

# Exploring the concept of anger in Bulgarian thought embodied metaphors

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The study of metaphor is crucial to achieve a better understanding of emotions. Previous research in the identification and description of conceptual metaphors shows that our conceptual system of emotions is based on metaphors (Barcelona and Soriano 2004; Yu 2008; Kövecses 2014; Soriano 2016; Ogarkova and Soriano 2018). The conceptual structure that organises our perception of emotions is shaped by physical and cultural experiences that are reflected in language, giving rise to similarities but also differences across languages.

This study focuses on the conceptualization of anger in Bulgarian. It explores the role of bodily and cultural factors in the creation of metaphorical and metonymical expressions of anger in this language. The main goals of the study are to explore the value of Conceptual Metaphor Theory (CMT) (Lakoff and Johnson. 1980) in the study of emotions and to find out whether these results are coherent with the conceptualization of anger in other languages.

An interdisciplinary approach has been adopted by combining linguistic and psycholinguistic analyses. The linguistic analysis is based on a corpus of conventional anger expressions that has been created following the source-domain oriented method (Deignan 1999). These everyday expressions are analyzed and contrasted with the data gathered from the coreGRID questionnaire. The GRID methodology approach (Fontaine, Scherer and Soriano 2013) was specifically created for the study of emotions in the field of psycholinguistics.

The results of this research show the benefits of combining both methodologies and their relevance for the study of the emotions. The analysis indicates that there is a large number of anger metaphors and metonymies in Bulgarian based on the reflection of the physiological changes that causes the emotion in the body. For example, the agitation *Бушувам*, the raise of the temperature or the blood pressure, *качва ми се кръвта на главата* 'my blood takes the head' and the behaviour adopted within this emotion. Bulgarian shares some conceptual metaphors for emotions that are present in other languages: the image of the body as a container for the emotion, the increase of the temperature with the increase of the emotion intensity, or the emotion as an illness. There are however other expressions based on cultural beliefs like *вземат ме дяволите* 'be taken by the demons', or *Кисел като арнаути* 'sour as an Albanian', that evidence that cultural beliefs do play a role in the conceptualization of this emotion in Bulgarian and should be also taken into account in the conceptualization of anger in this language.

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