



Tuesday, June 24th, 14:30-15:00, room 4

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Pride: Metaphors and Metonymies for the expression of a deadly sin

Pride is cited as one of the seven deadly sins and is opposed to humility, one of the heavenly virtues. Depending on culture, pride is conceptualized in terms of a value scale (for actions, possessions, appearances, social positions), ranging from a threshold point which Kövecses (1986: 46) calls justified pride to excessive pride. Justified pride has a positive value extending and linked to dignity, self-esteem, whereas excessive pride has a negative value and is linked to arrogance, vanity, conceit and hubris.

Pride is a secondary emotion and is shaped by culture. "Cultural cognition is largely, but not solely, transmitted through language. ... categories, schemas, conceptual metaphors ... reflect the cultural cognitions of those who have spoken the language over the history of its existence." (F. Sharifian 2011:29). The aim of the paper is to investigate the concept of pride in Greek language and culture and its tendency along the value scale, that is, towards dignity or arrogance. This is rendered by means of metaphors and metonymies (body-parts in correlation with kinds of experience, image-schemas).

The schema of verticality is, for example, instantiated in the case of Greek pride: the more excessive the pride the more negative value it acquires. This extreme overestimation of one's competence and power, though located in the upper part of the verticality schema, is characterized negatively, in contrast to the given view that UP IS POSITIVE. Moreover, as it is that high, it is definitely bound to fall equally abruptly. This is in conformity with the ancient Greek worldview according to which when people transcended their human limits they committed hubris; they offended the gods and thus suffered their aite (moral blindness) and eventually their nemesis (rage and vengeance). Similarly in religion, it is humility that is foregrounded whereas pride is linked to selfishness.

These rooted cultural conceptualizations of pride are disclosed and demonstrated by figurative strategies.

References

1. Kövecses, Zoltán. 1986. *Metaphors of anger, pride, and love*. A lexical approach to the structure of concepts. Amsterdam/Philadelphia: John Benjamins.
2. Sharifian, Farzad. 2011. *Cultural Conceptualisations and Language*. Theoretical Framework and Applications. (Series Cognitive Linguistic Studies in Cultural Contexts 1). Amsterdam/Philadelphia: John Benjamins.