What is a cognitive linguistics approach to conceptual structure?

1 Experience and conceptual structure

In example (1) in Chapter 8, abstract states are conceptualised in terms of containers, which is shown by the use of the preposition ‘in’. Now consider the following examples:

(1) The guard is on duty.
(2) The blouse is on sale.
(3) We’re on red alert.

a. Can you think of a reason why states like these might be lexicalised using on rather than in?
b. What does this reveal about the relationship between experience and conceptual structure?
c. How would you label the conceptual metaphor that underpins these examples?

2 Conceptual projection in language and thought

Consider the following exchange which takes place in a library:

Librarian: Yes?
Elderly man: I can’t reach Shakespeare on the top shelf.

a. What does the sentence uttered by the elderly man mean?
b. Provide a paraphrase of what ‘Shakespeare’ refers to.
c. Unlike the examples considered in question 1, this example doesn’t relate to metaphorical projection, but projection of a different kind. Can you identify the way(s) in which the use of ‘Shakespeare’ is different from the metaphorical projection in question 1?
3 Embodied versus disembodied accounts of cognition

Prepare an annotated table listing and highlighting the key claims and assumptions associated with the embodied versus disembodied perspectives.

a. What are the main differences you identified?
b. Is there any common ground between the two perspectives?