines krizės savybes, karo ir mechanizmo ar mašinos metaforos iškelia krizės kontroliavimo aspektą, vaizdinės-scheminės metaforos fokusuoja neigiamą vertinamąjį elementą, sąlygotą jutiminės patirties, pavyzdžiui, opozicija žemai-aukštai suvokiama kaip *blogai-gerai*.

Krizė yra svarbiausias tirto laikotarpio Lietuvos ir vokiškai kalbančių šalių ekonomikos diskurso konceptas, rekonstruojamas ne tik kalbos leksinėje sistemoje, konceptualiosiose metaforose, bet ir diskurse, t. y. komunikacijoje. Šių sričių sąveika atskleidžia, kad metaforos jėga yra trilypė. Konceptualiajame (mąstymo) lygmenyje metaforos mechanizmas padeda suvokti juslėmis neapčiuopiamą krizę per konkrečių konceptų patirtį. Kalbiniame lygmenyje įprastas metaforos vartojimas leidžia įvardinti krizės požymius, nes tiesioginių (nemetaforinių) jų nominacijų nėra daug. Viešajame diskurse komunikacinės krizės metaforos yra retorinės, persvazinės jėgos įrankis, paveikiantis adresatą.

Nedas Jurgaitis

KRIZĖS KONCEPTAS LIETUVIŲ IR VOKIEČIŲ KALBOSE

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