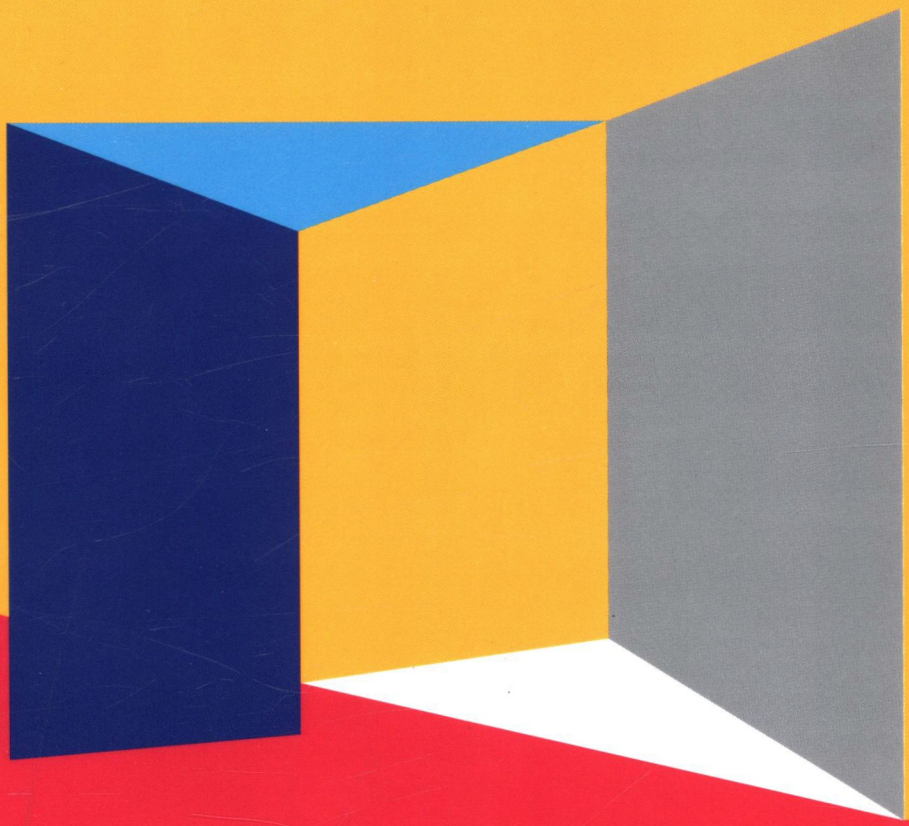
Cultural Linguistics

Farzad Sharifian



COGNITIVE LINGUISTIC STUDIES IN CULTURAL CONTEXTS 8

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This ground-breaking book marks a milestone in the history of the newly developed field of Cultural Linguistics, a multidisciplinary area of research that explores the relationship between language and cultural conceptualisations. The most authoritative book in the field to date, it outlines the theoretical and analytical framework of Cultural Linguistics, elaborating on its key theoretical/analytical notions of *cultural cognition*, *cultural schema*, *cultural category*, and *cultural metaphor*. In addition, it brings to light a wide array of cultural conceptualisations drawn from many different languages and language varieties. The book reveals how the analytical tools of Cultural Linguistics can produce in-depth and insightful investigations into the cultural grounding of language in several domains and subdisciplines, including embodiment, emotion, religion, World Englishes, pragmatics, intercultural communication, Teaching English as an International Language (TEIL), and political discourse analysis. By presenting a comprehensive survey of recent research in Cultural Linguistics, this book demonstrates the relevance of the cultural conceptualisations encoded in language to all aspects of human life, from the very conceptualisations of life and death, to conceptualisations of emotion, body, humour, religion, gender, kinship, ageing, marriage, and politics. This book, in short, is a must-have reference work for scholars and students interested in Cultural Linguistics.

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Cultural conceptualisations and language

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Volume 8

Cultural Linguistics. Cultural conceptualisations and language
by Farzad Sharifian

About the author

After graduating from Edith Cowan University with a PhD (2003) that earned him several awards from both within and beyond the University, Farzad Sharifian joined Monash University in 2005. He took on the directorship of the University's Language and Society Centre in 2008 and became a full Professor in 2011. In 2015, he was appointed to a newly established Chair in Cultural Linguistics, the first of its kind in the world. Since 2000, Professor Sharifian has made significant theoretical and analytical contributions to the development of Cultural Linguistics as a new field of research with multidisciplinary origins. He has also applied it to several areas of research, including emotion, as well as in areas of applied linguistics such as intercultural communication, cross-cultural/intercultural pragmatics, Teaching English as an International Language (TEIL), World Englishes (WE), and political discourse analysis.

Professor Sharifian is the founder and Editor-in-Chief of the *International Journal of Language and Culture* (John Benjamins), the founding Series Editor of *Cultural Linguistics* (Springer Nature), the author of *Cultural Conceptualisations and Language* (2011, John Benjamins), and the editor of *The Routledge Handbook of Language and Culture* (2015, Routledge). He has published extensively in numerous leading international journals and is the editor or co-editor of several collective volumes. Professor Sharifian is a past President of the Australian Applied Linguistics Association (ALAA). His awards and honours include the Edith Cowan University's Research Medal (2003), an Australian Research Council's Post-Doctoral Fellowship (2003) and an Alexander von Humboldt's Foundation Fellowship for Experienced Researchers (2012).

