

## COGNITIVE DOMAINS OF HIV/AIDS IN LITHUANIAN, ENGLISH AND RUSSIAN LANGUAGES

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The purpose of the current research is to look at how HIV/AIDS is conceptualized via metaphor across cultures, and to investigate whether the source domains, structuring the conceptual metaphor of HIV/AIDS, are universal or culture-specific. The material of the present study consists of samples of press-releases from the websites of UNAIDS, LAIDS and RAIDS. The analysis is based on the theoretical and practical framework of the following cognitive linguists and philosophers: Turner (2001), Fauconnier (2002), Johnson (1987), Kövecses (2002), Lakoff (2002 and 2003). The method chosen to analyze cognitive domains of HIV/AIDS is that of hypothetical deduction combined with content-analysis and cross-linguistic comparison. The findings reveal that conceptual metaphors of WAR, MOTION, NATURE, BUSINESS, COMMUNICATION, QUANTITY & SIZE are the most pervasive in Lithuanian as well as in English and Russian. The research findings suggest that HIV/AIDS is mostly perceived universally through the basic physical experience.

### 1. Introduction

The notion of metaphor has undergone a number of several stages in its development, and consequently it has satisfied certain formal requirements. First, the notion of metaphor has been essentially contested and debated by various linguists and philosophers. Second, metaphor is a highly specifiable and definable concept. Third, it permeates the entire range of linguistic activity and has a rich intellectual history. Finally, it has achieved unprecedented importance in modern thought, moving from a place on the ornamental fringes of rhetoric and poetry to a central position in human understanding.

The two linguistic approaches, originally dating back to the times of Ancient Greece, have eventually crystallized into traditional and contemporary treatment of metaphor.

According to the traditional approach, the language is analyzed in terms of literary and figurative linguistic expressions. Thus, metaphor is considered to be a variety of figurative language. In other terms, metaphor is traditionally defined as a novel or poetic linguistic expression where one or more words are used outside the normal conventional meaning to express a similar concept. In addition, the traditional metaphor presupposes the subjective use of language with the aim of depicting the objective reality. In other words, language, according to the traditional approach, is an autonomous cognitive faculty used to depict the objective reality whereas metaphor is a conscious attempt to use language poetically or rhetorically.

Accordingly, the definition of metaphor written in the framework of the traditional approach is based on the relationship between objective and subjective reality. Everyday language is the reflection of the objective reality, whereas the poetic or rhetorical language is the mere product of human imagination and subjective interpretations of the objective reality. Metaphor is hence treated as a variety of figurative language used outside the realm of everyday conventional language.

The 20<sup>th</sup> century philosophers contested the traditional approach to the entirely emotive and subjective meaning of metaphor reflecting the knowledge status of the speaker. According to the works of Hobbes, Locke, Black Goodman, although traditionally metaphor is considered to be 'frivolous and inessential' (Black 1978, 185), contemporarily metaphor is very dangerous in terms of its capacity to contain and transmit knowledge. Moreover, Black refuses to concede that metaphor's only legitimate capacities are emotive, he argues for their 'cognitive' status (1978, 191). The theoretical framework of the cognitive science gave rise to a new branch of linguistics – cognitive linguistics. Cognitive linguistics is based on the assumptions of the following linguists, philosophers and scientists: Turner (2001), Fauconnier (2002), Johnson (1987), Kövecses (2002), Lakoff (2002 and 2003), etc. Cognitivists expanded the area of metaphor investigation by erasing the boundaries dividing language and thought, language and human experience. Metaphor is no exception in this respect.

Fauconnier with Turner as his co-author (2003, 17) argue that all learning and thinking consist of metaphorical blends based on simple bodily experiences. Johnson (1987, 84), in emphasizing the body, points out the inadequacies of the objectivist philosophy in its rigid separation of mind from body, cognition from emotion, and reason from imagination. As a result, Johnson (1987, 102) defines metaphor as 'pervasive, irreducible, imaginative structure of human understanding' that influences the nature of meaning and constrains human rational inferences'.

Kövecses (2002, 45), promoting rather the pragmatic approach to the treatment of conceptual metaphor, classifies conceptual structurings according to their conventionality, function, nature, and level of generality. On

the basis of this classification, Kövecses underlines the cross-cultural variations in metaphorical mappings. The cultural peculiarities in the use of conceptual metaphor are caused by primarily the broader cultural context and only then by the natural and physical environment.

