بحوث قسم اللغة الإنجليزية

A Cognitive Analysis of Ironic Quotes in Mahmoud El-Saadany's Book: Standing by Allah's Door

Heba Ezzeldin Mohamed Mahmoud Hussein

Faculty of Arts and Humanities

Suez Canal University

Abstract

Humour is part of Arab life; one can almost argue that humour kept the Arab spirit going in the darkest of recent times. Arabs laugh at their misery, whether it stems from political oppression or economic depression (Chakhachiro, 2009, p.3). This study provides the reasons for using verbal ironies by Mahmoud El Saadany from both political and social perspectives. This study aims to investigate the cognitive semantics of verbal ironies applied to data selected from ironic quotes by Mahmoud El-Saadany's *Ala Baab Allah "Standing by Allah's Door"*. Mahmoud El Saadany's only weapon is irony through which, he can express his opinions and perspectives. Hence, the data chosen in this text are written by a sarcastic Arab writer in the field of politics, so

this study examines features of sarcastic Arab writers with respect to political irony. The study uncovers the mystery of the ironic language. It analyzes the ironic quotes through semantic cognitive theories and views. It also shows how semantic cognitive tools can convey the implied meaning of ironic quotes. This study is organized as follows: Introduction, four chapters and Conclusion. Thus, in general, the study comprises two components; a theoretical part which is in chapter one and two, and an applied part which is in chapter three and four.

Keywords: Embodiment, Encyclopaedic, Conceptualisation, cognitive semantic tools, prototype and Punch line.

المستخلص

إن اللغة هي وسيلة التواصل بين الشعوب، حيث أنها تيسر التواصل والحديث بين الجميع. بينما تحتوي اللغة معنى ضمني الذي يتطلب استخدام بعض الأدوات للتمكن من فهم مقصد هذا المعنى الضمني واللذي بدوره يجنبنا من سوء فهم هذا المقصد. ويحمل هذا المعنى مترادف ساخر. وأوضح الأدباء والمؤلفون المعنيون بدراسة اللغة أن العبارات الساخرة تقصد المعنى المضاد للمعنى الحرفي المذكور.

للسخرية ثلاثة أنواع: المفارقة الظرفية والمفارقة الدرامية والسخرية اللفظية أو الكلامية (بيرين، ١٩٦٩، ص ١١٥). يكون التركيز في هذه الرسالة على النوع الثالث من السخرية وهي

السخرية اللفظية أو الكلامية. حيث تهدف تلك الرسالة الى معرفة الدلالات المعرفية لعبارات السخرية اللفظية أو الكلامية طُبقت على عبارات مختارة من اقتباسات محمود السعدني من كتابه "على باب الله".

للكتاب الساخرين سلاح وحيد وفريد ألا وهو السخرية. فمن خلال السخرية يمكنهم فعل الكثير مثل التعبير عن أرائهم وتوجهاتهم. وبما أن العينة التي يتم تحليلها في هذا البحث كُتب بقلم كاتب عربي ساخر للحياة السياسية، كان لابد للباحث استنتاج والحديث عن السمات الخاصة بالكتاب الساخرين خاصة النوع المعني بالسخرية في المجال السياسي. وجدير بالذكر أن السمة السائدة في السخرية يغلب عليها طابع الدعابة التي لا شك أنها أحد الصفات الخاصة بالمجتمعات العربية. حيث يرى العديد من الكتاب أن روح الفكاهة تغلب على الشعوب العربية حتى في أكحل الأمور، فيضحكون في المآسي التي غالبا ما تكون مآسي بسبب قهر سياسي أو ركود اقتصادي (شخاشيرو، ٢٠٠٩، ص ٣). وبالتالي فإن هذه الدراسة معنية بالتحقق من دوافع وأسباب كتابة العبارات الساخرة من قبل الكاتب الساخر محمود السعدني والتي تكمن في رفضه للتوجهات السياسية أو الاجتماعية المفروضة عليهم من قبل السلطات العليا.

الكلمات المفتاحية: التجسيد، الموسوعي، التصور المفاهيمي، الأدوات الدلالية المعرفية ،النموذج الأولي ونظرية الدعابة.

1. Introduction

Various contemporary Arab writers, poets and playwrights use irony as a tool to convey a message, conceal an opinion or simply to delight the reader or the audience. It is said that when irony works, it helps to strengthen social bonds and mutual understanding. As a result, understanding and interpreting those messages

require tools of cognitive semantics: an approach derived from cognitive linguistics. Cognitive linguistics is a relatively new school of linguistics, that has emerged within the modern field of interdisciplinary studies known as cognitive approach (Evans & Green, 2006, p.30). Cognitive linguistics is "a modern school of linguistic thought and practice". It is concerned with investigating the relationship between human language, the mind and socio-physical experience" (Evans, Benjamin, Bergen & Zinken, 2007, p.1). The study introduces the three main approaches reflecting cognitive linguistics: the experiential, the prominence and the attentional views. The last two views centre on giving prominence or focusing attention on a particular element. The most significant of the three views is the experiential view of language which means that language users reflect their experiences on their utterances.

