

BINARY NOMINAL STRUCTURES WITH A METAPHORICAL HEAD IN THE LINGUODIDACTIC DISCOURSE

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The paper focuses on metaphors that are functioning in the linguodidactic discourse. The German and Russian language corpus of binary nominal structures with a metaphorical head will be identified. Metaphors of artefact, nature, sport, game, textile, human's professional premises, military, locative source domain have been established. The dominant and peripheral semantic groups are described, structural vectors of metaphorization are highlighted. The proposed systematization of metaphors will expand the methodological arsenal of a foreign language teacher.

Keywords: metaphor; semantic; nominal structures; binary; German; Russian; linguodidactic.

The paper addresses the research of metaphorization process in the linguodidactic discourse based on the material of the Russian and German languages. The relevance of this paper is determined by the potential of the proposed metaphorical systematization to expand the methodological arsenal of a foreign language teacher.

The pedagogical dictionary interprets the metaphor as «transferring the properties of one object to another on the basis of a feature common to the concepts being compared» [1, c. 43]. Metaphor creates a new meaning, linking two heterogeneous conceptual areas together, also called predicative relation *Dies-ist-Das-Beziehung* 'one-is-the-other' [2, c. 7–8]. As the basis for using the source domains to designate the elements of the target domains are semantic components (integral semas).

The research is aimed at studying metaphorical structures in the form of compounds and binary with genitive attributes. Base material for the study was taken from the German language textbooks with the involvement of an educational online segment.

The results of the analysis show that compounds, each consisting of two noun simplizia (N+N) dominate in the German language, while binary genitive metaphors such as «noun + noun» (N₁ + N₂), where the substantive N₁ is the source area and stands in the nominative case, and the substantive N₂ is the target area in the genitive case prevail in the Russian language. In both languages the process of metaphorization develop according to centrifugal (direct) models, in which «the action of semantic derivation is directed beyond the boundaries of the original semantic sphere» [3, p. 26].

Let's take this as an example of a nominal structure with a mental component *Ideen/идея* – idea, in which a semantic «center» (head) carries a metaphorical status. The choice is due to the fact that nominal structures have great productivity. From a perspective of linguodidactic the stage of generating and systematizing ideas plays an important role in the development of communicative competence. The corpus selected for this paper provides a classification of 52 metaphor-based nouns (table 1):

Table 1 – The specific weight of the thematic group of the source domain

№	Names of the thematic group of the source domain	Quantity	%
1.	Storage: <i>box, wallet, basket, container, barrel, piggy bank, bank, safe deposit</i>	8	15,38%
2.	Natural world: <i>sun, star, flower, tree, forest, harvest, vortex, cascade</i>	8	15,38%
3.	Trading platforms, purchases: <i>shopping, market, auction, stock exchange</i>	4	7,69%
4.	Professional premises: <i>workshop, blacksmith shop, office, tower building</i>	4	7,69%
5.	Sports competitions: <i>sprint, relay race, marathon, tennis</i>	4	7,69%

6.	Gaming, entertainment facilities: <i>spinning top, carousel, mosaic, puzzle</i>	4	7,69%
7.	Mechanisms, their parts: <i>catapult, filter, ball bearing</i>	3	5,77%
8.	Vehicles, their parts, infrastructure: <i>train, motor, parking</i>	3	5,77%
9.	Military actions, attributes of victory: <i>assault, battle, parade</i>	3	5,77%
10.	Textiles: <i>winding, network, carpet</i>	3	5,77%
11.	Jewelry and accessories: <i>fan, chain</i>	2	3,85%
12.	Art: <i>gallery, casting</i>	2	3,85%
13.	Location: <i>map, expedition</i>	2	3,85%
14.	Gastronomy: <i>salad</i>	1	1,92%
15.	Person: <i>collector</i>	1	1,92%
Total		52	100%