By applying the framework of the cognitive science to politics, Lakoff (2002, 132) analyzes the unconscious world-views of liberals and conservatives, explaining why they have different perspectives on some of the issues – taxes, abortion, regulation, and social programs. The differences, Lakoff (2002, 137) argues, are not ‘mere matters of partisanship’, but arise from radically different conceptions of morality and ideal family life. Hence, he concludes that family and morality are at the heart of American politics.

Lakoff and Johnson (1999, 235) re-examine the basic concepts of mind, time, causation, morality and the self in terms of philosophical traditions, from the classical Greeks through Kantian morality and through modern analytic approach. Their main revelation lies in the fact that each mode of thought, independently of the propounded philosophical and linguistic theory, is underlined by the internal metaphorical structure.

The diversity of the practical appliances in conceptual metaphor research reveals the complexity of human categorization, and the constructiveness of the role conceptual metaphor plays in structuring both thought and its expression in language.

In this article, I aim at analyzing the cognitive domains of HIV/AIDS. Although, health and different diseases have been thoroughly analyzed in terms of metaphorical mappings, the contrastive analysis of HIV/AIDS conceptual metaphor has not received much attention of the researchers yet.

Consequently, in the article I report on the analysis of metaphorical mappings of HIV/AIDS in Lithuanian, English and Russian online press releases accessed from the websites of three organizations, viz. UNAIDS, LAIDS and RAIDS. By comparing the use of HIV/AIDS conceptual domains in three different languages that belong to the same genre of the on-line press-release, I attempted to distinguish how HIV/AIDS is conceptualized across cultures via metaphor, and whether the metaphors are culture-specific or universal.

## **2. Data, Methods and Key Terms**

The material of the present study consists of 300 samples of press-releases, i.e. 100 each from the websites of UNAIDS, LAIDS and RAIDS (100 in Lithuanian, 100 in English, and 100 in Russian – 825 000 words in total).

As the three organizations function at different levels, a different number of press releases are published weekly in each of them. On both the UNAIDS and RAIDS websites, press releases occur daily, whereas on the LAIDS website they occur once or

twice a week. Accordingly, the press releases taken from the UNAIDS and RAIDS cover almost the same period of time, which is the period of 10 months in the UNAIDS, 06.19.2004–03.09.2005, and the period of six months in the RAIDS, 11.04.2004–03.11.2005. By contrast, the press releases taken from the LAIDS, cover the period of three years, 11.04.2002–03.10.2005.

For the present investigation, the following methods were used: hypothetical deduction, content-analysis and cross-linguistic comparison.

The method of hypothetical deduction is universally applied as a general method of any scientific investigation.

The content-analysis method (Lassan – in Cibulskienė 2002, 4) was used to systematize lexical expressions, according to the grammatical and conceptual categories they belong to. This method was of primary importance in the sequence of research, as it helped to disclose and systematically organize the metaphorical mappings.

Finally, the metaphorical mappings on HIV/AIDS were compared across languages, i.e. Lithuanian, English and Russian. The mappings were analyzed in terms of the source domains structuring the conceptual metaphor of HIV/AIDS. Moreover, universal metaphor was analyzed for the categorial distinctions within one and the same domain.

In addition, the cognitive domains of HIV/AIDS were compared via quantitative and qualitative methodological perspectives. First, the metaphorical mappings of each language were analyzed in terms of their source domains and categorial distinctions. The qualitative analysis helped to distinguish between universal and culture-specific cases in the use of the conceptual metaphor. The quantitative method, on the other hand, revealed the statistical tendencies across languages.

In the present investigation, TARGET DOMAIN (A) and SOURCE DOMAIN (B, C, D, etc.) are used as the key terms. Thus the former refers to the more abstract conceptual domain that is categorized via some other less abstract and more specific conceptual domains, i.e. source domains. Accordingly, in the framework of the current research HIV/AIDS is the TARGET DOMAIN (A) metaphorically structured through SOURCE DOMAINS (B, C, D, E, etc.). Thus HIV/AIDS conceptual metaphor is subsequently represented by the following formula: HIV/AIDS IS B, C, D, E, etc.

### 3. Results

The findings of this research primarily revealed that the on-line publicistic genre of press releases was abundant in conventionalised conceptual metaphor. In other words, conceptual metaphor pervades in everyday human experience; it is deeply entrenched and subsequently regularly used in the languages.

