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# **ACTA HISTRIAE**

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VSEBINA / INDICE GENERALE / CONTENTS

**Polona Tratnik:** Formation of the Fairy Tale Matrix of a Dragon Slayer ..... 565  
*Formazione della matrice fiabesca dell'uccisore di draghi*  
*Oblikovanje pravljíčne matrike ubijalca zmaja*

**Paul Crowther:** The Zlatorog Tale and Slovenian National Identity ..... 591  
*Il racconto dello Zlatorog e l'identità nazionale slovena*  
*Pripovedka o Zlatorogu in slovenska nacionalna identiteta*

**Marjan Horvat:** Cognitive Matrices in Folktales and Contemporary  
Practices of Deliberation: From the Utilitarian Mindset of  
Mojca Pokrajculja to the Incomprehensible Laughter of the Bean ..... 603  
*Le matrici cognitive nei racconti popolari e nelle pratiche*  
*contemporanee di deliberazione: dalla logica della ragione*  
*utilitaristica di Mojca Pokrajculja al riso incomprensibile del fagiolo*  
*Kognitivne matrice v slovenskih ljudskih pravljičah in sodobne*  
*prakse deliberacije: od utilitaristične misli Mojce Pokrajculje*  
*do nedoumljivega fižolčkovega smeha*

**Cirila Toplak:** Tales in Social Practices of  
Nature Worshippers of Western Slovenia ..... 627  
*I racconti nelle pratiche sociali dei naturalisti*  
*religiosi della Slovenia occidentale*  
*»Pravce« v družbenih praksah naravovercev*  
*zahodne Slovenije*

**Mojca Ramšak:** Medicine and Fairy Tales: Pohorje Fairy Tales  
as a Source about Diseases and Health ..... 655  
*La medicina e le fiabe: le fiabe del Pohorje come fonte di dati sulle malattie*  
*Medicina in pravljice: pohorske pravljice kot vir o boleznih in zdravlju*

**Anja Mlakar:** Valuable Ancient Remnants and Superstitious  
Foolishness: Religiosity, Nationalism, and Enchantment in  
Slovenian Folklore of the 19<sup>th</sup> Century ..... 681  
*Resti preziosi del passato e sciocchezze superstiziose: religiosità,*  
*nazionalismo e incanto nel folklore sloveno dell'Ottocento*  
*Dragoceni ostanki preteklosti in vraževerne neumnosti: religioznost,*  
*nacionalizem in očaranost v slovenski folklori iz 19. stoletja.*

|                                                                     |     |
|---------------------------------------------------------------------|-----|
| <b>Dubravka Zima:</b> Social Functions of the Fairy Tale Collection |     |
| <i>Croatian Tales of Long Ago</i> by Ivana Brlić-Mažuranić .....    | 709 |
| <i>Funzioni sociali della collezione di fiabe</i> Racconti croati   |     |
| di un tempo lontano di Ivana Brlić-Mažuranić                        |     |
| <i>Družbene funkcije zbirke pravljic</i> Pripovedke iz davnine      |     |
| avtorice Ivane Brlić-Mažuranić                                      |     |

|                                                                                |     |
|--------------------------------------------------------------------------------|-----|
| <b>Cristina Fossaluzza:</b> A Romantic Fairy Tale and Its Social Purpose in    |     |
| Times of War: <i>The Woman without a Shadow</i> by Hugo von Hofmannsthal ..... | 727 |
| <i>Una fiaba romantica e il suo intento sociale in tempi di guerra:</i>        |     |
| La donna senz'ombra di Hugo von Hofmannsthal                                   |     |
| <i>Romantična pravljica in njen družbeni namen v času vojne:</i>               |     |
| Ženska brez sence Huga von Hofmannsthala                                       |     |

