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WHEN THE ADJECTIVE BECOMES METAPHOR

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Abstract

Studies on the syntactic-semantic analysis of the metaphor often examine the role of the noun and verb. The role that the adjective plays in the achievement of this main figure of speech also deserves a particular attention. Following the same semantic approach as the nominal and verbal metaphor, the adjectival metaphor is detected by an isotopic break, which creates the grammatical unit of the adjective and gives rise to several types of adjectival metaphor and a remarkable stylistic value. Through Marcel Proust's septenary novel, *In Search of Lost Time*, we envisage the multiple syntactic constructions of the adjectival metaphor in the light of a semantic-rhetorical analysis.

Keywords: *adjectival metaphor, isotopy, allotopy, sense, figure.*

THE SENSORY METAPHOR IN ROMANIAN AND FRENCH: TASTE AND THE SMELL

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Based on the omnipresence of metaphor in our daily life and its action as an organizing principle of our thoughts, the present article aims to compare the configuration of the metaphor in two sensorial domains: taste and the smell. The study also aims to compare the conceptual systematicity of taste and olfactory metaphors in Romanian and French by analyzing the lexicalized metaphorical structures of the two languages. The comparison of the linguistic structures expressing sensorial experiences, referring to taste and smell areas in these two languages will allow us to highlight their specific ways of structuring the reality as well as their conceptual overlapping.

Keywords: *Sensory metaphor, taste, smell, conceptual areas, appreciative, pejorative.*

ON SOME TYPES OF METAPHORS IN THE BUSINESS DISCOURSE

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This article aims to identify and analyze the metaphors in the business discourse because the metaphorical model is a productive means of representing the most relevant development of economic concepts. The study of metaphors is a particularly interesting subject and our attention will be focused on the metaphorical expressions of the three levels of the business discourse: the scientific business discourse, professional and lay business discourse. Metaphorical conceptualization is a fundamental process of thinking, widely implemented in scientific modeling, including the business discourse.

Metaphor allows two disconnected universes to find points of convergence in order to maximize communication within the business discourse.

Keywords: *conceptual metaphor, metaphorical conceptualization, professional and non-professional economic discourse, cognitive approach.*

METAPHOR: A SEMANTIC DEVIANCE LIKE A TOOL FOR WOMAN'S SUBLIMATION IN HAMIDOU DIA'S POETIC PRODUCTION

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As a deviant denomination, metaphor shows extremely useful for praising. This vision is perfectly appropriate for the epideictic kind, whose core remains the eulogy of the speech object. Through a mainly semantic perspective, the study allows us to realize that the metaphor is an eminently poetic trope for the rendering of new semantic relevance. This phenomenon takes place after collusion, tension between the meaning of the words in order to please the senses due to the second categorization in terms of acquiring a new meaning. In this respect, metaphor is a figure of brightness, an efficient way of woman's sublimation in Hamidou Dia's poetic production.

Keywords : *metaphor, semantics, failure, sublimation, woman, syntax.*

METAPHORS USED IN SURFING THE WORLD WIDE WEB. COMPARISON BETWEEN FRENCH AND ROMANIAN TERMINOLOGY

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The paper aims to identify and group the usual spatial metaphors, according to semantic criteria, used by French and Romanian speakers to describe navigation on the World Wide Web. The conceptual framework on which our research is based is provided primarily by the work of Lakoff and Johnson (1980, 1985) on the metaphors we live by that "help us structure our way of perceiving, thinking and doing", as well as those of Maglio and Matlock (1998), Jamet (2006), i.e. The corpus of our analysis will focus on computer-related texts (academic courses, IT print magazines) and scientific popularization (brochures, articles for the lay population) concerning the use of the Internet.

Keywords: *conceptual metaphor, terminology, computer science, navigation, web.*

**ON THE METAPHOR OF EVIL IN NAJIB REDOUANE'S
*LE GLAS DU MAL***

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As a trope used mainly in poetry, metaphor is the resource for creating powerful, suggestive images. It appears in the text under various patterns: it may be *in praesentia* or *in absentia* of the terms compared, lexicalized, creative, conceptual or obtained via transfer of meaning, via adding or eliminating semantic features, it can be nominal or verbal, simple or extended. The aim is to identify how the metaphor of evil is rendered by Najib Redouane, a Canadian American writer of Moroccan origin, in his collection of sonnets *Le glas du mal*. He presents a radiography of evil (of wrong and harm) and its moral consequences on the human being, his own personal story mingling with that of the Arab people who rose against oppression and dictatorship. Our article is structured in three parts: the first part contains an outline of the forms of evil, the second is focused on some of the theories of metaphor and the third part is an analysis of the most frequent types of metaphor encountered in this book.

