

# Multimodal fictive interaction in verbo-pictorial configurations

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This paper examines multimodal semiotic configurations which consist of pictorial and verbal elements, (esp. internet memes) in search of cases of multimodal fictive interaction. It is set within the methodological framework of cognitive linguistics, especially referring to the conceptual metaphor and metonymy (Lakoff and Johnson 1980), conceptual integration (Fauconnier and Turner 2003), multimodal meaning creation (Forceville 2009), and fictive interaction (Pascual 2002, 2006, 2014). Fictive interaction is one of the dimensions of fictive construal (Langacker 2008). Fictive interaction is considered to be a linguistic phenomenon in which a conversational frame is used to structure thought, discourse, and language (Pascual 2002) in a more comprehensive and mentally accessible way. Pascual defines fictive interaction as “the use of the conversation as a frame to structure mental, discursive, and linguistic processes”. Fictive interaction is a conceptual phenomenon and it can manifest itself at different levels of language organisation, e.g. the levels of morpheme, word, phrase, clause, sentence or inter-sententially. Following a recently growing trend in multimodal analysis, I attempt to observe whether fictive interaction can also be found inter-modally i.e. if different semiotic resources can combine in order to recreate a conversation-like frame or depict spoken quoted utterances (as well as other conversational elements). After Forceville and Urios-Aparisi (2009) I adopt the term ‘mode’ as referring to different semiotic systems, and in the present paper I focus primarily on the co-occurrence of two modes accessible through one sense: written language and picture. Fictive interaction comes about as a result of blending of these two modes, especially in internet memes which, I claim, are a good example of a multimodal verbo-pictorial material which can be structured on a conversation frame (cf. Dancygier and Vandelanotte 2017).

**Keywords:** MULTIMODALITY, FICTIVE INTERACTION, CONCEPTUAL INTEGRATION, EMERGENT MEANING, INTERNET MEMES

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