



Figurative Language Across Cultures

Title: Metaphor and Metonymy in Chinese and American Political Cartoons (2018-2019) about the Sino-US Trade Conflict (based on a paper-under-review by Cun Zhang & Charles Forceville)

Abstract: Political cartoons make meaning by drawing on scenarios that must be immediately recognizable by their intended audience. Crucial meaning-making mechanisms in these scenarios are verbo-visual ensembles of metaphors and metonymies. In this paper we investigate 69 Chinese and 60 American political cartoons published in 2018 and 2019 that pertain to the two nations' trade conflict. By examining the cross-cultural similarities and differences between metaphors and metonymies, we chart how Chinese and American cartoonists portray this trade conflict. We end by showing how a complete interpretation of a cartoon can, and should, be enriched with insights provided by other analytical instruments besides metaphor and metonymy.

Key words: visual metaphor; visual metonymy; Chinese political cartoons; American political cartoons; intercultural pragmatics; intertextuality.