As set forth in the table, the leading position is occupied by secondary names of different **storages** (fig. 1). The functional purpose is being metaphorized, exactly to «accommodate» ideas (an asterisk marks the occasionalisms). Typical «repositories» for ideas are *Ideenkiste* 'Methodensammlung'/*ящик идей* 'таблица морфологического анализа' – ideas box 'morphological analysis table', *Ideenbox* 'Ideensammlung' – ideas collection, *Ideentonne** – ideas barrel, *Ideen-Container** – ideas container, *корзина идей* – ideas basket. The next group of storages is aimed along with the quantitative sema 'large number' at updating of sema 'value': *Ideenbörse* 'Ideenplattform für Lehrerinnen' – ideas wallet 'an idea platform for teachers', *копилка идей* – a piggy bank of ideas, *Ideenbank/банк идей* – ideas bank, *Ideentresor** – ideas safe deposit. Semantically related to the previous group is the secondary name of a person, who collects: *Herr Ideensammler* – collectors of ideas.



Fig. 1 – Visualization of storages source domain [4]

Polysemantes with **floronymic, meteorological, water landscape** components make an important contribution to the metaphors of lingodidactic (pic. 2). In most cases the metaphorical images are based on visual perception. For example, *Ideensonne*, *Ideenblume* and *Ideensterne* 'die Vorform des Clusters, Ideen sammeln, neue Ideen generieren' – ideas sun/ideas flower/ ideas star 'the preform of the cluster, collecting ideas, generating new ideas', *Ideenbaum* 'ein Platz, wo man Gedanken, Kommentare und Ideen teilen kann, grafische Darstellung des Inhalts' – idea tree 'a place where you can share the thoughts, comments and ideas, also graphical representation of the content'. The primary meaning of the noun cascade 'stepwise' served as a donor for the metaphorical image *Ideenkaskade* 'Ideen werden aufeinander aufgebaut' – cascade of ideas 'ideas are built on each other'. In the metaphors *Ideenwirbel/круги идей* 'möglichst viele kreative Ideen herauslocken' – ideas vortex 'as many creative ideas as possible', *Ideenernte/урожай идей* – a harvest of ideas, *Ideenwald** – forest of ideas, the integral sema 'generating ideas' is enhanced by the quantitative feature 'plenty, abundance'.



Fig. 2 – Visualization of nature source domain [4]

The next set of metaphors represents a wide range of reference images, where the center of attraction is a person. The metaphorical projection is aimed at names related to his professional activity and the artifacts he created (household items, buildings, urban infrastructure etc.).

The focus is on refraction of metaphors of the professional sphere related **to trade** (fig. 3): *Ideenschopping* ‘die Mitglieder der Gruppen gehen herum und suchen nach Ideen, die sie übernehmen wollen’ – ideas shopping ‘the members of the rags are leaving today looking for ideas that they want to adopt’, *Ideenmarkt* ‘gemeinsame Ideenfindungstechnik’ – ideas market ‘common ideation technique’. The semantics of exchanging ideas, choosing the best of them, bidding, and profitable investment of intellectual capital are implemented in the secondary nominations *Ideenbüro** – ideas bureau, *биржа идей* – bourse of ideas, *аукцион идей* – ideas auction;



Fig. 3 – Visualization of trade source domain [4]

to professional premises with building and creating (fig. 4): *Ideenwerkstatt/мастерская идей* – workshop of ideas, *Ideenschmiede/кузница идей* ‘Schlussphase eines Werkstattes’ – forge of ideas ‘final phase of a workshop’, *Ideenturm* ‘die gesammelten Ideen aufeinander aufbauen, ergänzen und neben oder über andere bestehende Ideen setzen’ – ideas tower ‘building the collected ideas on top of each other, complementing and placing them next to or above other existing ideas’, *Ideengalerie/галерея идей* ‘Ideen präsentieren’ – ideas gallery ‘presenting of ideas’, *Ideencasting* ‘die populärsten Ideen wählen’ – ideas casting ‘choosing the most popular ideas’, *Ideennetz* ‘Ideen zu einem Thema sammeln und gruppieren’ – ideas grid ‘collecting and grouping ideas on a topic’, *(перекрестная) наметка идей* – (cross) ideas winding as ‘a «silent» variation of brainstorming, «express» ideas in a circle’. In a secondary metaphorical meaning *Ideen-Teppich/ковер идей* – ideas carpet does not lose its original function ‘tying, weave colorful patterns together’.



