

A Blending Analysis of Metaphors and Metonymies Used to Depict the Deal of the Century by Jordanian Cartoonists

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Abstract : This study analyses 30 cartoons depicting THE DEAL OF THE CENTURY as envisaged by two Jordanian cartoonists, namely, EmadHajjaj and Osama Hajjaj. Conceptual Blending Theory (CBT) and Multimodal Metaphor Theory (MMT) are adopted as a theoretical framework to interpret the metaphors and metonymies used in the target cartoons. The results reveal that the target domain THE DEAL OF THE CENTURY was conceptualized mainly through layered metaphors that have metonymic basis and event metaphors/allegories. Specifically, 6 groups were identified: OBJECT or a situation involving OBJECTS, situations involving HUMANS\HYBRIDS of HUMANS and OBJECTS, an ANIMAL OR situation involving an ANIMAL, hybrids of WEAPONS and humans, and event metaphors used to build a story/allegory. The target domain was also depicted via event metaphors used to build a story; some of which are embedded in the Jordanian culture, while others could be perceivable cross-culturally. The results also demonstrate that the most widely used configurations to construe the metaphors was the pictorial source-verbal target in line with Lan and Zuo (2016); the motivation was probably the greater conceptual density and concreteness of visual representation since the target is better captured verbally because of its abstractness. The use of cross-modal mappings of this type was attributed to the abstractness of the target domain, THE DEAL OF THE CENTURY, which makes it more construable via verbal cues rather than visual ones. In contrast, the source domains used were mainly concrete and thus perceivable pictorially rather than verbally.

Keywords : semiotics, cognitive semantics, metaphor, culture, blending, cartoon

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