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Conventional and unconventional conceptualisation of love in English (David Richo)

The aim of my paper is to compare the conventional conceptualisation of love in English with the unconventional one in David Richo's psychological guidebook entitled *How To Be An Adult in Love. Letting Love In Safely and Showing It Recklessly* from the point of view of cognitive semantics, especially the theory of conceptual metaphor and metonymy (Lakoff, Johnson, *Metaphors We Live By*) and the theory of radial category (Rosch, *Cognition and Categorization*). The first part will be devoted to the conventional conceptualisation of love in English. As a scholarly background providing the analysis of the conventional conception I am going to use Bogusław Bierwiazzonek's book entitled *A Cognitive Study of the Concept of LOVE in English*. Bierwiazzonek points to a few models of love in the European culture (the one based on sexual attraction, marital love, family love), which overlap in the understanding of the whole concept. My hypothesis is that the central member of the love category is conventionally conceptualised as a strong emotion of affection or liking, resulting from sexual or romantic attraction, where a person loving is passive. Therefore, the central sense of love is metonymically understood as an in-love state.

Another part of my paper will focus on Richo's conceptualisation of love, which is constructed by means of metaphors and metonymies as well as prototypes. Richo creates his definition of love primarily by means of metonymies, painting it as an inborn "capacity", which, though, has to be trained ("practice"), and by means of differentiation between love and other concepts commonly mistaken for it (liking, loyalty, infatuation, lust). In his definition, the prototype of love are less conventional in the conventional conceptualisation. Richo's prototype refers to an attitude of caring, deeply rooted in the ideal of universal love, that is directed at everyone, including ourselves, and manifesting itself in action. Richo's unconventional conceptualisation focuses on forming a relationship.

In conclusion, the aim of the paper will be to point to similarities and differences between the metaphors and metonymies in the two conceptualisations as well as in the category model for the two concepts of love. Because a few models of love overlap in the European culture, I assume that what is central in Richo's conception of love is what is peripheral in the conventional one.