Fig. 4 – Visualization of professional premises source domain [4]

to sports and gaming activities (fig. 5): Speed sports are an active source of metaphorical motivation. They contain the idea of dynamism, rapid progress on short (*Ideensprint** ‘in kurzer Zeit viele Ideen produzieren und sammeln’ – ideas sprint ‘produce and collect many ideas in a short time’) and long (*Ideen-Marathon/марафон идей* – ideas marathon) distances. The names of pairs and group sports are also subject to metaphorization, which is expressed by the following polysemants: *Ideen-Tennis** ‘paarweise Ideen finden, an die vorherige anknüpfen’ – ideas tennis ‘finding ideas in pairs, building on the previous one’, *Ideenstafette/эстафета идей* and *Ideen-Karussell/вертушка идей*, *Ideenkreisel* ‘schnell in ein gemeinsames Mindset kommen’ – ideas relay race/carousel/spinning top ‘quickly get into a common mindset’, *Ideenmosaik/Ideen-Puzzle* ‘Ideenkombinationen und fehlende Elemente untersuchen’ – mosaic/puzzle ‘examining combinations of ideas and missing elements’;

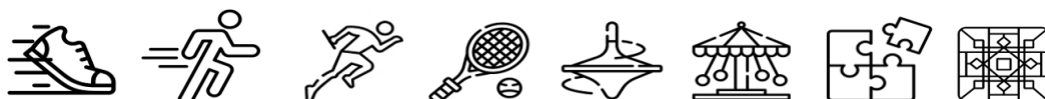


Fig. 5 – Visualization of sports and gaming source domain [4]

to travelling (fig. 6): *Ideenwanderung* ‘stille Ideensammlung und Sortierung’ – brainwalking, *Ideenkarte* ‘das grundlegende Werkzeug bei der Ideenentwicklung, Platzierung von Ideen’ – ideas carte ‘the basic tool in idea development, placement of ideas’;



Fig. 6 – Visualization of locative source domain [4]

to some military actions (fig. 7): We emphasize that the image of a battle in the linguodidactic space is devoid of a pronounced pejorative coloring: *Ideensturm/Ideen-Battle* ‘unkommentierte Ideensammlung’ – brainstorming ‘an uncommented ideas collection’, *парад идей* ‘презентация идей, выбор лучших’ – ideas parade ‘presentation of ideas, selection of the best’.



Fig. 7 – Visualization of military source domain [4]

The fig. 8 shows **artefacts** that project their primary meanings into the recipient sphere of linguodidactics and actualize the following semantics: ‘production and launching of ideas in the group’ (*Ideenschleuder* – ideas catapult), ‘selection of ideas’ (*Ideenfilter/воронка идей* – ideas filter), ‘putting forward ideas in motion, walking around’ (*Ideenzug/поезд идей* – ideas train, *Ideenmotor* – ideas motor), ‘exchange of ideas in the outer and inner circle’ (*Ideenkugellager* – ideas ball bearing), ‘spectrum of ideas, diversity’ (*Ideenfächer* – ideas fan), ‘linking and deploying ideas’ (*Ideenkette* – ideas chain), ‘saving ideas’ (*Ideenparkplatz/парковка идей* – ideas parking).



Fig. 8 – Visualization of artifacts source domain [4]

The smallest group represent a gastronomic metaphor (fig. 9): *Ideensalat* – salad of ideas, which several figurative meanings are born from the semantic feature ‘quickly mix a variety of products’ → extrapolate part of their semantics into a new recipient area (in this case, linguodidactics) in the aspect of ‘verschiedene und mehrere Ideen schnell sammeln’ – ‘quickly collect different and multiple ideas’.



Fig. 9 – Visualization of gastronomy source domain [4]

To summarize, it should be noted that metaphors are an integral part of the linguodidactic discourse and represent a wide range of reference images. The analyzed examples show both similarities and difference. Even if binary nominal metaphors are semantically equivalent, they differ in structure, what is caused by intra-linguistic reasons. We would like to point out that the research will be continued in order to identification of the most complete corpus of metaphors in the linguodidactic space and to create a lexicographic database for use in the educational process.

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