

# КОГНІТИВНА ЛІНГВІСТИКА І ПОЕТИКА / COGNITIVE LINGUISTICS AND POETICS

## BINARY CONCEPTS OBLIVION-MEMORY IN JOHN GREEN'S NOVEL *THE FAULT IN OUR STARS*

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**Keywords:** binary concepts, cognitive linguistics, literary discourse, conceptual metaphor, blending theory

This paper applies the theories of Cognitive Linguistics and Conceptual Metaphor (CMT) to examine the objectification of the binary concepts OBLIVION and MEMORY in John Green's novel "The Fault in Our Stars" (Green 2012). The research combines contextual analysis of a text, componential analysis of the lexemes "oblivion" and "memory", cognitive-discursive interpretation by A. Martyniuk (Martyniuk 2011: 72), Conceptual Metaphor Theory by Lakoff and Johnson (Lakoff & Johnson 1980) and conceptual blending theory by G. Fauconnier and M. Turner (Fauconnier & Turner 2003: 57).

The study aims to fill a gap in existing knowledge by providing a comprehensive investigation of binary concepts in literary discourse. By the application of cognitive-discursive interpretation by A. Martyniuk (Martyniuk 2011: 72), and contextual analysis it was observed that both main characters fear oblivion, and are eager to become memorable. Oblivion is often presented as something inevitable and predictable when memory is a form of immortality, preserving remembrance of a person long after they have passed away.

The research employs CMT by Lakoff and Johnson (Lakoff & Johnson 1980) to analyze how concepts are structured by metaphors. This theory posits that metaphors are not just linguistic expressions but cognitive tools that shape our understanding and perception of the world. According to J. Lakoff, memory is something that can be visible, while forgetting is something that is invisible (Lakoff & Johnson 1980). From this we can conclude that in order to stay alive in human memory and avoid being forgotten, it is necessary to leave a sign. In the novel, we can observe this interpretation of the concepts conveyed by the metaphors MEMORY IS A SIGN/MARK/SCAR. Adopting fractals to CMT, we contend that the metaphorical conceptualization can be enhanced through the other metaphors like MEMORY IS SLEEP, CONSCIOUSNESS IS A SHIP, OBLIVION IS A SEA, and CONSCIOUSNESS IS A SHORE.

In addition to CMT, the research utilizes Blending Theory proposed by G. Fauconnier and M. Turner (Fauconnier & Turner 2003: 57). This theory focuses on 'mental spaces' - partial and temporary representational structures that we create when we think or talk about a situation. These mental spaces are not domains themselves but rely on them to depict specific scenarios. In our case oblivion and the deep sea, can both symbolize the idea of being lost to memory or consciousness. Memories fade into oblivion as individuals choose to remember only significant moments. Oblivion represents a potentially permanent state of unawareness or loss of memory, while sleep is a temporary and reversible state of unconsciousness.

The research concludes with an analysis of allusions that carry individual interpretations of the concept based on references to well-known or familiar sources. Allusions enrich the meaning and understanding of the concepts OBLIVION-MEMORY, resonate with the themes of transience, memory and the eternal struggle against forgetting.

The findings from this research will contribute to a deeper understanding of how binary concepts are objectified and verbalized in literary discourse. The results have implications for linguistic and literary studies, as well as practical applications in translation.

## References

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## THE SEMANTIC DOMAIN OF WAR IN THE CONTEXT OF CORPUS STYLISTICS (BASED ON ENGLISH-LANGUAGE MILITARY PROSE)

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Corpus linguistics today is one of the most promising branches in linguistics, which has elevated the possibilities of language research to a different level. Corpus analysis is one of the best examples of this. The implementation of computer technologies has solved the problems inherent in traditional linguistic methods. This has made it possible to process large volumes of texts in a matter of hours or minutes, the task that previously would have taken months of painstaking work. As a result, new horizons have opened up for numerous linguistic fields, such as lexicography, stylistics, semantics, translation, and language teaching, enabling the study of linguistic units not only through qualitative but also quantitative analysis.

Despite the fact that that theory of corpora started developing in the 19th century, corpus linguistics in its modern form emerged only in the late 20th century. The first attempt to apply computer technology in corpus research was the compilation of the Brown University Corpus of American English by W. Francis in the 1960s (Francis 1967). The works of D. Biber made the greatest contribution to the establishment of corpus linguistics as a full-fledged branch of language science. Biber outlined the main characteristics of the corpus and introduced the concept of representativeness of the corpus. Representativeness is a fundamental characteristic of the corpus, determining how fully the selected corpus reproduces a particular language or its segment. To ensure representativeness, the corpus should include samples of speech from all social, gender, and age groups (Biber 1997).

The next point addressed in this work is the distinction and commonalities between the lexical and semantic domains. Despite their similarities, the lexical and semantic domains have a number of important differences that affect the type and spectrum of words belonging to them. While the lexical domain groups of words based on similar themes and associations, the semantic domain focuses on the network of meanings between words. As a result, the semantic domain has a broader spectrum of words that belong to it. Within the framework of our research this means that we are dealing not only with lexemes and the verbalizers of the word 'war' but also with other words connected to them by semantic links.

Corpus analysis is an effective method for studying the stylistic peculiarities of prose. First and foremost, it is worth noting the flexibility of the corpus approach in studying the stylistic features of the text, as it allows for the use of both ready-made corpora or their elements (such