



UNIVERSITY OF BANJA LUKA

FACULTY OF PHILOLOGY

**Personality Shift in Bilingual Speakers Seen Through the
Use of Conceptual Metaphors: A Case Study of Novak
Đoković**

MASTER THESIS

Mentor:

Dr. Emir Muhić

Student:

Nenad Blaženović

Banja Luka, September 2019



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**Promjene u ličnosti dvojezičnih govornika sagledane kroz
prizmu pojmovnih metafora: studija slučaja Novaka
Đokovića**

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Banja Luka, septembar 2019. godine

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Thesis title: Personality shift in bilingual speakers seen through the use of conceptual metaphors: a case study of Novak Đoković

Abstract: This paper analyses two interviews given by Novak Đoković, one in English and the other in Serbian. His speech in both instances contains a large number of conceptual metaphors, some of which were analyzed in more detail. Through the framework of conceptual metaphor theory, it was shown that Đoković's personality changes with the language he speaks in. This change was shown through the conceptual metaphors i.e. source and target domains that Đoković used during the interviews. He indeed does use different source domains to conceptualize the same target domains in different languages.

Key words: conceptual metaphor theory, Novak Đoković, personality shift, bilingual, source domain, target domain

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Naslov rada: Promjene u ličnosti dvojezičnih govornika sagledane kroz prizmu pojmovnih metafora: studija slučaja Novaka Đokovića

Sažetak: U ovom radu analiziraju se dva intervjua koje je dao Novak Đoković, jedan na engleskom a drugi na srpskom. Njegov govor u oba slučaja sadrži veliki broj pojmovnih metafora od kojih su neke detaljnije analizirane. Kroz prizmu teorije pojmovnih metafora prikazano je da se Đokovićeva ličnost mijenja sa jezikom na kom on u datom trenutku govori. Ova promjena prikazana je kroz pojmovne metafore, tj. kroz izvorne i ciljne domene koje Đoković koristi tokom intervjua. On zaista koristi različite izvorne domene kako bi konceptualizovao iste ciljne domene na različitim jezicima.

Ključne riječi: teorija pojmovnih metafora, Novak Đoković, promjene u ličnosti, dvojezičnost, izvorni domen, ciljni domen

Naučna oblast: Lingvistika

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1. Introduction

As many languages you know, as many times you are a person. This is one of those proverbs that often come attached to many philosophers' names, however, the truth is that it is simply a fact of life. Nobody has said it, yet everybody takes it as a universal truth, a dogma of sort.

Different languages work in different ways, and not all of them are the same. Noam Chomsky talked about Universal Grammar, and how each person has a built-in language module, i.e. each person is predetermined to learn a language. While the underlying Universal Grammar may be true, it is hard to argue that languages from different language families work and function differently.

It is also hard to argue against the posit that languages reflect cultures that use them. Languages form underlying grammar rules and coin new words in order to suit the users. Those new words simply do not exist in all languages since other societies do not recognize the categories which those words determine. For example, in the American higher education system, there are concepts of major and minor courses, which in the Serbian education system, and by extension in the minds of Serbian people, simply do not exist.

By speaking another language, a speaker effectively becomes a member of the social group which natively use the language. In a mind of a Serbian speaker who speaks English as a second language, major and minor courses perfectly make sense while discussing American education system, even though such things do not exist in either Serbian language or education system.

This is what led to the main assumption of this paper. The main premise of this thesis claims that people's personalities change in accordance to which language they speak at any given time. Thus, a bilingual speaker has two personalities influenced by each other, but quite different, when they use their two languages.

2. Methodology

This chapter will describe research instruments and the underlying theory of the research. Also, it will provide a brief biography of Novak Đoković, the case study of whom the paper, for the most part, deals with.

2.1. Research instrument

This paper is based upon research conducted on two interviews that Novak Đoković gave to both Serbian and international journalists following his win at the Australian Open¹ 2019.

2.1.1. Who is Novak Đoković?

Because the research is a case study of one person, it is important to give some insight into who the person is and why they are important. In this section, some basic biographical data about the world-famous tennis player will be given.

Novak Đoković is a Serbian professional tennis player. He was born in Serbia in 1987. Đoković started playing tennis when he was 4 years old. Following many successes in the youth categories, he turned professional in 2003 at the age of 16. He won his first major tournament in 2006, and his first Grand Slam² title in 2008. (Biography.com Editors, 2014)

Aside from being a professional tennis player, he is also one of the best and most important ambassadors of Serbia in the world.

