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Metaforičke konceptualizacije POBEDE i PORAZA u savremenom srpskom jeziku

Ovaj rad ispituje metaforičke konceptualizacije POBEDE i PORAZA u savremenom srpskom jeziku i za cilj ima njihovu analizu i klasifikaciju u odnosu na izvorne domene i aspekte ciljnog domena koji su naglašeni metaforom. Podlogu ovom istraživanju predstavlja kognitivnolingvistička teorija pojmovnih metafora, a građu čini 400 primera u kojima se uočavaju pojmovne metafore POBEDE i PORAZA, preuzetih sa Elektronskog korpusa savremenog srpskog jezika. Utvrđeno je da se POBEDA najčešće konceptualizuje iz ugla POBEDNIKA, i to kao pozitivno iskustvo (npr. POBEDA JE OSOBA KOJA NEKOME POMAŽE). U analiziranoj građi javila se i nekolicina primera u kojima je u prvi plan stavljen negativan aspekt doživljaja tuđe POBEDE, obično iz ugla PORAŽENOG (npr. konceptualizacija NEZASLUŽENA POBEDA JE UKRADENI PREDMET). Za razliku od POBEDE, PORAZ se daleko češće konceptualizuje iz ugla PORAŽENOG, dakle, kao negativno iskustvo, i to najučestalije kao PREPREKA i PREDMET STIDA. U malom broju primera javila se i pozitivna konceptualizacija PORAZA, npr. TUDI PORAZ JE HRANA PRIJATNOG UKUSA. U istraživanju je takođe ukazano na moguće kognitivne osnove ovakvih konceptualizacija.

Metaphorical Conceptualization of VICTORY and DEFEAT in Contemporary Serbian Language

Metaphorical conceptualization is defined in cognitive linguistics as the process of meaning construction in which language contributes through the use of conceptual metaphors, forms of conceptual projection that reveal correspondences between distinct conceptual domains. The purpose of these correspondences is to provide the structure from the source domain by projecting it onto the target domain. The target domain is represented as an abstract notion while

the source domain stands for a notion that can be and is sensorially experienced. The notions of VICTORY and DEFEAT are commonly used abstract domains in modern society, since they are associated with a variety of fields, which leads to the question of how VICTORY and DEFEAT are metaphorically conceptualized in a particular language.

This research investigated the metaphorical conceptualizations of these notions in contemporary Serbian language. The aim of the research was to analyze different kinds of metaphorical conceptualization of VICTORY and DEFEAT, as well as to classify them by their source and metaphorically emphasized aspect of the target domain. Also, the aim was to see if their antonymic relation has any influence on their conceptualization. The research material consists of 400 equally divided metaphorical examples of VICTORY and DEFEAT, which were found in the Electronic Corpus of Contemporary Serbian Language, provided by the Mathematical Faculty of the University of Belgrade. The research has confirmed that VICTORY is most commonly conceptualized as a positive experience since it represents SUCCESS, as in its definition in the Dictionary of Serbian language. Furthermore, material analysis has shown that the most common source domain in the metaphorical conceptualization of VICTORY is VALUABLE OBJECT, closely followed by HELPFUL PERSON, WANTED DESTINATION and HEIGHT. There were also a few examples in which VICTORY is conceptualized as a negative experience. Those examples illustrate the conceptualization of someone else's VICTORY, usu-

Luka Radičević (1998), Niš, Marina Držića 11, učenik 2. razreda Gimnazije „Svetozar Marković” u Nišu

Aleksandar Zlatojević (1996), Paraćin, Buljane (Popovac), učenik 4. razreda Gimnazije u Paraćinu

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ally from the DEFEATED's point of view. On the other hand, DEFEAT is mostly conceptualized from the DEFEATED's point of view, as a negative experience. The most frequent source domains in these conceptualizations are: OBSTACLE, OPPOSITION, UNWANTED DESTINATION and OBJECT OF SHAME. There are a few different metaphors, in which DEFEAT is conceptualized as a positive experience – something that provides motivation and helps the defeated improve faster. When it comes to contrastive analysis of the conceptualization of VICTORY and DEFEAT, this research has proven that the antonymic relation of these two abstract notions (one is a positive realization of the COMPETITION OUTCOME metaphor and the other is its negative realization) has a significant impact on their conceptualization in contemporary Serbian. The most commonly found source domains to back this up are: FOOD, DESTRUCTIVE FORCES, CURE and DISEASE, etc.

Overall, this research has revealed what the cognitive motives of metaphorically expressing VICTORY and DEFEAT in contemporary Serbian language are and it has shown which lexical elements are most commonly used to do so.