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**Can conceptual blending reconcile two opposing parties?  
A construction of semiotic expressions as blends during Marsz Wolności i  
Solidarności and protests of Komitet Obrony Demokracji in Poland.**

The aim of this presentation is a semiotic analysis of creative signs used by the participants of Marsz Wolności i Solidarności (the March of Freedom and Solidarity) and the supporters of Komitet Obrony Demokracji (Committee for the Defence of Democracy) during two public demonstrations in Poland, held on the 13<sup>th</sup> and 19<sup>th</sup> of December 2015, respectively. We assume the notion of creativity after Tokarski (2013), which should be understood as “an attempt made at presenting a non-standard worldview and introducing alterations in the existing system of values”. We also claim that it is conceptual blending (Fauconnier and Turner, 1996) that is capable of synthesizing known concepts with the new ones, and consequently helping to account for meaning emerging dynamically from such a creative use of signs. We argue, after Brandt and Brandt (2002), that the construction of semiotic expressions as blends is dependent on communication contexts and is determined by the specific communicative goals.

**References**

- Tokarski, Ryszard. *Światy za słowami: wykłady z semantyki leksykalnej*. Lublin: Wydawnictwo UMCS, 2013.
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