The use of conceptual metaphor was consistent in the three languages. Moreover, the number of metaphorical mappings in Lithuanian corresponded to the number of

structurings in English, i.e. 253, whereas in Russian it was larger by almost 30 occurrences. Thus, statistically, in the framework of my research, are in conceptual metaphors abundant was in the three languages, the Russian language was the most metaphorical (see table 1).

**Table 1. The Overall Tendency of Conceptual Metaphor in Lithuanian, English and Russian**

Source domains	UNAIDS		LAIDS		RAIDS	
WAR + ENEMY	62	31%	48	24%	37	18.5%
MOTION + SPEED	37	18.5%	50	25%	28	14%
QUANTITY	25	12.5%	12	6%	4	2%
COMMUNICATION	21	10.5%	6	3%	3	1.5%
EMOTIONS	20	10%	5	2.5%	4	2%
NATURE	16	8%	23	11.5 %	7	3.5%
BUSINESS	16	8%	21	10 %	21	10.5 %
CONSTRUCTION	10	5%	7	3.5 %	6	3%
SPORTS	9	4.5%	12	6%	6	3%
HUMAN BODY	7	3%	3	0.5%	12	6%
RELATIONSHIP	6	3%	3	1.5%	12	6%
JOURNEY + OBSTACLE	6	3%	28	14%	29	14.5%
PLANT	5	2.5%	5	2.5%	10	5%
TERRITORY	2	1%	6	3%	5	2.5%

Second, the findings of the research indicate that HIV/AIDS cognitive domains applied across languages were *universal* (see table 2). The universality of HIV/AIDS conceptual metaphor actually proves one of the main claims of cognitivists: conceptual metaphor pervades everyday human physical experience, viz. bodily movement, spatial orientations, interaction with the world, which in its turn is universal. Thus HIV/AIDS was mostly conceptualized through the same source domains in the three languages.

**Table 2. Universality of HIV/AIDS Conceptual metaphor in Lithuanian, English, and Russian**

<i>UNAIDS</i> ( <a href="http://www.unaids.org">www.unaids.org</a> )	<i>LAIDS</i> ( <a href="http://www.aids.lt">www.aids.lt</a> )	<i>RAIDS</i> ( <a href="http://www.aids.ru">www.aids.ru</a> )
No of Press Releases		
100 (~250, 000 words)	100 (~250, 000 words)	100 (~250, 000 words)
Total No of metaphorical structurings		
253	253	285

Hence, such concepts as WAR, MOTION, COMMUNICATION, QUANTITY&SIZE, BUSINESS, NATURE, etc. were universal source domains that structure the target domain of HIV/AIDS in the three languages. This universality accounts for the fact that the aforementioned source domains make up 'the skeleton' of human existence. In other words, today's human life is impossible without war, as people constantly fight for something – their territory, position in society, etc. Also, modern life is impossible without communication and business, or natural resources, etc. Thus, the universally applied source domains actually corresponded to the most concrete experience of daily human life. As a result, HIV/AIDS, which was an untreatable disease, is conceptually structured or understood in terms of WAR, COMMUNICATION, BUSINESS, MOTION, etc.

#### 4. Discussion

##### 4.1 WAR Conceptual Metaphor

According to the present research findings, the prevailing universal conceptual metaphor was HIV/AIDS IS WAR. Moreover, it is the most conventional/common source domain structuring the target domain of HIV/AIDS.

Statistically, there were 48 WAR metaphorical structurings in Lithuanian, 62 in English, and 37 in Russian.

The universality of the WAR metaphor in HIV/AIDS conceptual structuring can be explained via human experience of physical fighting in general. The physical fighting leads people throughout the history of human life; thus, it is a complementary part of human existence.

According to the human experience in general, a war involves two opposing parties fighting against each other. These two parties, according to the Lithuanian, English and Russian data, were HIV/AIDS and the world citizenship. The concept of HIV/AIDS is personified and presented in terms of an extremely callous and powerful persona. Let us consider the following metaphorical expressions:

(1) *ŽIV ir AIDS grasina pagrindiniam žmonijos vystymosi principui, pagal kurį žmonės perduoda savo kartos patirtį kitai kartai, kai naujoji karta yra geresnė už ankstesniąją.*

(2) *As the pandemic matures and the death toll rises, the face of HIV/AIDS is becoming even younger.*

(3) СПИД это не приговор. И ненужно смиренно ждать, когда он Вас уничтожит.

