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Metonymic transcategorization in the sphere of professional communication (Based on the English animation vocabulary)

Abstract

The present article studies transcategorization viewed as a process of reinterpreting, transferring professional knowledge and concepts from one category into another. Transcategorization is an issue of interest for both cognitive and linguistic research focusing on professional knowledge and the means of its verbalization. The article aims at analyzing transcategorization implemented in linguistics by means of metonymic transfer whose use indicates the advanced level of professional knowledge. Animation was chosen as a target professional field. The units for analysis were selected from the memoir of professional animators from Disney Studios and further processed using definition and contextual analyses. The obtained results showed that transcategorization based on metonymic transfer in the sphere of professional communication of animators is a productive phenomenon. The transcategorization processes are based on the following patterns of metonymic transfer: instrument \rightarrow production stage; instrument \rightarrow work done with the given instrument \rightarrow name of the production stage; static \rightarrow animated; place of a proceeding action \rightarrow artistic specifications; location \rightarrow work screened in that location \rightarrow name of a production stage; appliance \rightarrow product; tool \rightarrow production technology; production \rightarrow product name; personality \rightarrow the result of the actions of the given personality.

Keywords: impersonal constructions, epistemic modality, evidentiality, mixed markers, evidential-epistemic syncretism

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