2. Problem of the Study

Ironic language is figurative language which resorts to many symbols. Those symbols or figures in ironic language that represent a problematic issue semantically. If there are no means of decoding this ironic language, there might be

ambiguity and misunderstanding among interlocutors and communicators and make them skilled at conveying information. Ironic language is widely used by sarcastic writers and it was a necessity to search for tools decoding the embedded meanings of ironic quotes.

3. Objective of the Study

The objectives of this study is thus four folds: (1) analysing verbal ironies by cognitive semantic tools focusing on the chosen ironic quotes by Mahmoud El-Saadany, where the ideas may not be explicitly represented; (2) examining the conceptualization and embodiment techniques in which the implied meaning as contrasted to the experimental and experiential stereotypes and background and (3) testing the distinctive features of political ironic quotes according to the analysed data of ironic examples.

4. Study Questions:

The study aims at answering the following study questions:

1) What are the distinctive features of the verbal ironies in Mahmoud El-Saadany's *Ala Baab Allah "Standing by Allah's Door"*?

2) How do the tools of cognitive semantics: theory of prototypes, mental spaces and image schemas help interpret sarcastic writings of Mahmoud El-Saadany's *Ala Baab Allah "Standing by Allah's Door"*?

3) What is the significance of irony targeting politicians?

4) What are the views of cognitive semantics violated by the ironic quotes in Mahmoud El-Saadany's *Ala Baab Allah "Standing by Allah's Door"*.

5. Methodology of the Study

This study aims to identify specific aspects and forms of irony, expressed with the help of cognitive linguistic tools. Some chosen ironic quotes in Mahmoud El Saadany's *Ala Baab Allah "Standing by Allah's Door"* are analyzed according to the theories of prototypes, frames and domains, image schemas and mental spaces.

The researcher divides the analysis of the verbal ironies included in this study into three parts; (1) selecting the ironic quotes, (2) applying the theories on them (these theories are theory of frames and domains, mental spaces, images schemas and prototypes) and (3) testing the maxims violation by cognitive tools like encyclopedic and truth conditional techniques through conceptualization and embodiment.

The ironic utterances in this study are political and written by Mahmoud El-Saadany. As an Arab writer, the common characteristics of some political Arab writers are sense of humor, because Arabs always tend to laugh at their misery and their pen is their only tool to express implicitly their political opinions that they were recognized behind their refusal of political life of the rulers or the devastating economic conditions. Mahmoud El-Saadany is a journalist and sarcastic writer. He was born in 1928 in Egypt and died in 2010. He started writing in the era of Egyptian presidents Gamal Abdel-Nasser and Anwar El Sadat. In those eras, he used to criticize some aspects of political life which ended up by being in prison in the era of the deceased president Abdelnasser and sent into exile in the era of former president El Sadat. His position as an editor in chief for many newspapers, journals and press agencies characterized his intellectuality and his profound knowledge of political life in Egypt at that time. It also made him close to some former presidents like Muammar El Kaddafy, Saddam Hussien and Hosny Mubarak. Mahmoud El-Saadany was known as political satirist, as he published many books and publications under the scope of irony. Almost all of his writings shared the political opinions implicitly representing the Egyptian's everyday life. The other books of Mahmoud El Saadany different from *Ala Baab Allah "Standing by Allah's Door"* are: *Awdet El Himar "Return of Donkey", Al Walad Al Sha'ay fe El Manfa "The Troublemaker Boy in the Exile", Malaeed El Walad El Sha'ay "tricks of*

Troublemaker Boy", Mozakerat El Walad El Sha'ay "Diaries of Troublemaker Boy", Himar Min El Sharq "Donkey from the East", Mosafer Bela Metaa "Traveler with no Baggage", Rehalat ibn Batouta "Trips of Ibn Batoota".

6. Cognitive Semantics:

The interpretation of language requires some tools to make the language well-explained and well-clarified. Cognitive linguistics is a relatively new trend in linguistics, and one of the innovative and exciting approaches to the study of language that has emerged within the modern field of interdisciplinary study of language. It is a modern school of linguistic thought that emerged in the early 1970s and is related to modern cognitive approach especially in work relating to human categorization. By the early 1990s, there was a growing proliferation of study in this area, and of researchers who identified themselves as 'cognitive linguists (Evanas & Green, 2006, p. 30).

6.1   Cognitive Tools

Conceptual domains are crucial to the meaning of a linguistic item. However, while a conceptual domain provides the conceptual content of an expression (Lemmens, 2015, p.92), it does not exhaustively define the meaning of that expression. Crucially, linguistic expressions contribute to how the conceptual content is construed; each linguistic expression or construction imposes its own construal. In

Lemmen's terms, each expression is said to embody "conventional imagery" (Lemmens, 2015, p.93); Conceptual structure contains knowledge representation and meaning construction. Meaning construction is the conceptualization of the knowledge representation which is the conceptual system. Irony on a cognitive level, has been conceptualized as a form of thought involving different grades of contrast between linguistic representation and the reality domain it refers to. In this respect, figurative language plays an important role in communication due to the need of performing mental processes such as reasoning and inference, which require additional cognitive effort.