Furthermore, according to the Lithuanian, English and Russian press releases, *HIV/AIDS was the most dangerous enemy the world citizenship has ever faced*. As a result, different World Organizations *are joining their forces to fight HIV/AIDS*. What is more,

the representatives of the organizations encouraged *mobilization at the highest levels, expansion and strengthening of resources*. In addition, HIV/AIDS was presented not only as a fierce and cruel enemy, but also as a terrorist that continuously kills millions of people around the world. In order to stop this widespread terror, all the world communities were encouraged to unite, e.g.:

(4) *Pasaulio sveikatos organizacija remia visų šalių pastangas suvienyti jėgas kovoje prieš AIDS.*

(5) *Critics expressed disappointment in the meagre support for combating HIV/AIDS that has killed 22 million people and left 36 million more dying by degrees, plagued with numerous infections.*

(6) *Миллиардеры Земли объединились в борьбе со СПИДОМ.*

Moreover, the image-schema of WAR conceptual metaphor conjoined the following cognitive domains:

- 1) WAR between HIV/AIDS and global COMMUNITY
- 2) HIV/AIDS IS ENEMY/TERRORIST/WEAPON of mass destruction
- 3) HIV/AIDS IS FIERCE/UNPREDICTABLE/CRUEL/DANGEROUS ENEMY
- 4) PLANS/STRATEGIES to fight HIV/AIDS
- 5) IMMEDIATE ACTION

Moreover, the WAR image-schema was closely interrelated with several domains of the BUSINESS image-schema, which will be subsequently discussed. However, it is worth noticing that the boundaries distinguishing the two conceptual domains of WAR and BUSINESS were not always clear. According to the Prototype Theory, any prototypes of the basic level category may have merging attributes. In our case, the features of strategy-drawing, planning and immediate action-taking were common to both WAR and BUSINESS cognitive domains.

Finally, the interrelationship of the WAR conceptual domain with the conceptual domain of BUSINESS suggests that these two activities refer to one and the same type of activity, which is winning over. To illustrate, in the case of WAR, winning over the enemy is important, as well as in the case of BUSINESS, where WINNING OVER business transaction partner or market competitor is not the least important. Thus the highlighted conceptual domain that comes into view is winning. Moreover, the conceptual link between these two domains implicates that both WAR and BUSINESS cognitive models refer to the institutionalized or civilized manner of dealing with a problem.

#### **4.2 MOTION Conceptual Metaphor**

The second statistically highest on the scale of universal metaphorical prevalence was the conceptual metaphor HIV/AIDS IS MOTION. In the Lithuanian set this

metaphorical structuring accounted for 48 instances, whereas in the English data it accounted for 33 instances, and 24 in the Russian data.

The conceptualization of HIV/AIDS via *МОТИОН* is not surprising as *МОТИОН* intersperses human life in all its possible spheres. By moving, people get to know the physical world around them. Moreover, the concept of *МОТИОН* presupposes *interaction* in space and time. Accordingly, HIV/AIDS is conceptualized and thus perceived as a physical substance moving in space and time, e.g.:

(7) *Nerimą kelia intraveninius narkotikus vartojantys žmonės, tarp jų sparčiai plintanti ŽIV infekcija įvairiuose Lietuvos regionuose.*

(8) *AIDS has spread further, faster and with more catastrophic long-term effects than any other disease.*

(9) Однако уровень распространения ВИЧ в России неравномерен - на данный момент около 60% всех ВИЧ-инфекций зарегистрировано всего лишь в 10 из 89 регионов страны.

In addition, the lexical representation clearly illustrates the image-schema applied in HIV/AIDS conceptualization across languages. Accordingly, the following cognitive domains complement the *МОТИОН* conceptual metaphor (see fig. 1).