## OCENE

### RECENSIONI

### REVIEWS

|                                                                   |     |
|-------------------------------------------------------------------|-----|
| <i>Jakob Norberg:</i> The Brothers Grimm and the Making of German |     |
| Nationalism ( <b>Marjan Horvat</b> ) .....                        | 743 |

|                                                                               |     |
|-------------------------------------------------------------------------------|-----|
| <i>Panos Sophoulis:</i> Banditry in the Medieval Balkans, 800–1500, New       |     |
| Approaches to Byzantine History and Culture ( <b>Marijan Premovič</b> ) ..... | 747 |

|                                                                                   |     |
|-----------------------------------------------------------------------------------|-----|
| <i>Federico Tenca Montini:</i> La Jugoslavia e la questione di Trieste, 1945–1954 |     |
| <i>Federico Tenca Montini:</i> Trst ne damo! Jugoslavija i tršćansko              |     |
| pitanje 1945–1954 ( <b>Urška Lampe</b> ) .....                                    | 750 |

|                                                             |     |
|-------------------------------------------------------------|-----|
| <i>Zoltán Kövecses:</i> Extended Conceptual Metaphor Theory |     |
| ( <b>Lihua Zhu &amp; Qiu Yan</b> ) .....                    | 754 |



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*Zoltán Kövecses: EXTENDED CONCEPTUAL METAPHOR THEORY.*

Cambridge, Cambridge University Press, 2020, 196 pages.

Metaphor has been a central concern for scholars around the world. Since Lakoff and Johnson introduced Conceptual Metaphor Theory (CMT) in their seminal book *Metaphors We Live By*, much additional research has investigated the notion that metaphor is not simply an ornamental device in language, but a tool for conceptualizing reality. A recent overview of theories of metaphor can be found in Gibbs, Kövecses, Dancygier and Sweetser. Metaphor is an extremely complex mental concept and we cannot capture its complexity if we tie ourselves to existing views on this subject matter.

*Extended Conceptual Metaphor Theory* makes a full-fledged and elaborate depiction of metaphor with numerous case studies. It is a successful monograph to combine the features of the embodied and discourse metaphor views. It identifies the main ingredients of CMT, outlines the shape of the new view about CMT, and draws out its implications for a general understanding of metaphor. This book enriches the work of researcher in areas ranging from metaphorical cognition to discourse studies.

The book is organized into eight chapters preceded by an “Introduction” in which the author outlines the “standard” CMT and lists several outstanding issues and weaknesses inherent in CMT. Chapter One provides a synopsis of the main propositions that Kövecses develops in the forthcoming chapters: (i) the demarcation between the literal and figurative meanings, (ii) the metonymic basis of primary metaphors, (iii) the organization of conceptual structures, (iv) the contextual factors for metaphorical conceptualization, and (v) the online and offline nature of metaphors.

Chapter Two argues that many basic categories are conceptualized figuratively rather than literally. The view that both abstract and concrete concepts may be conceptualized metaphorically or metonymically is different from the view of unidirectional metaphorical mapping from the concrete to the abstract domain in CMT. To save the CMT view of unidirectionality, he claims that concepts consist of an ontological and a cognitive part. Concepts can be said to have both ontological content and figurative construal aspects of their meaning. Kövecses states that there are no pure content-ontology-based concepts and figuratively-construed concepts. Concrete concepts are more frequently conceptualized literally, because the ontological content dominates over the figurative construal aspect. However, abstract concepts are more often conceptualized metaphorically or metonymically because the construal part predominates over the ontological part.

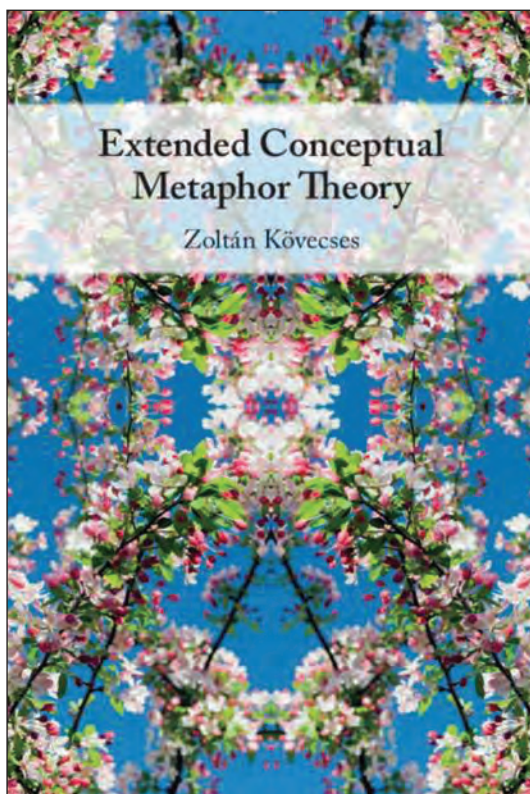
Chapter Three tackles the complex issue of whether metonymies play any role in the emergence of metaphors. Kövecses claims that correlation metaphors emerge from frame-like mental structure indirectly through a metonymic stage. The book favors establishing the relationship between meta-