6.2   Conceptualization in cognitive tools:

Cognitive linguistics is an approach to the analysis of natural language that originated in the late seventies and early eighties in the work of George Lakoff, Ron Langacker and Len Talmy. It focuses on language as an instrument for organizing, processing and conveying information. Given this perspective, the analysis of the conceptual and experiential basis of linguistic categories is of primary importance within Cognitive Linguistics: the formal structures of language are studied not as if they were autonomous, but as reflections of general conceptual organization, categorization principles, processing mechanisms, and experiential and environmental influences.

7. Metalanguage of irony:

How can we translate from a language into a metalanguage? Predicate calculus, the logical metalanguage into which formal semanticists translate natural languages like English, contains a range of expressions. These expressions represent the meaning expressed by units of language like nouns, verbs and adjectives by means of terms. There are two kinds of terms: individual constants and predicates (Evanas & Green, 2006, p. 451). Object language is versus metalanguage; truth can only be defined for those languages whose semantic structure has been exactly defined and that it is not possible to define the semantic structure of a language that is self-defining. Therefore, in order to establish the meaning of a sentence from a given natural language, we need to be able to translate the sentence from that object language into a metalanguage, a language that can precisely and objectively be defined.

8. Theories:

8.1   Theory of Domains and Frames:

Frame is a schematization of experience (a knowledge structure), represented at the conceptual level and held in long-term memory. The frame relates the elements and entities associated with a particular culturally embedded scene from human experience (Langacker's, 1987, p.199). Langacker's theory of domains, like Fillmore's theory of Frame Semantics, is based on the assumption that meaning is encyclopedic, and that lexical concepts cannot be understood independently of larger knowledge structures. Langacker calls these knowledge structures domains. Langacker's theory of domains complements Fillmore's theory of Frame Semantics in a number of ways (Evanas & Green, 2006, p. 230). According to Langacker, 'Domains are necessarily cognitive entities: mental experiences, representational spaces, concepts, or conceptual complexes' (Langacker, 1987, p. 147). In other words, domains are conceptual entities of varying levels of complexity and organization.

8.2   Image Schemas Theory:

'Image schemas' is derived from sensory and perceptual experience as we interact with and move about in the world. The concept associated with containment is an instance of what cognitive linguists call an image schema. In the

cognitive model, the image-schematic concept represents one of the ways in which bodily experience gives rise to meaningful concepts. While the concept is grounded in the container directly embodied experience of interacting with bounded landmarks, image schematic conceptual structure can also give rise to more abstract kinds of meaning (Evanas & Green, 2006, p. 158 & p.178). The term 'image' in 'image schema' is equivalent to the use of this term in psychology, where imagistic experience is related to and derived from our experience of the external world. Another term for this type of experience is sensory experience, because it comes from sensory-perceptual mechanisms that include, but are not restricted to, the visual system. Although the term 'image' is restricted to visual perception in everyday language, it has a broader application in psychology and in cognitive linguistics, where it encompasses all types of sensory-perceptual experience. The term 'schema' in 'image schema' is also very important; it means that image schemas are not rich or detailed concepts, but rather abstract concepts consisting of patterns emerging from repeated instances of embodied experience. If we take a parallel example from language, words like thing or container have rather more schematic meanings than words like pencil or teacup. This use of the term 'schema' is therefore consistent with the range of ways in which the term is used elsewhere in cognitive linguistics.

8.3   Mental Spaces Theory:

Formal approaches often assume that assigning meaning to an utterance is a two-stage process. In the first stage, context independent word meanings are decoded by the hearer and composed into the context-independent semantic representation of a sentence. In the second stage, the utterance undergoes pragmatic processing which brings to bear information relating to context, background knowledge and inferences made by the hearer regarding speaker intentions. In contrast, Mental Spaces Theory assumes that conceptualization is guided by discourse context, which forms an integral part of the meaning construction process. According to this view, meaning construction is localized and situated, which entails that pragmatic (context-dependent) information and knowledge inform and guide the meaning construction process. Thus, while pragmatic knowledge may be qualitatively distinct from semantic knowledge (the impoverished information encoded by linguistic prompts), semantic knowledge is only meaningful in context. Cognitive semanticists therefore reject the assumption that there are distinct 'semantic' and 'pragmatic' stages in meaning construction, together with the assumption that there exists some meaningful boundary between these two kinds of knowledge: both are aspects of encyclopedic knowledge (Evanas & Green, 2006, p. 367). The knowledge of irony is an encyclopedic knowledge, as enhanced before by this study. This encyclopedic knowledge is defined as both semantic and pragmatic. If

readers have a background of this knowledge, they can get the implied message of the ironic example.