HIV/AIDS <i>МОТИОН</i>	
More and more people infected	→ Pacing, walking around, jumping, etc.
High rate of infection	→ SPEED
In many countries	→ TERRITORY

Fig. 1. Image-Schema of the *МОТИОН* Conceptual Metaphor

#### 4.3 COMMUNICATION Conceptual Metaphor

Another conceptual HIV/AIDS metaphor was *COMMUNICATION*; it is also universal since it can be found in all the three languages. Statistically, the instances of this conceptual metaphor amounted to 6 occurrences in the Lithuanian data, 21 in the English data, and only 3 of them in the Russian data. Despite the fact that this particular structuring was very sparse in Lithuanian and Russian, it is worth discussing since it disclosed a different treatment and a cultural approach to HIV/AIDS. The structuring of HIV/AIDS via the concept of *COMMUNICATION* was universal as *COMMUNICATION*, as well as the previously discussed universal source domains, was essential to human daily existence. *COMMUNICATION* presupposes visual and oral interaction with the world around us. Moreover, it usually involves two or more participants of the communicative act. One of the participants aimed at conveying a message, which, in its turn, might be

or not properly accepted by another participant of the communicative act. The COMMUNICATION metaphor clearly illustrates that failure of the communicative act between the global community/Participant 1 and HIV/AIDS or Participant 2. In other words, the global community does not properly respond to HIV/AIDS, which eventually results in the complete failure of the entire communicative event.

Hence HIV/AIDS was conceptualized as a PARTICIPANT of the communicative act. Another participant was the global community. In the communicative event, the global community/ Participant 1 conveyed a message to HIV/AIDS/ Participant 2, e.g.:

(10) *Krikščioniškasis atsakas į AIDS turi būti pirmiausiai grįstas gailėstingumu ir noru padėti.*

(11) *Over the past years, we have made great progress in the global response to AIDS.*

(12) Ответ на эпидемию ВИЧ/СПИДа в сфере труда является насущно необходимым.

Accordingly, the image-schema of the COMMUNICATION conceptual metaphor conjoined the following cognitive domains (see fig. 2).

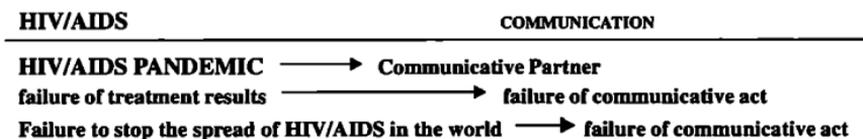


Fig. 2. Image-Schema of the COMMUNICATION Conceptual Metaphor

The frequent use of COMMUNICATION metaphor in the English data gives ground for the assumption that the British favour a more civilized way, i.e. COMMUNICATION, of dealing with and eventually solving the problem of HIV/AIDS in the world. By comparison, the limited use of the COMMUNICATION conceptual metaphor in Lithuanian and Russian indicates a different cultural stance towards HIV/AIDS. In other words, Russians as well as Lithuanians prefer less civilized ways of dealing with the problems of HIV/AIDS, such as war, struggle, etc.

#### 4.4 BUSINESS Conceptual Metaphor

The BUSINESS conceptual metaphor was also one of the frequent conceptual structurings in the Lithuanian, English and Russian press releases. This conceptual metaphor predominated in both Lithuanian and Russian press releases – 21 instances in both languages. By comparison, in English the instances of the BUSINESS metaphor amount to 16 occurrences.

Without any doubts, BUSINESS constitutes a substantial part of today's global community. Every single day people around the world are involved in various business transactions. Business transactions generally refer to any dealing that involves personal or collective gain, benefit, etc. Moreover, business transactions imply any activity resulting in operating profit.

Accordingly, HIV/AIDS was universally conceptualized as a BUSINESS transaction, which involved cooperation or partnership. Furthermore, BUSINESS partnership involves the development and construction of BUSINESS strategies based on careful planning. Strategy development, in its turn, results in effective action-taking, which might also be risky and dangerous. Finally, the realization of the strategy fulfillment into life needs financial support and certain resources, e.g.:

(13) *Tai efektyvūs prevencijos metodai, ir elgesio pokyčių strategijos, kova su infekuoju gėda ir diskriminacija, taip pat valdžios institucijų ir pilietinės visuomenės partnerystė šiame darbe prieš AIDS.*

(14) *We will work to ensure that all national action plans for HIV/AIDS contain specific components addressing the needs of children made vulnerable by HIV/AIDS and that they are sufficiently resourced.*

(15) ВИЧ-идентичность может представлять собой не только экономический, но и социальный ресурс.

HIV/AIDS is perceived as an international agenda set by the global community. In order to fulfill the agenda, risky decisions are to be made as well as effective actions are to be taken.

Hence, BUSINESS metaphor consisted of the following cognitive domains complementing each other (see fig. 3).