phor and metonymy by evaluating characteristics of the conceptual system, and further distinguishes metaphor from metonymy by taking into account the larger structure of the conceptual system, both thematic hierarchies and frames, as well as the cognitive operations of generalization (schematization) and specialization (elaboration).

Chapter Four offers a multilevel view, a hierarchical four-level view of metaphor in which conceptual metaphors occupy different levels of schematicity. It proposes that image schemas, domains, frames and mental spaces are vertically interconnected in metaphorical conceptualization. Kövecses uses BUILDING as a source domain concept to explain its conceptual structures with various levels of schematicity. Kövecses also shows implications of the multilevel view of metaphor at superficial metaphors, deliberate metaphors, metaphorical idioms and visual metaphors.

Chapter Five proposes a contextualist version of CMT. Kövecses argues for a broad conception of context in metaphorical conceptualization and outlines the most important elements in contextual component of CMT: (i) the elements of metaphorical meaning making, (ii) the most common contextual factors that function in the use and creation of metaphors and (iii) the cognitive mechanism through which contextual factors produce metaphors in natural discourse. Kövecses focus on the role of context in the generation of metaphor and believes that the metaphorical meaning of prototype in natural discourse is from the common ground of shared knowledge between speaker and listener. The priming effect can occur only if the conceptualizers (both speaker and listener) can build the appropriate conceptual pathway between the intended target-domain meaning and the particular experiential content.

Chapter Six surveys the online and offline processing of metaphors. To explain how conceptual structures at higher levels influence metaphor production and comprehension,



two quintessential online metaphorical phenomena are discussed: mixing metaphors and conceptual integration. Kövecses states that metaphors are processed online dynamically at the level of mental spaces, grounded heavily in offline conceptual structures at the higher levels of image schema, domain, and frame. The offline and online metaphorical structures are all needed for a complete understanding of how conceptual metaphors work in natural discourse. Offline conceptual structures at the higher levels are put to cognitive work online in mental spaces in working memory.

Chapter Seven identifies the main ingredients of the extended view of CMT, characterizing the important distinctions it involves, outlining the broad shape of the new view, and drawing out its implications for a general understanding of metaphor. Multilevel nature claims that conceptual metaphor involves various components, such as metaphorical meaning, conceptual structure, memory and ontological status. As regards contextual embeddedness, the extended view involves four types of context: situational, discourse, bodily and conceptual-cognitive context. In the extended view, Kövecses distinguishes three types of conceptual pathways: schematicity hierarchy pathways, adhoc pathways, and shared image schema pathways. He interprets the application of these different pathways results in different kinds of conceptual metaphors.

Chapter Eight is the summary chapter to assess the responses to the five questions above, with a brief comparison of the extended CMT with its sister theory. Kövecses revisits the five questions that inform the content and structure of the extended view.

*Extended Conceptual Metaphor Theory* presents a holistic view of how conceptual and contextual factors influence metaphor production and comprehension in a coherent framework. Based on his previous studies of the metonymic basis of correlation metaphors, the global and local contexts, and hierarchical levels of metaphor, this book opens exciting new pathways for the study of metaphors. It overcomes some criticisms of CMT, such as the unidirectionality of metaphorical mappings, the ignorance of context, makes heavy use of theoretical models for analyzing metaphors, providing us with elucidations of metaphorical meanings, and attempts to compensate for that neglect of conceptual metaphor. The extended view has three main strengths.