8.4 Prototypes Theory:

Object categories are structured around prototypes. It is argued that categories of objects, become organized so as to maximize the correlation and predictability of attributes within categories. So, co-occurrence of attributes leads to a prototype. For object categories, prototypes are the objects which most strongly reflect the attribute of the category as a whole; thus, by means of prototypes, categories can be made to appear simpler, more clear-cut, and more different from each other than they are in reality. Categories and prototypes can vary across cultures but the principles of category information and of development of prototypes can be expected to be universal (Ferrando, 1998, p. 70-71). Correlation in category is such an important aspect to understand the ironic meaning. Prototypical meaning of irony is related to the objects involved in the irony. The object of irony is a secondary object which entails a secondary meaning intended by the speaker or the writer.

9. Analysis

the researcher analyses the implied meaning of the verbal ironic quotes in contrast to the explicit meaning of them. In relation to the previous status, there is a relation between verbal irony and ambiguity as both of them carry a different meaning than what is shown.

9.1   Phase 1: Prototypes

Prototypes theory divides verbal ironies into categories or domains according to their meanings.

Example 1:

والنصيحة .. ضبط النفس! (1

"ولكن المندوب الأمريكي لم يجد أي غضاضة في دعوة جميع الأطراف إلى ضبط النفس، القاتل والقتيل والجاني والمجني عليه والجزار والضحية".

2) And advice is .. Self-restraint

"But the American delegate did not find any objection, to call all parties to self-restraint, the murderer, the murdered, the perpetrator, the butcher, the victim".

(El Saadany, 2006, p.54)

According to the theory of prototypes, the meaning is exemplified into an advice of self-restraint, this kind of category is usually given to both disputing parties to stop fighting. From the context, it is obvious that the writer is making sarcasm out of this advice which is actually given by the American delegate who calls for both parties, Lebanon and Israel, to observe self-restraint. The surface meaning of this example shows that this is wise and normal advice, but the deep meaning clarifies that this is really astonishing when the world is blind towards the occupier

and is doing nothing but just giving what is so called
"advice". Giving the same advice to the occupier and the
occupied is unfair, and this raises the big exclamation mark
El Saadany puts at the end of his example to express his
astonishment towards what is happening. The writer
condemns how the world is on equal footing with both killer
and killed, offender and the offended and butcher and
victim. The writer later criticizes the new world system calls
both parties for maintaining self-restrain; so he wonders
how the occupier and the occupied self-restrain themselves,
while the occupier is continuing to kill and the occupied is
just screaming. He wonders is that what the new world
system means by self-restraint? The writer here directs his
words to the new world system itself, wondering how they
call the strong and the weak for self-restraint. This ironic
quote includes a punchline; because the writer makes a joke
in the words "advice" which is followed with "self-
restraint". Readers laugh at the word "advice", because they
find the new world system is very funny in making the same
advice for two different parties, those parties are different in
everything like strength, power, allies, etc. If the reader
takes this sentence in its literal meaning, he will not get the
implied meaning which the writer wants to express. Hence,
the literal meaning is advice to settle the dispute down by
calling both parties for self-restraint, but the implied
meaning is understood through theory of prototypes which
is making irony of the meaning of advice which should be
given to equal strong parties not strong and weak ones.

Therefore, the category in this ironic example, is an advice in a sarcastic way.

9.2   Phase 2: Mental Spaces:

Mental Spaces Theory is the cognitive semantics approach to meaning construction. According to this view, meaning construction is a process that is fundamentally conceptual in nature. These temporary domains, called mental spaces, are linked in various ways and contain elements that are also connected, allowing speakers to keep track of chains of reference. From this perspective, meaning is not a property of individual sentences nor of their interpretation relative to some objectively defined 'state of affairs' as in formal semantics. Hence, mental spaces theory metainterprets the challenge occurred in meaning of verbal ironies as it facilitates the meaning behind this ironic utterance through studying the mental processes of the reader. Mental spaces theory can be analyzed through the correlation between ironic quotes and its context. Theory of mental spaces is based on reader's knowledge of writer's mind and mentality, so that readers can understand the intended meanings of writer's ironic quotes.

Example 3:

دعوة للاحتفال بهزيمة (1

"وفي رأي العبد لله أن الاحتفال بالهزيمة أجدى من الاحتفال بالنصر، لأن الهزيمة فيها عظات وعبر وفيها دروس مستفادة، وهزيمة يونيه لم تكن

حادثة عابرة في طريقنا، ولكنها كانت أسوأ هزيمة في تاريخنا الحديث كله،..."

1) Calling for celebration of defeat

"In my humble opinion, celebrating defeat has more benefits than just celebrating victory, because defeat contains advice and lessons learned, thus, June defeat was not a passing incident on our way, but it was the worst defeat in our entire contemporary era..."