2.1.2. Why is Novak Đoković important?

From a linguistic standpoint, he is a very fruitful subject for research. He is fluent in several languages, including his native Serbian, English, French, German and Italian, while he can understand and speak a little bit of several other world languages. Because he speaks several languages fluently, it is possible to compare his speeches and draw certain conclusions.

¹ Australian Open is a major tennis tournament held in Melbourne, Australia in January each year. Because of its organization, prizes and quality in general, it draws world's best tennis players to compete for the title. More information about the tournament can be found on its official website: <https://ausopen.com/>

² The Grand Slam tournaments are the most prestigious individual competitions in tennis. More information about Grand Slam tournaments can be found on the following website: <https://www.itftennis.com/about/grand-slam%C2%AE/overview.aspx>

2.1.3. Post tournament interview – Australian Open 2019

Novak Đoković has won Australian Open in 2019. Following the final match, Đoković had a press conference with both international and Serbian journalists. The interview with international journalists was conducted in English, while the interview with Serbian journalists was conducted in Serbian. Since the two interviews took place one after another, and since they tackled largely the same topic, they are ideal for comparative linguistic research.

Interviews were conducted orally and were captured on video. The interview in English³ took place first, and it lasted longer than the Serbian counterpart (16:59 minutes compared to 9:18). The interview in Serbian⁴ followed shortly after the one in English.

Both interviews were transcribed by the author of the paper. The major part of the research was, therefore, conducted on the transcriptions of the original interviews.

Both interviews were, then, further divided into separate sentences. Relevant data was found and extracted from individual sentences.

2.2. Theoretical framework

The hypothesis presented in the introduction of this paper can be tested in a variety of ways. One could approach the issue by employing various linguistic sub-disciplines. This paper will, for the most part, use the theoretical framework of cognitive linguistics, in particular, the conceptual metaphor theory.

Cognitive linguistics is an approach to the study of language informed by both linguistics and psychology. (Robinson & Ellis, 2008) The most prominent linguists who dealt with cognitive linguistics are at the same time its founders. Those are George Lakoff and Ronald Langacker. For them, meaning is in the center of grammar and it is the main reason languages exist. Langacker says that “meaning is what language is all about.” (Langacker, 1987) Lakoff even states:

“Meaning is not a thing; it involves what is meaningful to us. Nothing is meaningful in itself. Meaningfulness derives from the experience of functioning as a being of a certain sort in an

³ Original interview in English can be accessed through the following link:
<https://www.youtube.com/watch?v=EsZpo8dRKdc&t=845s>

⁴ Original interview in Serbian can be accessed through the following link:
<https://www.youtube.com/watch?v=PvX5Hxy4Zys&t=2s>

environment of a certain sort.” (Lakoff, *Women, Fire, and Dangerous Things, What Categories Reveal about the Mind*, 1987)

The foundation of research within the domain of cognitive linguistics is the posit that the transfer of meaning is the primary reason of all communication. Taking into account that language reflects the world as well as the way a person experiences the world, cognitive linguistic analysis focuses on finding a way to conceptualize the world surrounding the person. The end product of this conceptualization are language forms which “have” meaning.

2.3. Conceptual metaphor theory in a nutshell

Cognitive linguistics as a linguistic theory is very broad, and only a small part of it will be used for the purposes of this paper. Conceptual metaphor theory started with the work of George Lakoff and Mark Johnson, more specifically with their book called *Metaphors We Live By*. In the book, Lakoff and Johnson stated that metaphors can be found not only in literary works but rather even in the most neutral, natural forms of language such as everyday speech. Also, they proposed a standard definition of conceptual metaphor, which claims the following: “A *conceptual metaphor is understanding one domain of experience (that is typically abstract) in terms of another (that is typically concrete).*” (Lakoff & Johnson, 1980)

Zoltán Kövecses states that a majority of linguistic metaphors are part of a native speaker’s mental lexicon. He says that such metaphors stem from more basic meanings of words and reflect a high degree of polysemy and idiomaticity in the structure of the mental lexicon. The degree of polysemy and idiomaticity in the lexicon was taken as evidence that metaphors are all-pervasive. (Kövecses, 2017)

In the same paper, Kövecses also describes what conceptual metaphors actually mean and how they work. He rephrases the definition proposed by Lakoff and Johnson and builds upon it, stating that: “A *conceptual metaphor is a systematic set of correspondences between two domains of experience.*” (Kövecses, 2017)

It is also very important to point out here that another term for “correspondence” is “mapping” and arguably, it is used even more often. Here is an example of one mapping – LOVE IS A BATTLE. First, let us provide some *linguistic metaphors* that make up the conceptual metaphor:

- He *fought* to get her number.
- She *deflected* his *advances*.
- In the end, she *surrendered*.

