

**PALA 2024: Stylistics in the World**  
**Book of Abstracts**  
Posters

**Metaphorical Representation of Trauma Stress in Holocaust Testimonies**

Daban Hamad Ameen  
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This poster is about a doctoral study that will be conducted at Erfurt University. The study is primarily about the language of trauma. The project specifically focuses on the metaphorical representation of trauma in Holocaust testimonies. To study the metaphors in the Holocaust testimonies, a specialized corpus will be compiled, consisting of 100 testimonies available at the United States Holocaust Memorial Museum and USC Shoah Foundation. The research aims to answer the following questions: (a) What are the metaphorical discursive patterns in the Holocaust testimonies, and (b) what are the main and most contributing source domains aiding trauma victims in understanding their traumatic stress, as used by testimony-givers to express their emotions? The study employs mixed methods, both qualitative and quantitative. Qualitatively, the study examines metaphorical discursive patterns such as (i) recontextualization, (ii) metaphor variation and variability, (iii) ideational resources of metaphor, and (iv) the rhetorical development of metaphor (Semino et al., 2013; Tay, 2013; Semino, 2008). To study metaphorical discursive patterns in Holocaust testimonies, 20 random testimonies will be selected and checked manually. Additionally, qualitatively, the study approaches metaphors from a cognitive perspective (Lakoff, 2008; Lakoff and Johnson, 2008). Five source domains will be investigated: MOTION, SPACE, CONTAINER, JOURNEY, AND BALANCE. To do that, a corpus approach will be utilized (Stefanowitsch, 2005; Julich-Warpakowski, 2020). Concordances resembling the mentioned source domains will be looked up and reported descriptively and statistically.

**Linguistics, AI, and Archives: Hybrid approaches on the Our Heritage, Our Stories project**

Ewan Hannaford & Marc Alexander  
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The use of automated approaches for interpreting linguistic material is becoming increasingly commonplace, with Natural Language Processing (NLP) approaches and the language models they underpin becoming ubiquitous within industrial practice and public use. However, while these approaches can produce impressive, and impressively human,

results, their utility to assist linguistic research is still in question (eg. Brookes & McEnery, 2019).

We draw on our experience on the multidisciplinary Our Heritage, Our Stories (OHOS) project, which integrates computational processing of archival materials with humanities expertise to open up the UK's wealth of community archives to a wider audience. By exploring in this talk the contributions of stylisticians with linguistics expertise to automated approaches to interpreting language and linguistic materials, we will explain the hybrid approaches developed collaboratively by the linguistic and computer science teams on the OHOS project to improve NLP approaches to understanding the discourse of community archival materials, discussing the limitations of purely automated approaches and how improving integration and access to these resources could benefit subsequent stylistic research.

Drawing on real world experience in integrating linguistic expertise into NLP systems, the talk will summarise how and where linguistic and stylistic expertise remains salient and necessary in the increasingly automated interpretation and representation of cultural materials and the communities that produce them, and the curating of their cultural value.

## **References**

Brookes, G. & McEnery, T. 2019. The utility of topic modelling for discourse studies: A critical evaluation. *Discourse studies* 21 (1). 3-21.

## **A Multi-perspective analysis of buzz words born in Harbin winter-themed tourism**

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With the increasing popularity of the Harbin Ice-Snow World across China, a great number of buzz words were created, which have sparked a discussion online. The current study focuses on an analysis of these newly-coined phrases from multiple perspectives, such as ecolinguistics, pragmatics and rhetoric, to understand the connection of language with the environment and the pragmatic functions of language in promotion of tourism as well as interaction with tourists. Initially, the relevant theories are reviewed to construct a theoretical framework for further analysis, then buzz words are collected by resorting to Chinadaily website, TikTok, Wechat, etc., and ultimately a multi-angle discussion is conducted. It can be concluded that these hot words, loaded with regional characteristics and rich figures of speech like metonymy and metaphor, contribute to manifesting the nature of language, drawing the distance between tourists and natives close, and enhancing the interactive effect. Hopefully, the analysis sheds light on further discussions about other functions of buzz words such as economic and ecological values.

**Creating space for environmental discourse between students and elders:  
Further understanding perspectives on conservation among elders and different cultures**

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Community members hold invaluable, firsthand knowledge of history, traditions, and cultural nuances of their communities, offering unique perspectives often unseen or not sought out but powerful for informing decision-making. Through a collaborative effort between college students, the City of National City Senior Center and Nutrition Center, and elders from National City, CA, we collected 42 oral history interviews containing discourse between elders from a diverse city in Southern California and San Diego State University students on elders' perception of the environment today and when they were growing up to contribute to the growing literature of understanding perspectives on conservation. This study used oral history interviews to create safe spaces for elders to share their memories and perspectives and contribute to historical and geographical narratives that allow elders to craft their retelling of events. An analysis of transcribed oral history interviews will analyze word choices and non-verbal elements such as pauses or silence, expressing uncertainty or confidence, or emphasis on words or statements that will help conceptualize an understanding of the state of the environment amongst elders in National City. Our goal for this research is to inform decision-makers and planners to construct an urban green environment where elders can healthily and safely age in place. Through these methods and analyzing the results, we argue that elders value and recognize the importance of accessible green spaces and, to an extent, are aware of the climate emergency and feel a sense of urgency, not for themselves but for future generations.

**References**

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