(El Saadany, 2006, p.27)

According to our understanding of the writer's mentality, he tries to compare and contrast some historical and political situations. The writer talks about the defeat of Germany against France, Britain and United States of America. Britain and France celebrated their victory, but El Saadany prefers to call this victory a defeat instead of victory, so instead of "celebration of victory" he said "celebration of defeat". We normally celebrate our victory, but the writer prefers using the word defeat more than victory, as he intends to refer to another incident which is defeat of 5th June that befell in Egypt. In this example, El Saadany delivers a message to the readers through his call for celebration of defeat, he wants people to be more conscious and aware of the reasons that led to that defeat so that they can be more conscious politically. Ironic quotes should be written in an attractive way. Theory of mental spaces helps us in understanding of the meaning by our

understanding of El Saadany mentality and way of thinking. The readers may not understand the implied meaning of the written words, because the writer does not give enough information to let the readers get the intended meaning. However, when readers read the contextual elaboration provided by the writer, they can understand the ironic meaning. Irony with jokes which make readers laugh is called the punchline. The punchline (funny ending) results from the fact that there is a distinction between what is uttered and what the recipient of the joke received. In this example, the punchline appeared in the whole ironic quote "calling for celebration of defeat". Reading of this ironic quote, makes readers laugh and wonders at the same time; how can anyone celebrate his defeat? As this study mentioned before, contextualization of ideas and situations is necessary for understanding the ironic meaning, because it entails the category of irony. This is why the researcher uses some techniques to decode the ambiguous meaning through understanding the similar political situation which is the defeat of 5th June in Egypt. In this example, the speaker is speaking about Battle of Dunkirk and compared it with Egyptian Israeli battle. Battle of Dunkirk was fought around French port of Dunkirk during the Second World War, between the Allies and Nazi Germany. As the Allies were losing the Battle of France on the Western Front, the Battle of Dunkirk was the defense and evacuation of British and other Allied forces to Britain from 26 May to 4 June 1940.

9.3   Phase 3: Image Schemas:

As for the theory of image schemas which was expressed in this study, image schemas can embody domain of irony. "Knowledge is seen by many cognitive semanticists as being grounded in patterns of bodily experience. These patterns, called image schemas, emerge throughout sensorimotor activity as we manipulate objects, orient ourselves spatially and temporally, and direct our perceptual focus for various purposes" (Gibbs et al., 1994, p. 233). The image schema, is more than simply a spatial container geometric representation. It is a 'theory' about a particular kind of configuration in which one entity is supported by another entity that contains it. According the analysis of this theory, 'image schema' includes three elements: containment, container and contained. The containment bears the irony through its container and contained elements.

Example 6:

1) **أرجوكم .. فضوها سيرة!**

"وإذا كانت المخالفات من نوع شطب ديون هيئة السكة الحديد، ومضاعفة ميزانية تجديد مقر رئاسة الوزارة، فنصيحة العبد لله لكم أن تفضوها سيرة لنتفرغ لما هو أهم"

1) **Please .. that's enough!**

"If the violations are such as writing off the debts of the railway authority, and doubling the budget for the

renewal of the headquarters of the Ministry, so my humble advice to you is that's enough, so that we can devote ourselves to what is more important."

(El Saadany, 2006, p.21)

This ironic quote is analyzed by theory of image schemas, which involves two parts: the contained entity and the container entity included in the containment. In this example, the contained entity is talking and the container is rumors. The image schema is based on the ironic image it delivers as a contained. The idea of containment is significant in conveying the intended message. This quote followed the quote of "Thank you .. Dr. El El Ganzouri", so the two topics are more similar together. The writer criticizes the lies and rumors said among the people about the former ministries who are now not ruling, so those people will not be questioned or arrested. El Saadany is wondering why those people are talking too much with lies more than searching for the truth and facts. The writer is also criticizing people acts in terms of their fear of criticizing the ministers in position, but when they are off positions, people start making rumors and lies about them. People are always being hypocrite with the ministers in power. The writer sees that accountability role towards the ministers should be under the responsibility of Egyptian parliament, not to be their role after those ministers leave their positions. Later in the same article, the writer talks

about the debts that are not paid except by old ministers only. Moreover, he asserts that the parliament is absent-minded and unconscious of what is going on in the country. El Saadany wished to have a parliament with credibility that can exercise accountability of the officials in the authority, and they can reveal the violations of the current officials not the officials who left their positions. In the end of the article, El Saadany called for free parliament and free opposition to get free country. The analysis of this ironic message comes through theory of prototype, as the message involves two entities: the contained and the contained entities; the talking is the contained and the container is rumors and lies about this talking. From the context of this irony, the talking by these people is only concerned about two violations made by Dr. El Ganzouri government, which are writing off the debts of the railway authority, and doubling the budget for the renewal of the headquarters of the Ministry. El Saadany affirmed that even if they are true not rumours, so they are not huge mistakes or violations to leave our duties and just keep talking about those two violations.

9.4 Application of Conceptualization:

Meaning construction is the conceptualization of the knowledge representation which is the conceptual system. Irony on a cognitive level, has been conceptualized as a form of thought involving different grades of contrast

between linguistic representation and the reality domain it refers to.

Example 8:

الكورة والتصريحات الخنفشارية! (1

"... وها هي قرعة تصفيات كأس العالم أوقعتنا في مجموعة لاشك أنها صعبة، لكن ليس أمامنا إلا اللعب والمنافسة ..."

