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|----|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Record Nr.              | UNINA990006848100403321                                                                                                                      |
|    | Autore                  | Pinson, Linda                                                                                                                                |
|    | Titolo                  | Il business plan : come prepararlo e presentarlo. Con esempi di moduli e prospetti / Linda Pinson, Jerry Jinnett                             |
|    | Pubbl/distr/stampa      | Milano : F. Angeli, c 1997                                                                                                                   |
|    | Descrizione fisica      | 160 p. ; 22 cm                                                                                                                               |
|    | Collana                 | 50 minuti ; 61                                                                                                                               |
|    | Disciplina              | 658.4                                                                                                                                        |
|    | Locazione               | FSPBC                                                                                                                                        |
|    | Collocazione            | COLLEZ. 1395 (61)                                                                                                                            |
|    | Lingua di pubblicazione | Italiano                                                                                                                                     |
|    | Formato                 | Materiale a stampa                                                                                                                           |
|    | Livello bibliografico   | Monografia                                                                                                                                   |
| 2. | Record Nr.              | UNINA9910493741403321                                                                                                                        |
|    | Autore                  | Thompson Ewa M (Ewa Majewska), <1937->                                                                                                       |
|    | Titolo                  | Mediating the otherworld in Polish folklore : a cognitive linguistic perspective / Ewa Masowska ; translated by Maria Fengler and Piotr Styk |
|    | Pubbl/distr/stampa      | Bern, : Peter Lang International Academic Publishing Group, 2020<br>Berlin : , : Peter Lang, , [2020]<br>©2020                               |
|    | ISBN                    | 3-631-79685-4<br>3-631-79684-6                                                                                                               |
|    | Descrizione fisica      | 1 online resource (412 pages)                                                                                                                |
|    | Collana                 | Polish Studies – Transdisciplinary Perspectives                                                                                              |
|    | Disciplina              | 398.209438                                                                                                                                   |
|    | Soggetti                | Folklore - Poland                                                                                                                            |
|    | Lingua di pubblicazione | Inglese                                                                                                                                      |
|    | Formato                 | Materiale a stampa                                                                                                                           |
|    | Livello bibliografico   | Monografia                                                                                                                                   |

## Nota di contenuto

Conceptualisation of the interaction between the physical and metaphysical worlds: basic premises. General characteristics of cognitive processes -- Stereotype as a projection and interpretation of the world -- Imaging the relations between the physical and metaphysical worlds: the four natural elements. Water -- Earth -- Air -- Fire -- Imaging the relations between the physical and metaphysical worlds: the sun and the moon. The sun -- The moon -- Conclusion -- Summary.

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## Sommario/riassunto

This book analyses the ways of conceptualising and interpreting the interaction between physical and metaphysical worlds in Polish folklore. A linguistic and anthropological analysis offered in this study focuses primarily on myth, ritual and symbol as reflected in language (dialect lexis, phraseology, speech acts). Employing the methodology and analytical tools of cognitive linguistics (preconceptual image schemas, cognitive scene, profiling of concepts, development of cognitive paths), the author reconstructs mental patterns at the heart of mythical thinking, linguistic actions and symbolic meanings, which reflect universal conceptual schemas and may serve as models for intercultural studies.

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