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1. Sharifian, F. (2008). Conceptualizations of *del* 'heart-stomach' in Persian. In F. Sharifian, R. Dirven, N. Yu, & S. Niemeier (Eds.), *Culture, body, and language: Conceptualizations of internal body organs across cultures and languages* (pp. 247–265). Berlin: Mouton de Gruyter.
2. Sharifian, F. (2010). Cultural conceptualizations in intercultural communication: A study of Aboriginal and non-Aboriginal Australians. *Journal of Pragmatics,* 42(12), 3367–3376.
3. Sharifian, F. (2011). "*They felt sorry about our Sorry*": Indigenising English by Aboriginal Australians. *Asian Englishes,* 14(1), 70–73.
4. Sharifian, F. (2013). Cultural Linguistics and intercultural communication. In F. Sharifian, & M. Jamarani (Eds.), *Language and intercultural communication in the New Era* (pp. 60–79). London: Routledge.
5. Sharifian, F. (2013). Globalisation and developing metacultural competence in learning English as an International Language. *Multilingual Education,* 3(7), 11 pp.
6. Sharifian, F. (2014). Conceptual metaphor in intercultural communication between speakers of Aboriginal English and Australian English. In A. Musolff, F. MacArthur, & G. Pagani (Eds.), *Metaphor and intercultural communication* (pp. 117–130). London: Bloomsbury.
7. Sharifian, F. (2014). Cultural schemas as 'common ground'. In K. Burridge, & R. Benczes (Eds.), *Wrestling with words and meanings: Essays in honour of Keith Allan* (pp. 219–235). Clayton, VIC: Monash University Publishing.

8. Sharifian, F. (2015). Cultural Linguistics and World Englishes. *World Englishes,* 34(4), 515–532.
9. Sharifian, F. (2015). Language and culture: Overview. In F. Sharifian (Ed.), *The Routledge handbook of language and culture* (pp. 3–17). London: Routledge.
10. Sharifian, F. (2016). Cultural pragmatic schemas, pragmemes, and practs: A Cultural Linguistics perspective. In K. Allan, A. Capone, & I. Kecskes (Eds.), *Pragmemes and theories of language use* (pp. 505–519). Cham, CH: Springer.
11. Sharifian, F. (2017). Cultural Linguistics and linguistic relativity. *Language Sciences,* 59, 83–92.
12. Sharifian, F. (2017). Cultural Linguistics: The state of the art. In F. Sharifian (Ed.), *Advances in Cultural Linguistics*. Singapore: Springer Nature.

All of the above were extensively revised, expanded, merged, and rewritten to form a coherent monograph. I would like to thank the publishers of these articles/book chapters for giving me the permission to reuse them. Throughout the process of writing this book, I received financial support from the Australian Research Council (ARC Discovery Project DP140100353).

Farzad Sharifian
March 2017

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Preface

In 2016, John Benjamins informed me of their wish to republish my 2011 monograph *Cultural Conceptualisations and Language*, both in paperback and hardcover, due to continuing high demand for the book. They offered me the chance to revise the text as I saw appropriate. After considering this offer carefully, I realised I had just about enough writings for an entirely new monograph. I discussed this with the relevant managers at John Benjamins, and they agreed for me to put together a new book with a new title and ISBN. As readers will realise, only limited material from the 2011 monograph has been reused in this book. Many sections of the current book have been published as book chapters and journal articles, as indicated in the acknowledgements. Several parts of the book are new (for example, the section on research methods) and have never been published. Overall, the new monograph covers my theoretical thoughts and empirical research in Cultural Linguistics since the year 2000, and surveys relevant work by other scholars. I very much hope that this new publication will spark many studies across a variety of languages and language varieties and allow for the investigation of yet uncharted territory.

As I said in my previous book, I have been privileged in having had life experiences that have given me access to more than one language and society, enabling me to appreciate the intricate interconnection between language and cultural conceptualisations. It gives me great pleasure that I have had the opportunity to write this book and to share the experiences that have acted as catalysts for the development of the ideas and research that are included here. It also gives me great pleasure to see the immense success that Cultural Linguistics has enjoyed in such a relatively short period. This success is partly reflected in (a) the launch of the *International Journal of Language and Culture* by John Benjamins in 2014, (b) the launch of the book series *Cultural Linguistics* by Springer in 2015, and (c) the launch of an international conference series in Cultural Linguistics, the first instalment of which was held in Prato, Italy, in 2016. I can only hope to see this trend continue in many more shapes and forms in years to come.

Note on transliteration conventions of Persian transcripts

Persian transliteration symbol	Closest IPA sound symbol	Closest sound and example (from English), or technical label
u	/u:/	"oo" as in *pool*
â	/a:/	"a" as in *father*
a	/æ/	"a" as in *cat*
e (including word final)	/ɛ/	"e" as in *set*
x	/x/	Voiceless velar fricative
q	/q/	Voiceless uvular stop
'	/ʔ/	Glottal stop
sh	/ʃ/	"sh" as in *shy*
zh	/ʒ/	"s" as in *pleasure*
ch	/tʃ/	"ch" as in *church*

All other symbols used approximate the sounds primarily associated with the corresponding English letters. For example, "t" in transliterations is close to /t/ in English.

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