"سبق للعبد لله لفت نظر بعض الوزراء وبعض رؤساء الشركات والهيئات إلى التمهل في نشر البيانات التي تحمل أخبار سارة ومبشرة عن الوظائف الجديدة التي وفرتها الحكومة، ... وناس بلدنا أغلبهم طيبون وهم على استعداد للصبر والصمت وربط الأحزمة على البطون بشرط أن تصارحه بالحقيقة".

1) Football and rattlesnake releases!

"... Here is the World Cup qualifiers draw, which put us in a group that is undoubtedly difficult, but we have no choice rather than to play and compete..."

"I humbly draw the attention of some ministers and some heads of companies and entities take time before publishing statements that carry good and promising news about the new jobs provided by the government, ... and most of the people of our country are kind and they are willing to be patient, remain silent and tighten their belts, under the condition of telling them the truth".

(El Saadany, 2006, p.33)

There is a concept that embodies the meaning in this example. It is obvious, that the writer intends to link one concept for two different issues, because they both are not the same issue. The first issue is related to sports and playing football, the writer is literally and pragmatically talked about football and sports in general, but stresses the concept of this ironic quote. The concept is that there is a correlation between talking about Egyptian football without any achievement and the second issue which is related to fake and rattlesnake releases. The punchline is represented in the word utterance "rattlesnake releases". The writer decides to make irony and humour in this ironic example by describing the releases as a rattlesnake. Those releases are given by those who pretend that they know everything in this life. For example, there are so many people in the government talking about some long-term actions and plans, as if they have been already done, and they release them as achievements which will not be understood by everyday Egyptian citizen. Therefore, the writer criticizes the government in terms of its too much talks about achievements to do, so the citizens start to believe it and start dreaming. Hence, when those achievements could not be achieved, the citizen feels very disappointed. All in all, the writer draws one concept in this example, to deliver its meaning to readers. This concept, is related to talking without actions. Those who are talking about football, did not advance or improve the level of Egyptian football, but just continued talking, and those who are talking about the

government achievements, they talked without any actions to make. Conceptualizion technique helps us to understand the relation between the two ideas and to get this ironic example's embedded meaning.

9.5   Application of Embodiment:

Our experience is embodied. In other words, the concepts we have access to and the nature of the 'reality' we think and talk about, are a function of our embodiment. Hence, we can only talk about what we can perceive and conceive, and the things that we can perceive and conceive derive from embodied experience. Embodiment belongs to our background and what it involves. In order to understand other people's utterances, we need to have background information about each other from our understanding of their background and knowledge.

Example 13:

سعادة الوزير وأنبوبة البوتاجاز! (1

"في أيام الدكتور أحمد جويلي وزير التموين السابق لم نسمع عن أزمة في البوتاجاز في أي وقت ... وفي عهد الوزير الحالي اشتعلت أزمة البوتاجاز إلى الحد الذي أصبحت فيه أزمة جماهيرية... وفي عهد الدكتور الجويلي لم نسمع عن زيادة الثمن في أي سلعة من السلع الضرورية وفي عهد الوزير الحالي أصيب سوق السكر بالجنون..."

1) His Excellency the Minister and Gas Pipe

"In the days of dr. Ahmed Gwely, the former Minister of Supply & Internal Trading, we did not hear about a crisis of gas at any time... In charge of the current minister, the crisis of gas breakout to the extent that it became a mass crisis... When dr. Ahmed Gwely was in charge, we did not hear about an increase in the price of any necessary commodities, however under the ruling of the current minister, the sugar price is crazy..."

(El Saadany, 2006, p.38)

From our background experience, there is always a relation between mentioning the minister and gas pipe at the same time and in the same context. We understand the relation through the meaning of the embodiment idea. The embodiment idea is based on domain or frame that embodies the ironic meaning. The domain of this example is crazy price of gas pipe, and the reason of mentioning the minister gives us the clue of understanding this relation. The writer is mentioning the minister to show that the minister is the reason of increasing the price of gas pipe. The idea of embodiment helps us metainterpret the example through understanding its domain which is increasing the price of gas pipe and its relation with the minister as it will be spontaneously understood that the minister is the reason of this increasing the price of gas pipe which is the domain. The writer later on in this context, explains the suitable qualifications of the minister which should be available in that minister who caused increase of gas pipe, so the writer

criticizes this minister who caused this problem. El Saadany compares the time when this current minister was in charge and when the former minister of Supply & Internal Trading "dr. Ahmed Gwely" was in charge, as there were no high prices of anything, so why this dramatic high price in the time of the current minister of Supply and Internal Trading. The writer concluded with criticizing the government to continue the ministry of supply and internal trading under the management of this minister, especially in a vital ministry like Ministry of Supply, because the Ministry of Supply is the source of living for the majority of the people especially the poor people. Hence, the idea of embodiment helped us understand the relation between the minister and the gas pipe, which is the cause of problem, the minister is the cause of problem and the problem is increasing the price of gas pipe which is the domain of the example. The gas pipe embodies expensive prices which is considered as a kind of failure for ministers.

9.6   Phase 4: Domains and Frames:

Frame is a schematization of experience (a knowledge structure), which is represented at the conceptual level and held in long-term memory. The frame relates the elements and entities associated with a particular culturally embedded scene from human experience.

