The Impact of Primary Emotions on the Structure of Conceptual Metaphors in Contemporary Persian and English Poetry: From Neural Foundations to Cultural Explanation

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Abstract

This research investigates the relationship between primary emotions and conceptual metaphors in Persian and English poetry through the lens of cognitive linguistics. Conceptual metaphors are cognitive tools that help structure abstract concepts using sensory experiences. Primary emotions such as joy, sadness, fear, and anger—rooted in shared neural systems—play a foundational role in shaping these metaphors. This comparative study reveals that while Persian and English use similar emotional metaphors—such as love as warmth or fire, and fear as darkness—cultural and historical factors influence the variety and frequency of these metaphors. Persian tends to generalize emotions through expressions like "good mood" and "bad mood," whereas English uses more specific emotional vocabulary. The study concludes that emotional metaphors reflect both universal human experiences and culturally influenced patterns of emotional expression.

Keywords: Cognitive linguistics, conceptual metaphors, cultural differences, emotions, English, Persian, primary emotions.