The Role of Metaphorical Language in the Virtual Context

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INTRODUCTION

- The late 20th C. has been crucial in the development of the **INTERNET** in everyday life.

- **ICTs** have implied an enormous impact on the communication field

- Linguists have emphasised the exploration of users' interaction with the virtual context (i.e. **Cybergenres**) in today's digital age.

- **COGNITIVE LINGUISTICS**: ICMs active in the users' conceptual system may influence online navigation patterns (Girón-García, 2017; Girón-García & Navarro, 2014; 2015; Navarro & Silvestre, 2009).

OBJECTIVE

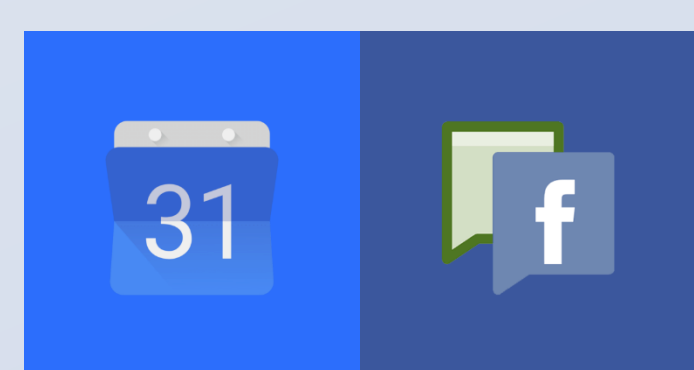**ANALYSE THE CONFIGURATION OF THE FRAMES**

(Fillmore, 1982)

evoked by the users' minds to give coherence

to different virtual 'social networks' and 'marketplace'

website(s): **'Facebook', 'Pinterest', 'Instagram', 'Amazon'.**

METHODOLOGY

(1) **SELECTION** of lexical units (e.g. 'event', 'pin', 'stories', 'cart')

(2) **IDENTIFICATION** and **ANALYSIS** of the configuration of the conceptual frames (Literal & Contextual) evoked by those lexical units

(3) **CONTRAST** of Literal and Contextual frame elements in both contexts (Real-life & Digital) to determine their level of **METAPHORICITY**

RESULTS

CONTEXTUAL FRAME ELEMENTS	LITERAL FRAME ELEMENTS
Facebook Users (more than 2 participants)	People (more than 2)
Private event	Private / Public event
Facebook User organizer	Physical organizer (i.e. Person)
Physical / Virtual setting	Place / Venue
Event of Facebook	Event announcement (i.e. Radio, TV, Newspaper, WhatsApp, Email, Phone, Mail, etc.)

CONTEXTUAL FRAME ELEMENTS	LITERAL FRAME ELEMENTS
Pinterest	Wall
User	Person
Wall	
Feed (content)	Paper (information)
Pin icon	Pin / Pencil / Pen
The act of pinning websites	
Board	Board (noticeboard)

CONTEXTUAL FRAME ELEMENTS	LITERAL FRAME ELEMENTS
Instagram stories (Snapchat stories): Pictures & Videos (24h)	An account of events
The act of posting pictures and/or videos	The act of sharing / telling a story to somebody
Instagram User	Storyteller
Instagram Follower	Story Listener
Browsing Instagram stories	Listening to different storytellers
Clicking 'Instagram stories'	Listening to a particular storyteller
Sharing 'Instagram photos / videos	Tell a story publicly

CONTEXTUAL FRAME ELEMENTS	LITERAL FRAME ELEMENTS
Amazon	Supermarket
User	Customer
Cart icon	Cart
Clicking	The action of looking at products' description
Opening a new screen	The action of looking at products
Product(s) in a list	Product(s)
Adding products to the Amazon cart	The action of putting products into the cart
Browsing Amazon webpage	Pushing the cart

CONCLUSION

(1) **'METAPHORICAL TRANSFERENCE'**: Transferring a **real-life semantic frame** into a **virtual semantic frame** (in the users' conceptualization) that adds greater coherence and a better understanding of the digital frame

(2) Identification, description, and analysis of metaphorical lexical units may help elucidate the connection between the **VIRTUAL CONTEXT** and the **PREVIOUS CULTURAL REPRESENTATIONS**