

Thematic corpora, multimodality and some applications of Corpus Linguistics

Dr Maciej Rosiński

NAVA

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UNIVERSITY
OF WARSAW

Thematic corpora in discourse analysis

Corpus linguistics offers powerful tools for comparing different registers, genres, and text sources. Discourse analysts use these tools to answer questions such as:

- What sort of language is used to describe different phenomena? How are social issues represented, “framed”?
- What are the most pertinent topics of a given time-period?
- How different news outlets are different to one another in terms of style, content, ideology?



Exploring framing






Is taxation a “burden” or an “investment”? What kind of texts could be gathered to examine this issue?

Is love a “conquest”, a “journey” or a “game”?

How to survive a pandemic? Do you go to “fight it” or do you “stick to the rules”?



Acting like a Hedgehog in Times of Pandemic: Metaphorical Creativity in the #reframecovid Collection

Paula Pérez-Sobrinó ^a, Elena Semino ^b, Iraide Ibarretxe-Antuñano ^c, Veronika Koller ^b,
and Inés Olza ^d

^aUniversidad de La Rioja; ^bLancaster University; ^cUniversidad de Zaragoza; ^dUniversidad de Navarra

ABSTRACT

The need to provide novel but meaningful ways to reason and talk about an unprecedented crisis such as the Covid-19 pandemic has resulted in a surge of creative metaphoric expressions in a variety of communicative settings. In order to investigate novel ways of conceptualizing the pandemic, we consider the metaphors included in the #ReframeCovid collection, a crowdsourced dataset of metaphors for the pandemic that rely on non-war frames. Its heterogeneous makeup of multilingual and multimodal examples (to date, over 550 examples – monomodal and multimodal in 30 languages) offers a unique opportunity to explore the ways in which metaphors have been used creatively to describe different aspects of the corona-

10 The Cancer Card: Metaphor, Intimacy, and Humor in Online Interactions about the Experience of Cancer

*Elena Semino & Zsófia Demjén**

Chapter Preview

Employing a dynamic systems approach, this chapter investigates the use of one particular metaphor – the “cancer card” – on an online forum dedicated to cancer. Far from being a common Card Game metaphor with a stable source–target mapping, the metaphor is collaboratively developed (i.e. used, re-used, adapted) to express the idea that patients can use their illness to their advantage in a variety of situations, while also reflecting a broader tendency to employ humor as a strategy for coping with adversity. An analysis of all 106 instances of “(cancer) card(s)” on one of the threads of the forum shows that, though

1 Imagine it a bit like a scary fairground ride – it might be scary in places, but it will eventually stop and you can get off. Be strong, be brave and we will be here to hold your hand if you need it.