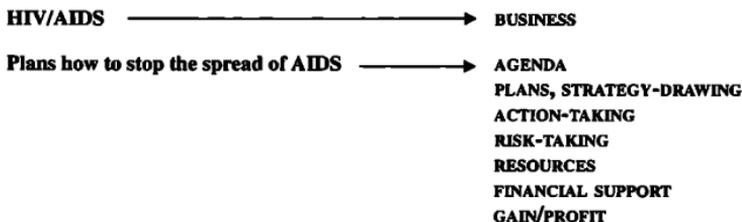


Fig. 3. Image-Schema of the BUSINESS Conceptual Metaphor

#### 4.5. NATURE Conceptual Metaphor

HIV/AIDS IS NATURE is another conceptual metaphor that is universal and frequently used across languages. The research statistics showed that this conceptual structuring predominated in Lithuanian, as it amounts to 23 such cases, whereas in English there were 16 instances of the metaphor. The fewest NATURE conceptual metaphors occurred in Russian – 7 occurrences only.

In spite of the irregular statistical tendency, the NATURE metaphor played an important role in structuring the target domain of HIV/AIDS. Moreover, the NATURE conceptual metaphor is universal for many diseases, i.e. cancer, tuberculosis, in many languages.

However, in the case of HIV/AIDS, conceptualization was slightly different. HIV/AIDS was mainly perceived as a natural disaster that can neither be predicted nor stopped. In other words, such source domains as storm, hurricane, etc. were mapped onto the target domain of HIV/AIDS. Besides, there were cases, when HIV/AIDS was perceived as fire that burns down everything on its way. Also it was perceived as ocean whose mountainous waves fall heavily and crash everything on their way. Finally, HIV/AIDS was conceptualized via wind continuously blowing in all directions, e.g.

(16) *Buvo galima pristabdyti pirmąsias ŽIV plitimo bangas tarp vyrų, lytiškai santykiujančių su vyrais, jūreivių, intraveninių narkotikų vartotojų, čigonų, kalinių.*

(17) *We know how to treat many of the symptoms. Stemming the HIV/AIDS tide requires a global effort.*

(18) *Континент опусташают многие болезни, и, прежде всего, ВИЧ/СПИД, который сеет боль и смерть в различных районах Африки.*

Besides, HIV/AIDS was perceived as species that breed in considerable numbers in the Russian press releases:

(19) *В целом, большая часть эпидемий в этом регионе по-прежнему находится на ранней стадии развития – это означает, что своевременные и эффективны меры вмешательства способны остановить и повернуть вспять эти эпидемии.*

By comparison, in the Lithuanian press releases HIV/AIDS was conceptually structured as an animal that leaves permanent traces behind:

(20) *Kasmet AIDS pėdsakai tampa vis ryškesni.*

Accordingly, the image-schema of the NATURE cognitive domain had the following constituent components (see fig. 4).

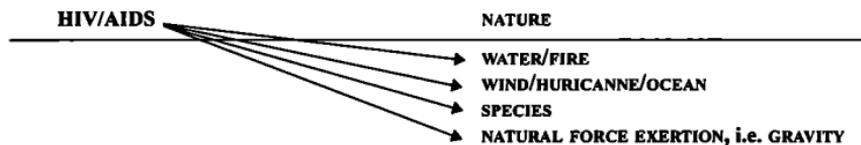


Fig. 4. The Image-Schema of the NATURE Conceptual Metaphor

#### 4.6 QUANTITY & SIZE Conceptual Metaphor

Another universal conceptual structuring is HIV/AIDS IS QUANTITY. The statistical tendency across languages revealed that this conceptual metaphor prevailed in English (25 instances); whereas in both Lithuanian and Russian it not as frequent (instances in Lithuanian and only 4 in Russian). Despite this statistical irregularity, the QUANTITY metaphor was universal across languages. The metaphor mapped the source domain of QUANTITY onto the target domain of HIV/AIDS. In other words, HIV/AIDS was perceived as a collective/formless mass that had a numerical value. Moreover, HIV/AIDS was conceptualized via mass that could increase as well as decrease in size, shape, etc.

(21) *Europoje bendras užsikrėtusiųjų ŽIV skaičius didėja, tačiau pastebimai kinta ŽIV užsikrėtimo būdai: mažėja ŽIV užsikrėtusiųjų per injekcinių narkotikų vartojimą, bet daugėja ŽIV plitimas per įvairių rūšių lytinius santykius, bei ŽIV infekcija jaunėja.*

(22) *MAP, a non-governemnt group of experts, last studied the disease in Asia in 1999, when it found that only Thailand, Myanmar and Cambodia showed substantial epidemics.*

(23) В этом регионе существуют разнообразные эпидемии ВИЧ. Наиболее серьезная и прочно укоренившаяся эпидемия отмечена в Украине, где наблюдается новый рост инфекций, в то же время самая большая эпидемия в этом регионе (фактически во всей Европе) зарегистрирована в Российской Федерации.

