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Nota di contenuto	Frontmatter -- Preface -- Contents -- Introduction: Categories, cognitive models and ideologies / Dirven, René / Frank, Roslyn M. / Pütz, Martin -- Section 1: Cognitive models of linguistic variation -- Cultural models of linguistic standardization / Geeraerts, Dirk -- How to do things with allophones: Linguistic stereotypes as cognitive reference points in social cognition / Kristiansen, Gitte -- Section 2: Cognitive models of cultural / social identities -- Shifting identities in Basque and Western cultural models of Self and Being / Frank, Roslyn M. -- Language and ideology in Nigerian cartoons / Medubi, Oyinkan -- Three mandates for anti-minority policy expressed in U.S. public discourse metaphors / Ana, Otto Santa -- Has the consciousness of modern industrial societies rendered "Housewife" no longer a value-free cultural model? / Sego, Lewis P. -- Section 3: Cognitive models as covert ideologies -- Conceptual metaphor as ideological stylistic means: An exemplary analysis / Wolf, Hans-Georg / Polzenhagen, Frank -- Metaphor and ideology in the press coverage of telecom corporate consolidations / White, Michael / Herrera, Honesto -- Section 4: Cognitive models in covert social debates -- Ideological functions of metaphor: The conceptual metaphors of health and illness in public discourse / Musolff, Andreas -- Genetic roulette: On the cognitive rhetoric of biorisk / Hamilton, Craig A. -- Deciphering the human

genome: The semantic and ideological foundations of genetic and genomic discourse / Nerlich, Brigitte / Dingwall, Robert -- List of contributors -- Index -- Backmatter

Sommario/riassunto

The volume offers a number of representative papers on cognitive models that are invoked when people deal with questions of social identity, political and economic manipulation, and more general issues such as the genomic discourse. In line with the well-known volume *Cultural Models in Language and Thought* by Holland and Quinn (1987), the volume shows that Cognitive Linguistics has further explored the idea that we think about social reality in terms of models - 'cognitive/cultural models' or 'folk theories'. As in cultural models, the present volume demonstrates that the technical apparatus of Cognitive Linguistics can be used to analyze the various ways our conception of social reality is shaped by underlying cognitive and/or cultural models or patterns of thought, and also looks into how this is done. The new inroad the volume wants to pursue is the deliberate and explicit orientation towards a cognitive sociolinguistics, or more generally, a cognitive semiotics.