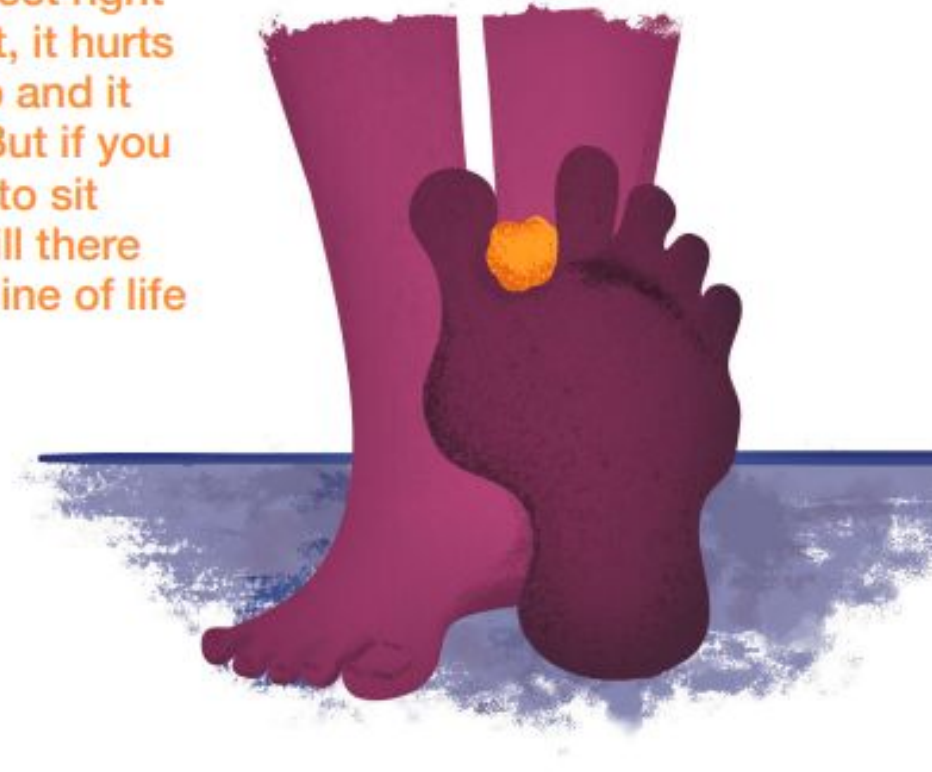
Metaphor
Menu for
Cancer
Patients

-
One of the
outcomes of
Elena Semino's
corpus
linguistics
project

Metaphor Menu for Cancer Patients

-
One of the
outcomes of
Elena Semino's
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project

6 I compare life after cancer to walking with a stone in your shoe. If you let the stone rest right under the sole of your foot, it hurts every time you take a step and it is hard to move forward. But if you can manoeuvre the stone to sit between your toes, it is still there but you can walk the fine line of life without hurting.



Multimodality

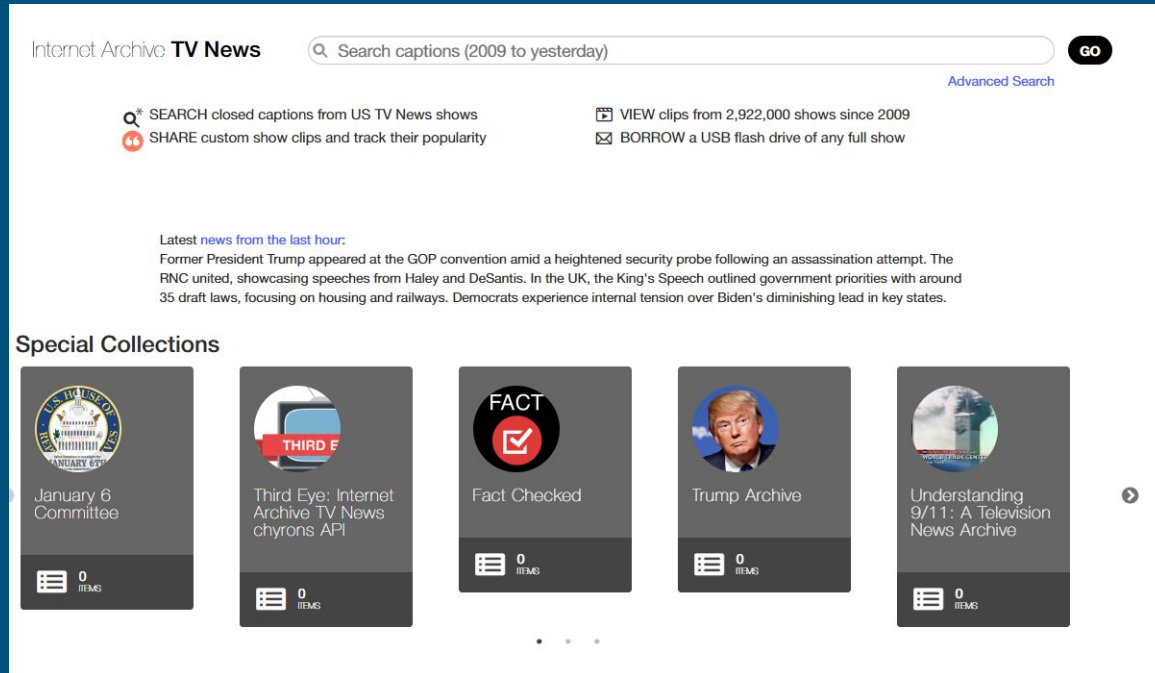
Multimodal approaches in linguistics explore the way meaning is created as a combination of different modes, for example

- speech and gesture
- writing and pictures

For research purposes, multimodal corpora need to be annotated. Establishing annotation protocols for different modalities is often an academic challenge in itself.