In the first place, this monograph refines cognitive dimension by means of thinking of conceptual metaphors as consisting of four levels, which holds that metaphor is a systematic multi-level mapping set. It challenges the concept structure of metaphor, which holds that “image schema, domain, frame, mental space” are all used to organize and construct our experience. However, it also integrates those terms into a well-organized hierarchical system. This multi-level view is in accordance with the previous studies on metaphor, such as metaphorical systematicity, levels of Schematicity, and “metaphor cascades”, but this book takes the schematicity hierarchy a step further in proposing mental spaces as the least schematic level of conceptual structures. In the extended

view, the function of schema hierarchy is not only limited to the conceptual structure in long-term memory, but also closely related to the operation of conceptual structure in working memory. Metaphorical conceptualization results from the priming effect of one or several contextual factors that trigger the setting-up of a schematicity hierarchy in the situation of discourse. Extended CMT successfully combines the embodied and discourse metaphor views. The multi-layered view is advanced, which can account for a variety of metaphor-related phenomena and methods in a unified manner, such as psycholinguistic experimentation at the level of image schema, the intuitive and lexical approach and the frame-net type approach at the levels of domains and frames, the discourse analytic approach and neuroscientific experimentation at the level of mental spaces.

The second main strength is that it puts forward a dynamic system view of metaphor, establishes a dynamic system metaphor model, and provides valuable resources in understanding different forms of metaphor. The extended view combines offline schema hierarchical structure (image schema, domain, frame) and online dynamic processing mental space. It also takes into account offline and online dynamic system models to explain the occurrence of metaphor. Compared with previous studies such as linguistic experience, bodily experience, cultural experience, and dynamic system models, it proposes the interactional turn for the future of metaphor studies. It emphasizes the combination of an offline schematicity hierarchy and its online functioning in a unified view of metaphor as both a product and a process. The system takes in information about the conceptualizers, the discourse, the goals of the participants, the objects and events present in the situation and views that various experiences contribute to metaphorical meaning construction, which dynamic view accounts for the socio-pragmatic function of metaphorical expressions in naturally occurring discourse.

The third main point is that the extended view explains the context embeddedness of conceptual metaphor, which not only explains the universality of metaphor but also its variability. Kövecses argues that conceptual metaphors are both conceptual and contextual, and he attributes different experience to context, such as bodily experience, cultural experience, and linguistic experience, etc. The extended view details situational context (e.g., physical environment, cultural situation, social situation), discourse context (e.g., surrounding discourse, knowledge about speaker/topic/hearer), conceptual cognitive context (e.g., metaphorical conceptual system, ideology) and bodily context (e.g., correlations in experience, bodily conditions). All these go beyond the indication of the traditional view of context and contribute to the factors of metaphorical conceptualization. The context embeddedness focuses on the cognitive operations of non-contextualization and the path of metaphor realization in the contextual discourse level, which extends the study of body-related metaphor. It points out that context influences metaphorical conceptualization in a spe-

cific discourse situation, dynamically proves the metaphorical priming effect and recognizes the creative role of contextual influence. This view reasonably explains a theory that integrates the context of metaphor comprehension and production into CMT.

The extended view reveals that such a comprehensive theory of metaphor cannot simply explain what makes certain metaphors universal but makes other metaphors so variable across cultures and individuals. The argument for a broad conception of context and schematicity hierarchies in metaphorical conceptualization is preferable to other views because it extends the study of metaphors that are body-based in the usual sense in CMT. The metaphors based on the situational, the discourse, the conceptual-cognitive context and the bodily one, far outnumber universal correlation-based metaphors. The extended view captures how contentful experience in various types of context can prime the use of metaphors in particular discourse situations.

*Extended Conceptual Metaphor Theory* is an in-depth research monograph that develops a comprehensive account of the conceptual, linguistic, and communicative dimensions of metaphors. It illustrates diverse phenomena for metaphor studies in scope, perspective, and method. This theoretical framework will open a well-rounded pathway for the study of metaphorical creativity, metaphor in culture and metaphor in use. Although the extended view is just a hypothesis which needs experiments to test its validity, it can be a good model for readers to analyze metaphorical conceptualization, embodied cognition, lexical semantics, multimodal discourse, discourse analysis, cultural linguistics and literature study.

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