Keywords: *evil, revolt, persecution, distress, types of metaphor.*

***METAPHORS AND NEOLOGY: REFLECTIONS ON THE TRANSLATION OF ECONOMIC
AND FINANCIAL TERMINOLOGY***

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Our contribution aims at highlighting the main issues of metaphorical neology, as well as the semantic and discursive dynamics that occur in the use of technical terminologies stemming from a shared conceptual metaphor. Most notably, through the analysis of a terminological corpus, we will analyse the evolution of these conceptual metaphors and the underlying ideologies in the translation process from English to French in a highly metaphorical domain, such as financial language, in relation to the language policies of the DGLFLF.

Keywords: *conceptual metaphor, terminology, translation, secondary term formation.*

**SEXUAL METAPHOR AS A LITERARY TOPOGRAPHY OF BODY SCENOGRAPHY IN
ADVERTISING**

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The paradigmatic framework of this paper is represented by visual stylistics borrowing its methodological tools, but not its heuristic operation, from semiotics. The stylistics envisaged here will continue the quest for expressive singularity in terms of perlocutory efficiency. From a hermeneutic perspective, it will articulate the representation of visual identities via plastic encoding to the functioning of the generated speech. It will be the same for the narrative/poetic discourse embedding the marketing argumentation and finally the axiological level of the utterance which carries values defended by the brand that deploys it. This study aims to show that sexual metaphor, as a proven literary topos and playing on the scenography of projected bodies, is often invested by advertisers on a

tensive scale where the implicit can give rise to an abstruse encoding able to support commercial argumentation.

Keywords: *Metaphor, Implicit, Sexuality, Literarization, Advertising Speech*

FILM ADAPTATION OF METAPHOR: THE PARTICULAR CASE OF ANNA KARENINA'S DEATH

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What is going on when the metaphor which leads to the notion of *transfer*, and which can cause problems during its translation, is transferred from text to screen? In this article we shall dwell on the question of the film adaptation of the metaphor by focusing on the case of Anna Karénine's death metaphorically presented in Tolstoy's novel. [This article resumes the conclusions resulting from the analysis of several films within the framework of the Master's degree research thesis.] Also to illustrate our reflection, we shall concentrate on the analysis of a sequence of the film based on Tolstoy's Anna Karenina, by Bernard Rose, staging Anna Karénine's death.

Keywords : *Metaphor, adaptation, interpretation, Anna Karenina, death.*

THE METAPHORS OF CLOTHING IN *THE ROUGON-MACQUART*

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The purpose of this study is to organize, while analyzing, the plethora of metaphors of clothing conveyed by Zola's *Rougon-Macquart*. Our categorisation, which takes into account the disciplines/topics associated to these metaphors, opens the way to some more focused analyses (on a title or on a character, for instance) and to the in-depth exploration of a limited number of metaphors. The originality of our study consists in combining the stylistic analysis of the compared/comparing clothing with a semiotic analysis that places the clothing as sign in a well-established system based on Zola's *Rougon-Macquart*, where the meaning of clothing is associated to a value judgment (or judgment of socialisation) able to be interpreted by both Zola's contemporaries and today's readership.

Keywords : *metaphor ; clothing ; clothing as sign ; Zola, Émile ; The Rougon-Macquart.*

STYLISTIC ANALYSIS OF THE METAPHOR *IN ABSENTIA* IN *LE NOIR N'EST POINT NOIR* BY ALBERT DEBONY

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Metaphor is the result of an imaged language use by which at a semantic level one compares two terms that belong to different domains. In its structure, irrespective of the metaphorized item belonging to literary discourse or not, we talk about metaphor *in praesentia* or *in absentia*, lively or dead, simple or continued... As such, the domain of realization of the metaphor is surely the literary. If it is also true that the stylistic analysis, in accordance with the stylistic approach proposed by Georges Molinié, aims to describe what determines the literary nature of the discourse, then we are entitled to infer that metaphor, especially *in absentia*, ceases to be a simple trope because generated by an analogical transfer of denomination, as well as what can render its literary character to the discourse of Albert Debono, through its strong occurrence.

Keywords: *metaphor - stylistic - verbal - adjectival - in absentia – literary.*

METAPHOR AS EXPRESSION OF RACE CONFLICT IN *THE SOUTHERN CROSS* OF JOSEPH NGOUÉ

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This article deals with metaphor seen as the key figure at the core of the process of meaning generation concerning the conflict that opposes the black race to the white one in *The Southern Cross*. The figure takes on various expressive configurations in expressing the danger speakers of both races face, each one appearing dangerous, able to destroy their adversary. The Black use it to unveil the monstrous inhumanity of the White towards them, while the White employ it to portray the Black as a worthless human being. The clash of the two races allows us to perceive the black victory and their possible freedom from the white chain. This is the meaning intended to be provided by this study through a stylistic approach.