Example 18:

١) زحمة يا مصر زحمة

"منذ أيام خرجت في الصباح الباكر في طريقي إلى مطار القاهرة، وكدت أتخلف عن ركوب الطائرة بسبب الزحمة المجنونة، ..."

1) Crowded, oh Egypt, crowded

"A few days ago, I went out early in the morning on my way to Cairo airport, and I almost missed my plane because of the crazy traffic jam, ..."

(El Saadany, 2006, p.41)

The theory of domains and frames can help us in understanding this example. The frame here is traffic which comes from our experience knowledge and background, as we know that Egypt is very crowded and crowded country. In this example, El Saadany specifies its capital which is Cairo. According to theory of frames and domains, we understood and metainterpreted this ironic example; as the writer kept criticizing the system organizes this city and its surroundings. He suggests to create other systems to shape this city in order to able to get rid of its traffic jam and enjoy its beauty. Accordingly, through the domain which comes from our background knowledge, we understood the example and we get the intended meaning by the writer. The writer's implied meaning is criticizing the government and its mismanagement in their incapability of solving out the traffic jam problem in Egypt. From the context of the example, the writer compares and contrasts many models of

cities with the Egyptian model (Cairo). The writer is making irony of the domain in this ionic example which is traffic jam in Egypt through showing the readers other cities in the world in terms of their system, beauty, comfort, etc.

9.7　　Violation of Encyclopaedic view:

General encyclopaedic knowledge is (general information on the world we live in, our culture, collective beliefs, social stereotypes, moral standards, etc.). Specific encyclopaedic knowledge on the speaker is (likes, dislikes, habits, beliefs, opinions...). In this study, we justified the latter type of encyclopaedic view which is using specific type of encyclopaedic knowledge, because the general type would not help in understanding the implied meanings of ironic quotes. Human cognition cannot access the whole mental encyclopaedia but, rather, foregrounds certain information which is more relevant in the current stage of the conversation. Besides, certain general assumptions about culture and society are accessed more often and strengthened by the media, thus acquiring a higher level of accessibility. In addition, encyclopaedic view represents model of conceptual knowledge and dictionary view represents model of linguistic knowledge.

Example 21:

1) التقدم الى الخلف

1) **Advance backward**

(El Saadany, 2006, p.14)

This example illustrates the violation of encyclopaedic view. Since encyclopaedic view represents conceptual knowledge which is our knowledge in life. The writer uses the opposite meaning to deliver the message, and this is the way he is using to deliver the ironic message. What we understand from our encyclopaedic knowledge is that we advance forward not backward. He used two opposite meanings: advance and backward, to elaborate more about the everyday life in Egypt from his own prescriptive. The writer wants to highlight how life is back warded because of political corruption and mismanagement at that time. The reader may not understand what the writer means by this sentence, because there is a contradiction between advance and backward. Furthermore, there are no clues in the sentence to clarify the meaning of the irony made by the writer. Hence, this ironic quote violates the encyclopaedic view.

9.8   Violation of Truth Conditional view:

The other view in addition to encyclopedic view, is called 'truth conditional view'. The truth conditional view is related to the maxim of quality. In other words, the violation reason of maxim of quality is violating the truth. Therefore, one of the cognitive views to be tested in this study is how maxim of quality fulfils the truthfulness, so the ironic

utterances should be truth conditional in order not to violate the maxim of quality.

Example 22:

٢٣ يوليو والشجعان ...! (1

"... وتنتصر على قوى شريرة ورهيبة ولم يهزمه إلا بعض زملائه وبعض الشجعان من أعدائه الذين مارسوا الصمت طوال عهده ولزموا الصمت بعد موته بعدة سنوات طويلة ثم خرجوا من جحورهم بعد رحيله ..."

1) 23rd of July and the brave

"...and triumph over evil and horrible forces, and only some of his colleagues and some of his brave enemies defeated him, who practiced silence throughout his reign and remained silent after his death for several long years, and then exited from their burrows after his departure..."

(El Saadany, 2006, p.44)

In this example, the writer violates the truth condition. The writer talks about the 23rd revolution led by former president "Gamal Abdel Nasser", and the people who he distinguished them as brave people. However, those people actually are not distinguished as brave but as coward. The writer violates the truth conditional view by stating "brave enemies", a positive adjective is written before a negative noun. How they are brave and enemies at the same time. The writer was talking about the people who are

speaking about the former president "Gamal Abdel Nasser" after his death, and they were too coward to talk about him while he was still president. According to maxim of quality or truth conditional view, those people should be distinguished as coward not brave. The writer violates the truth conditional view because he described those people as brave when they talked about the crises that "Abdel Nasser" has done before his death, he was astonished why they are saying that "Abdel Nasser" is dictator, while he left them free amid his presidency. El Saadany states in the same context, that those people belong to Muslim brotherhood. Truth conditional view requires the writer to avoid ambiguity which will lead to reader's misunderstanding while reading the sentence. The writer means that those people who talked about disadvantages of Abdel Nasser's era, were very coward people because they waited until he died to say it not while he was still alive. The writer asserts that even their talks are all lies and fake stories like El Manchia accident and more other fake stories fabricated by those coward people and by Muslim brotherhood, who they see themselves as brave people but actually they are coward people. Hence, the writer says something, but he means other thing. Therefore, the primary meaning is brave people which violates the truth conditional view as the secondary meaning is coward people which is understood later on after reading the context of the ironic example.

