



Martin STEFANOV (Sofia)

THE CONCEPTUALIZATION OF INTELLECTUAL CAPACITIES AND EMOTIONS IN ANIMALISTIC COMPARISONS IN SOUTH SLAVIC LANGUAGES

Abstract: The article aims to shed light on the ways of conceptualization of two very important psychological characteristics – intellectual capacities and emotions. In this regard, animalistic comparative structures – both colloquial, image-based comparative structures (IBCSs) and fixed, reproducible comparative idioms (CIs) – in the Bulgarian, Serbian, Croatian, and Slovene languages are analyzed. The methodological framework of the study is based on cognitive metaphor theory and linguocultural analysis. From the standpoint of cognitive linguistics, (almost) the same models for conceptualization of intellectual capacities are employed in all South Slavic languages. Within them, *stupidity* is conveyed through the stereotypical perception of animals, while the representation of *intellect* is based on their actual behavioral traits and religiously inherited images. The conceptualization of emotions, on the other hand, is more frequently based on the behavior of animals (‘cheerfulness,’ ‘rage, fury,’ ‘calmness’). Only *sadness* is linked with visual or physical states (such as wounds in Bulgarian). From the standpoint of linguoculturology, relatively the same set of animals are used as images in both spheres of the target domain *intellectual capacities*, as well as in the target domain *emotions*, but there are slight differences which reflect the cultural importance of one or another animal within all four languages and, therefore, cultures.

Keywords: comparison; intellectual capacities; emotions; conceptualization; South Slavic languages

Assist. Prof. PhD Martin Stefanov
Sofia University “St. Kliment Ohridski”
Sofia, Bulgaria
e-mail: martin.stefanov17@gmail.com