

EDITORIAL

The present volume of *Lodz Papers in Pragmatics*, featuring six articles and two book reviews, brings together scholarly research representing various theoretical and methodological approaches to language use, meaning, and communication. The pragma-cognitive dimension of language production and comprehension, its interactional nature, ideological conditioning, and cultural embedding are the focus of detailed empirical, critical, and interpretative investigations, both quantitative and qualitative. The variety of approaches and the range of questions addressed testify to the need for cognitive pluralism in discourse studies and to pragmatics being a research ‘perspective’ rather than a ‘component’ of linguistic structure and analysis.

The article titled “Inferring Pragmatic Messages from Metaphor”, by Raymond W. Gibbs, Jr., Marcus Tendahl, and Lacey Okonski, is a significant contribution to the theories of metaphor use and understanding. The authors examine and discuss the motivations behind choices of particular metaphors, the implications these choices have for interlocutors’ understanding, and the cognitive-affective status of metaphorical versus non-metaphorical messages in discursive interactions. Presenting and discussing the results of three experiments, the authors demonstrate that, firstly, pragmatic messages inferred from metaphors are context-dependent, and thus vary depending on social situations, and, secondly, that metaphors enable the expression of pragmatic meanings that go beyond those conveyed by non-metaphorical language.

Cognitive and pragmatic functions of metaphor are also explored and delimited in “Examining Metaphors in Biopolitical Discourse” by Cynthia-Lou Coleman and L. David Ritchie. The authors situate their discussion in the context of framing ‘biopolitics’, examined from the perspective of the cognitive linguistic view of metaphor, Foucault’s constructionist framework, and Gamson’s framing theory. To elucidate the way in which scientific information is conveyed and the concept of *life* constructed, Coleman and Ritchie select four expressions, viz. *Frankenfood*, *designer babies*, *vegetative state*, and *death tax*, which they analyse in terms of figurative and literal entailments. The persuasive efficacy of metaphor is linked here to its framing potential, which consists in limiting the scope of possible readings through bringing in implicit assumptions under the “radar of ordinary critical scrutiny”. Shedding light on the correlation between metaphoric message framing and audience framing, the study provides valuable insights into the persuasive nature of public discourse and media effects.

Roni Henkin-Roitfarb, in her article “Hebrew and Arabic in Asymmetric Contact in Israel”, focuses on the issue of language contact and conflict. Adopting a diachronic perspective, the author analyses pragmatic motivations behind the

choices speakers in Israel make between Hebrew and Arabic, along with the social and ideological determinants of linguistic preferences. In her discussion on the asymmetric nature of the contact between the two languages, and the essence of what she calls “mutual borrowing”, Henkin-Roitfarb expands upon a network of dependencies between language, ideology, and society, and the socially constituted and constitutive nature of discourse.

The dialectic relationship between discursive practices and society is also discussed in the next article by Lee Cher Leng, titled “Ethnography of Singapore Chinese Names: Race, Religion, and Representation.” Describing the culturally bound context of names (including surnames, generation names, manufactured names), and naming practices, the author makes an attempt to demonstrate how naming rituals in the multilingual and multicultural environment reflect changes in national, ethnic, and religious identities, understood as a system of shared values, beliefs, and norms. An insightful assessment of current globalization-induced trends, complemented with a diachronic perspective, make this ethnographic descriptive study a valuable contribution to the literature on the linguistic manifestations of Asian identity.

The penultimate article, “‘Tool of Empowerment’: The Rhetorical Vision of *Title Nine*,” by Aimee Edmondson, is a rhetorical investigation of a mail order catalog produced by a California-based women’s athletic clothing company, conducted from the perspective of Ernest G. Bormann’s symbolic convergence theory and fantasy theme analysis, and situated in the context of third wave feminism. The author identifies four fantasy types put forth by the magazine: “I am superwoman,” “I am a mom,” “I am an advocate for women,” and “I can be anything.” Edmondson examines the interplay between verbal and visual rhetorical strategies employed by the producers to construct such images of women and the resulting mythical representation of feminine identity.

In the last, theory-driven, paper, “The Philosophical Underpinnings of Social Constructionist Discourse Analysis,” Marek Gralewski, delves into philosophical and theoretical foundations of discourse analysis as a perspective on the role of language in constructing social reality. Discussing the epistemological and ontological assumptions and the notion of language itself, the author provides an overview of poststructuralist, constructivist, and social realist views on social constructionism, tracing its roots in linguistic philosophy, phenomenology, and hermeneutics.

The volume ends with two book reviews. Piotr Stalmaszczyk reviews an edited volume under the title *Gramsci, Language, and Translation*, by Peter Ives and Rocco Lacorte, while Marta Dynel presents three publications from the “Dialogue Studies” series, edited by Edda Weigand.

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