10. Conclusion:

This study, starts with a general introduction about irony in terms of its two types: ironic situations and ironic statements which involve dialogic conversation and statements of persons. Then, the study sheds light on the types of irony. They are three types: are situational, dramatic and verbal irony. The study focuses only on the last type of irony which is verbal irony. The researcher explains the importance of clarifying the coded meanings in verbal ironies. The main reasons of decoding the meanings are to solve out the ambiguity of the ironic language. Hence, the problem of the study is related to the ambiguity of language or confusion and misunderstanding that occur between the interlocutors. It is thus important to find such tools to clarify and metainterpret the meanings behind those verbal ironies, otherwise there will be misunderstanding of the ironic language.

11.References:

Akhtyrska, K. (2014). *Linguistic Expression of Irony in social media.* Laureate International Universities: Universidade Do Algrave.

Attardo, S. (2000). *Irony as relevant inappropriateness.* Journal of Pragmatics: Youngstown State University.

Attia, M. (2020). A Pragmatic Study of Irony in Galal Amer's Brevity of Speeches. Volume 15. Journal of Faculty of Arts Port Said University.

Barbe, K. (1995). *Irony in Context.* Volume 34 of Pragmatics & Beyond New Series: John Benjamins Publishing.

Booth, W. (1974). Interpreting Ironies. A Rhetoric of Irony by Wayne C. Booth: The Johns Hopkins University Press, p. 15-21.

Caucci, G. & Kreuz, R. (2012). Social and paralinguistic cues to sarcasm. Humor: International Journal of Humor Study.

Chakhachiro, R. (2009). Analyzing Irony for Translation. Journal des traducteurs Translators' Journal: University of Western Sydney.

Evans,Y. & Green, M. (2006). *Cognitive Linguistics an Introduction.* Edinburgh University Press Ltd.

Evans,V., Benjamin, K., Bergen & Zinken, J. (2007). The cognitive linguistics enterprise: an overview 1: The cognitive linguistics reader. Erschienen in.: Erschienen in: London: Equinox.

Ferrando, I. (1998). *A Cognitive Semantics Analysis of the Lexical Units at, on and in in English.* Universtat Jaum.

Gibbs et al, R. (1994). Figurative thought and figurative language. Handbook of Psycholinguistics (pp. 233-134): Academic Press.

Goossens, L. (1990). Metaphtonymy: the interaction of metaphor and metonymy in expressions for linguistic action. Volume 1 Issue 3. De Gruyter Mouton: Walter de Gruyter.

Grice, H. (1975). *Logic and Conversation.* Volume 3: Brill.

Hasan, H. (2019). A Cognitive Analysis of Idioms in Abdel Bari Atwan's Autobiography: A Country of Words. Study Gate. Benha University.

Kreuz, R. & Glucksberg, S. (1989). How to be sarcastic: The echoic reminder theory of verbal irony. Journal of Experimental Psychology.

Langacker, R. (1987). *Foundations of Cognitive Grammar: Theoretical prerequisites.* Stanford University Press.

Lakoff, G. (1993). The contemporary theory of metaphor. In A. Ortony (Ed.), Metaphor and thought: Theoretical prerequisites. UC Berkeley: Cambridge University Press.

Lakoff, G. & Johnson, M. (1980). *Metaphor We Live By.* University of Chicago Press.

Lemmens, M. (2015). *Cognitive Semantics.* Study Gate: Université de Lille.

Mansour, H. (2021). A Script-based Analysis of Verbal Humor in the American and Egyptian Stand-up Comedy: A Contrastive Study. Volume 1, Issue 2. Egyptian Journals: Misr University for Approach and Technology.

NasrAllah, O. (2003). The Concept of "STATE AS A FAMILY": Linguistic Manipulation in Fictional and Factual Political Discourse. Egyptian Universities Libraries Consortium.

Navarro, I. (2003). A Cognitive Semantics analysis of the Lexical Units AT, ON and IN, in English. Study Gate: Universitat Jaume I.

Perrine, L. (1969). *Sound and Sense: An Introduction to Poetry*: Harcourt, Brace & World.

Preminger, A. (1974). *Classical and Medieval Literary Criticism: Translations and Interpretations.* UNKNO.

Sperber, D. 1984. Verbal Irony: *Pretense or Echoic Mention?* Journal of Experimental Psychology: American Psychological Association.

Talmy, L. (2000). Toward a Cognitive Semantics. Volume 2: Typology and Process in Concept Structuring. The MIT Press.

Yus, F. (2016). *Relevance theory and contextual sources-centred analysis of irony: Current Study and Compatibility.* Study Gate: University of Alicante.