Example: TV News Archive

<https://archive.org/details/tv>



Internet Archive **TV News** **GO**

[Advanced Search](#)

- SEARCH** closed captions from US TV News shows
- SHARE** custom show clips and track their popularity
- VIEW** clips from 2,922,000 shows since 2009
- BORROW** a USB flash drive of any full show

Latest [news from the last hour](#):
Former President Trump appeared at the GOP convention amid a heightened security probe following an assassination attempt. The RNC united, showcasing speeches from Haley and DeSantis. In the UK, the King's Speech outlined government priorities with around 35 draft laws, focusing on housing and railways. Democrats experience internal tension over Biden's diminishing lead in key states.

Special Collections

- January 6 Committee
0 ITEMS
- Third Eye: Internet Archive TV News chyrons API
0 ITEMS
- Fact Checked
0 ITEMS
- Trump Archive
0 ITEMS
- Understanding 9/11: A Television News Archive
0 ITEMS

Example: Annotated dataset in Exmaralda Partitur Editor

The screenshot displays the Exmaralda Partitur Editor interface. At the top, there is a toolbar with buttons for 'Add event...' and 'Append interval', along with navigation controls. Below the toolbar is a table representing the annotated dataset. The table has columns for time intervals and rows for different annotation types (T1, T2, T3). The fifth interval, from 00:09.4 to 00:11.6, is highlighted in yellow. Below the table, there are two media panels. The top panel, titled 'Audio/Video panel [JDS]', shows a video player for 'podstawowki.mp4' with a timestamp of 00:09.4. The bottom panel, titled 'Keyboard', shows a keyboard layout with a search icon and several keys highlighted.

	0 [00:00.0]	1 [00:03.4]	2 [00:04.5]	3 [00:05.7]	4 [00:07.7]	5 [00:09.4]	6 [00:11.6]
T1 [w]	((3.5s))	muszę sobie przypomnieć	(.) bo tutaj znów	(.) to jest w y.: programie	[(.) podstawówki (.)]	i ja zakładam że oni to umieją	
T1 [w]					rh index finger extended, draws an upward arc from right to left		
T1 [w]				this is in the curriculum of	primary school	and I assume they know it	

Audio/Video panel [JDS]

podstawowki.mp4
rosi\Videos\phd_interviews\Final versions\T1\podstawowki.mp4

0.0 00:09.4 00:08.3 00:11.6 00:11.6

Audio/Video file podstawowki.mp4 opened successfully.

Keyboard

GAT

() (-) (-) (-) * ' ? .

Example: VisMet



The Metaphor Lab



VISMET: a corpus of visual metaphors

Investigating the feasibility of creating a digital repository of visual metaphors (still images).

In recent years metaphor research has been attracting a wide range of scholars, interested in understanding how metaphor functions, when expressed in modalities other than the well-known verbal one (e.g. Cienki & Mueller 2008; Rohdin 2009; Eggerstsson & Forceville 2009; Müller & Cienki 2009; Zbikowski 2009; Forceville 1996, 2005, 2007, 2008, 2009; Philips 2003; Velasco-Sacristán & Fuertes-Olivera 2004, 2006; McQuarrie & Philips 2008; Caballero 2009; Ning Yu 2009; Urios-Aparisi 2009; El Refaie 2003, 2009; Yus 2009; Teng 2009; Schilperoord & Maes 2009; Ng, Koller 2013).

Among the various modalities of expression, still images constitute a highly productive semiotic landscape in which metaphors are deliberately realized for communicating specific messages in advertising (1), art (2), social campaigns (3), and political cartoons (4).



1)



2)

Example: EU Referendum leaflets (LSE digital archive)

**DON'T SLAM THE DOOR ON
THE FUTURE—UNITE
WITH EUROPE**



For Gran:
A share in a peaceful and united Europe's higher pensions.

For Dad:
A bigger say at work with a share in his firm's profit.

For Mum:
A rising standard of living with secure food supplies at sensible prices; equal pay for work of equal value.

For the Kids:
A great future, in a Europe offering more opportunities and a better way of life.

**For your family's sake—
Say yes to a LIBERAL Europe**

For more information contact the Liberal Europe Campaign, 01-930 2959 or 01-930 1526
Published by Liberal Europe Campaign, 1a Whitehall Court, London, SW1A 2HE

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