The QUANTITY metaphor was closely connected with the SIZE conceptual metaphor. Moreover, the SIZE metaphor was the subsequent structuring of the same QUANTITY metaphor. To clarify, HIV/AIDS was conceptualized via mass that had numerical value; therefore, HIV/AIDS may increase as well as decrease in its size.

#### 5. Conclusions

Conceptual metaphor was pervasive and deeply entrenched in the language of the on-line press releases. Despite the fact that the press releases aimed at the transfer of factual information and knowledge, they made wide use of HIV/AIDS conceptual metaphor. Moreover, the analysis of the HIV/AIDS conceptual metaphor reveals not

only the complexity of cognitive structures, but also their wide application across the three languages.

Accordingly, the analysis of the HIV/AIDS conceptual metaphor in Lithuanian, English and Russian revealed its universality across the languages. The most frequent universal source domains that structure the target domain of HIV/AIDS were the following (see table 3).

**Table 3. Universal Source Domains of HIV/AIDS Conceptual Metaphor**

Universal Source Domains of HIV/AIDS Conceptual Metaphor														
W A R	M O T I O N	C O M M U N I C A T I O N	E M O T I O N S	Q U A N T I T Y & S I Z E	B U S I N E S S	N A T U R E	C O N S T R U C T I O N	S P O R T S	H U M A N B O D Y	J O U R N E Y	P L A N T	S P E E D	T E R R I T O R Y	R E L A T I O N S H I P

The universality of HIV/AIDS conceptualization proves the main claim of cognitive linguistics that abstract domains are conceptualized through the largest part of human bodily and physical experience. Moreover, the bigger role some segment of experience plays in everyday human life, the more widely it is applied in the categorization of abstract concepts.

Hence, such concepts as WAR, MOTION, COMMUNICATION, EMOTIONS, BUSINESS, NATURE, CONSTRUCTION, etc. construe an indispensable part of human experience, which actually makes them universal in HIV/AIDS categorization and conceptualization.

As a result, the cognitive domains of HIV/AIDS was not random conceptual structurings, but rather motivated in their consistent application of IMAGE-SCHEMATA and DIRECTIONALITY. Moreover, some of the source domains structuring the target domain of HIV/AIDS was overlapping by sharing the same attributive features, e.g. WAR and BUSINESS source domains share the attributes of strategy-drawing, plan-making, action-taking, etc.

To sum up, the analysis of the application of HIV/AIDS cognitive domains in the three languages revealed the complexity of human cognitive abilities as well as the cultural treatment of HIV/AIDS pandemic. Moreover, this research has complemented the deeply entrenched tradition of cognitive linguistics with a tiny input into the closely-bound relationship of language and thought.

## ŽIV/AIDS KOGNITYVINĖ RAIŠKA LIETUVIŲ, ANGLŲ IR RUSŲ KALBOSE

### *Santrauka*

Straipsnyje nagrinėjama kognityvinės metaforos raiška lietuvių, anglų bei rusų kalbose ir tai, kaip ji atskleidžia ŽIV/AIDS problematiką šių trijų kalbų kultūriniame kontekste. Remtasi 300 spaudos pranešimais iš Jungtinių Tautų, Lietuvos bei Rusijos AIDS centrų interneto tinklapių.

Nustatyta, kad pagrindinė ŽIV/AIDS konceptualiosios raiškos priemonė lietuvių, anglų bei rusų kalbose yra universalioji kognityvinė metafora. Iš viso yra rasta penkiolika universalių ŽIV/AIDS kognityvinių išraiškų – tai tokios konceptualinės projekcijos kaip ŽIV/AIDS YRA KARAS, ŽIV/AIDS YRA VERSLAS, ŽIV/AIDS YRA GAMTA, ŽIV/AIDS YRA SPORTAS – ir t. t.

ŽIV/AIDS kognityvinės raiškos analizė atskleidė ne tik kalbos bei mąstymo kompleksiskumą, bet ir labai panašų ŽIV/AIDS traktavimą trijose skirtingose kultūrose.

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