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Cognitive foundation of English emotional formulaic sequences

According to the five-stage emotional cognitive model of Zoltan Kovecses, this talk will analyse the conceptual meaning of English emotional formulaic sequence (EEFS), which are stored or retrieved whole from memory, processed in the mind by language users and has been regarded as a controversial poly-word term in the field of linguistics.

According to Zoltan Kovecses (1990), all emotional formulaic sequences could be understood from a cognitive angle. The cognition metaphor theory could provide the basic cognitive foundation for emotional formulaic sequences for which the container metaphor is the prototype of cognitive metaphor.

This cognitive model could better reflect the subtle chronological change of emotion: cause of emotion, appearance of emotion, control of emotion, out of control emotion, and actions. This model could help us find the general characteristics of cognitive structure of emotion formulaic sequences and allow us to draw an image-schema of them; a container schema. The general characteristics of EEFS are reason, being, control, out of control and actions; a single EEFS will have only one of these characteristics and a composite EEFS will have multiple.

English emotional formulaic sequence is an abstract concept and the cognitive structure consists of image-schema, general characteristics and specific characteristics. It could be expressed as {conceptual meaning of EEFS}= these three aspects. The specific characteristics of EEFS mainly come from visible and touchable objects in real life, such as light and fire, heat and coldness, body actions or experience and anything that could cause emotion.

The metaphor categorization of EEFS includes metonymy, metaphor and metonymy together with metaphor. When the three types of metaphor are combined with dead metaphor, they form seven specific EEFS metaphor categories: dead-metaphor, dead-metaphor and metonymy, dead-metaphor and metaphor, metonymy, metaphor, and metonymy-metaphor.