II. Judgment/Comparison: Metaphor

- *Her teacher is a warm person*

- *Russia could push China closer to the west*

- *Moscow and Beijing may both be pursuing forms of authoritarian capitalism but they are not automatic bedfellows*
II. Judgment/Comparison: Figure-Ground

- Figure-Ground distinction is derived from Gestalt psychology (Koffka, 1935)

- Introduced to Cognitive Linguistic by Len Talmy

  40a The bike is near the house
  40b *The house is near the bike

- **Figure**
  - Location less known
  - Smaller
  - More mobile
  - Structurally simpler
  - More salient
  - More recently in awareness

- **Ground**
  - Location more known
  - Larger
  - More stationary
  - Structurally more complex
  - More background
  - Earlier on scene/in memory
II. Judgment/Comparison: Figure-Ground (Cont’d)

- Simultaneous subordinators: *When* (temporally symmetrical)

  40a *When Jerry was chair of the department, everything was all right*
  40b *When everything was all right, Jerry was chair of the department*

- Choice of figure and ground leads to different conceptualization and meaning
  - 40a, healthy state of affairs attributed to Jerry’s management
  - 40b, Jerry is seen as an opportunist, taking advantage of the situation
III. Perspective/Situatedness: Viewpoint

- Vantage point

  9a  Joe is in front of the tree
  9b  Joe is behind the tree

- Orientation (vertical dimension; person’s canonical upright position)

  3a  The chimney is above the window
  3b  The window is below the chimney
III. Perspective/Situatedness: Deixis

- Is the phenomenon of using elements of the subject’s situatedness to designate something in the scene
  - Person deixis (I, you, he/she/it, we, and they; defined relative to who is speaking)
  - Deictic demonstratives (this, that, these, those)
  - Deictic time reference (present, past, future)

52a He was coming up the steps. There was a broad smile on his face
52b He was going up the steps. There was a wad of bubblegum on the seat of his pants.
52c He was coming up the steps. There was a wad of bubblegum on the seat of his pants.
IV. Constitution/Gestalt: Structural schematization

- It describes the conceptualization of the topological and geometric structure of entities and their component parts.

61a The impala is under the tree.
61b The cat is under the table.
61c One could see the shiny silver carp under the water.