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### **Words, Images and Beyond: On a Multimodal Character of Conceptual Blends Appearing in the 2015 Polish Political Campaign Posters**

The proposed presentation discusses a multimodal character of selected political campaign posters which accompanied the 2015 parliamentary election in Poland. Since a pivotal task of a political poster is to familiarize the electorate with a particular candidate, and thus encourage a potential voter to support a given party, the proponents of such posters reach for both visual and verbal means as well as recall other aspects, e.g. cultural background, social status, or political bias to achieve the so-called 'ideological mobilization' (Sontag 1999). Thus, to become an eye-catching and, first and foremost, persuasive medium, political campaign posters are often expressed in the form of conceptual blends constructed on the basis of frequently disparate inputs spaces (Fauconnier and Turner 1998, 2002). In order to arrive at a successful decoding of such blends and account for their multimodal character, a revised six-space model of conceptual integration as delineated by Brandt and Brandt (2005) will be applied in the proposed analysis.