## Contents

1. **Cultural Linguistics: The State of the Art**
   Farzad Sharifian

2. **Cultural Conceptualisations in Humorous Discourse in English and Serbian**
   Diana Prodanović Stankić

3. **Cultural Conceptualisations of Death in Taiwanese Buddhist and Christian Eulogistic Idioms**
   Wei-lun Lu

4. **Life as Opera: A Cultural Metaphor in Chinese**
   Ning Yu

5. **Cultural Conceptualisations of Collective Self-representation Among Chinese Immigrants**
   Yanying Lu

6. **Cultural Conceptualisations of Irony in Greek**
   Angeliki Athanasiadou

7. **The Interface Between Language and Cultural Conceptualisations of Gender in Interaction: The Case of Greek**
   Angeliki Alvanoudi

8. **Grounding and Relational Schemas in Managalase, Papua New Guinea**
   William H. McKellin

9. **Kinship Semantics: Culture in the Lexicon**
   Alice Gaby
10 Cultural Conceptualisations of MOUTH, LIPS, TONGUE and TEETH in Bulgarian and English ........................................... 189
Alexandra Bagasheva

11 Cultural Conceptualisations of RIVER in Hungarian Folksongs ................................................................. 223
Judit Baranyiné Kóczy

12 Pride in British English and Polish: A Cultural-Linguistic Perspective ............................................................... 247
Paul A. Wilson and Barbara Lewandowska-Tomaszczyk

13 Beyond Metaphorisation and Myth-Making: Tertium Datur for Language and Culture ........................................ 289
Adam Glaz

14 Context in Cultural Linguistics: The Case of Metaphor ........... 307
Zoltán Kövecses

15 Metaphor and Cultural Cognition ........................................... 325
Andreas Musolff

16 The Conceptualisation of AUSTERITY in the Portuguese, Spanish and Irish Press .................................................... 345
Augusto Soares da Silva, Maria Josep Cuenca and Manuela Romano

17 Cultural Conceptualisations of DEMOCRACY and Political Discourse Practices in Ghana ....................................... 369
Gladys Nyarko Ansah

18 Perceptions of Impoliteness from a Cultural Linguistics Perspective ................................................................. 389
Farzad Sharifian and Tahmineh Tayebi

19 Seoul Uncle: Cultural Conceptualisations Behind the Use of Address Terms in Korean ......................................... 411
Hyejeong Ahn

20 Evidentiality—A Cultural Interpretation ............................... 433
Enrique Bernárdez

21 Noun Classes and Toponyms in Shùpamem .......................... 461
Lydie Christelle Talla Makoudjou and Victor Loumngam Kamga

Kim Ebensgaard Jensen

23 Applied Ethnolinguistics Is Cultural Linguistics, but Is It CULTURAL LINGUISTICS? ............................................ 507
Bert Peeters
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Expanding the Scope of Cultural Linguistics: Taking Parrots Seriously</td>
<td>Roslyn M. Frank</td>
<td>529</td>
</tr>
<tr>
<td>25</td>
<td>Where Japanese and Occidental Cultural Conceptualisations Meet: Reading Manga Which Anthropomorphise Nations as Kyara ‘Characters’ Through the Lens of Cultural Linguistics</td>
<td>Debra J. Occhi</td>
<td>561</td>
</tr>
<tr>
<td>26</td>
<td>Are Marriages Made in Heaven? A Cultural-Linguistic Case Study on Indian-English Matrimonials</td>
<td>Frank Polzenhagen and Sandra Frey</td>
<td>573</td>
</tr>
<tr>
<td>28</td>
<td>Terms of Adoption: Cultural Conceptual Factors Underlying the Adoption of English for Aboriginal Communication</td>
<td>Ian G. Malcolm</td>
<td>625</td>
</tr>
<tr>
<td>29</td>
<td>Cultural Conceptualisations in Stories of Māori-English Bilinguals: The Cultural Schema of MARAE</td>
<td>Marta Degani</td>
<td>661</td>
</tr>
<tr>
<td>31</td>
<td>Developing Meta-cultural Competence in Teaching English as an International Language</td>
<td>Zhichang Xu</td>
<td>703</td>
</tr>
<tr>
<td>32</td>
<td>Cultural Linguistics and ELT Curriculum: The Case of English Textbooks in Vietnam</td>
<td>Thuy Ngoc Dinh</td>
<td>721</td>
</tr>
</tbody>
</table>
Advances in Cultural Linguistics
Sharifian, F. (Ed.)
2017, XII, 745 p. 47 illus., 28 illus. in color., Hardcover