Keywords : *metaphor, trope, conflict, stylistic, semasiologic.*

ALAN SILLITOE'S *TRAVELS IN NIHILON* (1971) : AN ANTI-TOTALITARIAN METAPHOR

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Travels in Nihilon is a novel published by Alan Sillitoe, an English writer, in Great Britain in 1971. The book unravels the misadventures of five British travelers on an island somewhere in the world, called "Nihilonia" and divided into two countries, "Nihilon" and "Cronacia". These travelers must write a travel guide on this little-known country. A geographical map, inside the book, represents this imaginary state whose contours correspond to the borders of Romania in 1971. This story would show "the truth of what Nihilon [claimed] to have achieved through constructive nihilism". The political doctrine of its leader, President Nil, who pushed to the absolute a "perfect system of regimented chaos". The irony is scathing. The purpose is metaphorical. A serious question, perhaps unanswered, about the nature of freedom, is asked. This book is indeed a surprising anti-totalitarian allegory, ostensibly directed against the post-Stalinist dictatorial regimes of Romania and Eastern countries during the Cold War, and, at the same time, in a more insidious way, against Great Britain and Western capitalist states at the same time. What do the construction of this metaphor, the study of its geographical setting, the camouflage of its content and the overloading of its allegorical, declared or latent meanings, reveal?

Keywords : *Metaphor, Novel, Sillitoe, Romania, Totalitarianism, Anti-utopia.*

MYTH AND METAPHOR IN SYLVIE GERMAIN'S WRITINGS

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Drawing on Borges's idea, according to which man compensates the limits of reason in an effort to understand the most intimate mechanisms of existence through imagination, which creates myths and symbols, this paper aims at analyzing the metaphor which Sylvie Germain builds in her poetic novel *Le Livre des Nuits*. Metaphor is the ingredient of an alchemical writing supposed to catch the movement of ideas and feelings facing an aggressive and compelling reality. Metaphor is with Sylvie Germain a source of mythical innovation in the sense that it recalibrates the ancient myths in modern times' terms. If we were to define Germain's metaphor by its sensory, pathos, esthetic and axiological traits, then we would turn to two of her works which help us see through it the "colours of the invisible" and hear the "echoes of silence" of her writing.

Keywords: *Metaphor, hermeneutics, myth, ambiguity, tragic existence.*

ON THE CHAOTIC DYNAMICS OF METAPHOR FROM THE PERSPECTIVE OF SYNCHRONICITY

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The study attempts to highlight the chaotic dynamics of metaphor as effect of a series of creative processes that seem to range, in some cases, from serendipity to synchronicity. Our project, having as starting points hypotheses drawn from quantum physics, the theory of chaos and complexity, proposes another micro-theory of metaphor, which could be defined as generating an a-causal order and meaningful coincidences.

Keywords: *Aristotle, Jung, Perelman, Ricoeur, Metaphor, Serendipity, Synchronicity, Trans-Temporality.*

C'ÉTAIT TUNIS. 1920 (RÉCIT DE VIE): MEMORIES OF MAHERZIA AMIRA-BOURNAZ'S CHILDHOOD

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Tunisian writer emeritus of the twentieth century (March 2000), Maherzia Amira-Bournaz (1912-2002) is a follower of autobiographical narrative as a retrospective account of the writer's life (Lejeune, *Le pacte autobiographique* 1975) and the condition of the Arab woman.

In our study, we propose to re-analyze *C'était Tunis. 1920 (récit de vie)* as an autobiography and a retrospective narrative where Maherzia Amira-Bournaz, author and character of her own novel, resorts to her memory and recreates the story of her life: the complete picture of her childhood (in a country where the access of the Arab girl to education was very limited) and the mentalities and customs of the

Arab family, as an authentic document of the life of Tunisia in the 1920s, under the French Protectorate.

Keywords : *autobiography, memories / retrospective narrative, education, identity.*

**"THIS WILLINGNESS TO SOLVE OUT ENIGMAS...". THE DETECTIVE STORY
MODEL IN THE WORKS OF PATRICK MODIANO**

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Most of Modiano's novels, pertaining to all his writing periods, contain dangerous scenes in which young characters are victims of criminals and the action continues by an inquiry usually carried out by the narrator in order to find out the mystery concerning these missing persons or the authors of various crimes. There is a special kind of relation between many of Modiano's novels and the thriller, because the author, even if much attracted to this kind of novel, does not necessarily obey its rules, and the enigma often grows deeper than in the beginning.

This paper attempts to show the role and functions of the thriller in the fiction of the French author who was awarded the Noble Prize for literature in 2014, mostly for his great interest in memory and past. Thus, we embark upon the quest, which is not going to reveal the mystery, but, according to Dominique Rabaté, to open up the gate to "identity revelation".

Keywords : *Patrick Modiano, thriller, enigma, past, memory, identity*

**SPELLING IN FFL CLASS: BETWEEN LINGUISTIC REPRESENTATION AND
PEDAGOGICAL REPRESENTABILITY**

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The proper spelling of a word is one of the writing skills to be developed in the teaching and learning of a language. Its value consists in observing the morphological structure of a part of speech and in restructuring the graphemes according to the morpho-phonetic models found in dictionaries. In this article, we have tried to analyze the representations of teachers regarding the teaching of spelling in French as a foreign language and the difficulties encountered by learners when learning the related rules.

Keywords : *Spelling, word, morphology, writing skills.*