

**Anna SZLÁVI**

***The Image of Women***

***A Conceptual Analysis of Commercial Posters***

Grounded in cognitive linguistics, the present analysis is dedicated to examining the category of WOMAN as it appears on commercial posters. The relevance of such a research, on the one hand, lies in the fact that the mechanisms such as categorization (Lakoff 1987), prototypization (Rosch 1978), metaphor (Lakoff & Johnson 1980), metonymy (Kövecses & Radden 1998), and frames (Fillmore 1975), which were found to be pervasive in verbal language, now prove to govern visual communication as well. This finding supports the main tenet of cognitive linguistics that such processes are not linguistic or visual but conceptual in nature (Lakoff 1987, Forceville 2006).

On the other hand, the image of women, as reflected in advertisements, is crucial to analyze, as both the topic and the material are parts of our basic cultural experience. The presentation will make an effort to demonstrate the prototypical roles and settings the WOMAN appears in, and reflects on the impacts these recurring scenes can have on our mind and culture.

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