In these examples, several mappings can be proposed:

- Physical fight → winning a woman's attention
- Sword fight → emotional resistance
- Military movement → flirting
- Surrendering → falling in love

These mappings help explain why the metaphorical expressions mean exactly what they do: why, for example, *fight* means *winning attention* and why *advancing* means *flirting*. Also, these mappings are systematic in the sense that they capture a clear view of battle that is mapped onto love: There is a battle that has started. Two people engage in a sword fight. One person loses the fight despite not wanting. For love, it is, to an extent, the same: Seduction has started. Two people engage in flirting. One person falls in love despite not wanting. Elements and relations within the BATTLE, source domain correspond to the elements and relations within the LOVE or target domain.

Not all elements from a source domain can be transferred to a target domain, though. For example, Kövecses provides a metaphor where THEORIES ARE BUILDINGS, however, the number of rooms or whether the building has a cellar or not are not mapped. (Kövecses, 2017) Several linguists have tried to provide an explanation for this phenomenon, one of them being Lakoff himself. His “invariance hypothesis” states that everything from the source can be mapped onto the target that does not conflict with the image-schematic structure of the target. (Lakoff, 1990)

From the LOVE IS A BATTLE example, it can be concluded that the conceptual metaphor theory makes a distinction between source and target domains. Source domain is always a concrete one whereas the target domain is an abstract one. Once again referring to the example given above, BATTLE is something concrete, something that people have experienced and know quite a lot about, while LOVE is abstract, it is an emotion oftentimes inexplicable.

In most conceptual metaphors, source domains are physical, visible, palpable sources, that are easy for humans to interpret, whereas target domains are abstract and often have to do with human emotions or thoughts of some sort. This makes perfect sense as, for example, emotions are hard to explain, and are therefore conceptualized through a source domain as something more easily recognizable by most people.

Conceptual metaphor theory, according to Kövecses, exists not only in language but in thought as well. He states that people are not only using metaphors in speech but also in order to think about what they are trying to say. (Kövecses, 2017) In his *The Conduit Metaphor*, Michael Reddy showed that the metaphor is placed in thought, and not in language. The metaphor is an essential part of the conventional way of conceptualizing the world, and people's everyday behavior reflects the metaphorical understanding of experience. (Reddy, 1993)

George Lakoff further expands on this idea that metaphors are not only words. He uses the metaphor LOVE IS A JOURNEY to explain what he means. He says:

“The metaphor is not just a matter of language, but of thought and reason. The language is secondary. The mapping is primary, in that it sanctions the use of source domain language and inference patterns for target domain concepts. The mapping is conventional, that is, it is a fixed part of our conceptual system, one of our conventional ways of conceptualizing love relationships. This view of metaphor is thoroughly at odds with the view that metaphors are just linguistic expressions. If metaphors were merely linguistic expressions, we would expect different linguistic expressions to be different metaphors. Thus, "We've hit a dead-end street" would constitute one metaphor. "We can't turn back now" would constitute another, entirely different metaphor. "Their marriage is on the rocks" would involve still a different metaphor. And so on for dozens of examples. Yet we don't seem to have dozens of different metaphors here. We have one metaphor, in which love is conceptualized as a journey.” (Lakoff, 1993)

2.3.1 Conceptual metaphor theory in relation to culture

Native speakers of all languages use a large number of metaphors when they communicate about the world. (Lakoff & Johnson, 1980) Kövecses says:

“For example, the idea that English expresses with the words spending your time is expressed in Hungarian as filling your time. The “images” different languages and cultures employ can be extremely diverse. Given this diversity, it is natural to ask: Are there any universal metaphors at all, if by “universal” we mean those linguistic metaphors that occur in each and

every language? Not only is this question difficult because it goes against our everyday experiences and intuitions as regards metaphorical language in diverse cultures, but also because it is extremely difficult to study, given that there are 4–6000 languages spoken around the world today.” (Kövecses, 2010)

In the same paper, Kövecses writes that, thus far, many researchers⁵ have explored the idea of universal metaphors. In order for himself to try to answer the question “Are there universal metaphors?”, Kövecses writes the following:

“Let us take as an example the HAPPINESS IS UP conceptual metaphor, first discussed by Lakoff and Johnson (1980) in English. The conceptual metaphor can be seen in such linguistic expressions as to feel up, to be on cloud nine, to be high, and others. Yu (1995, 1998) noticed that the conceptual metaphor can also be found in Chinese. And evidence shows that it also exists in Hungarian. Below are some linguistic examples: (Yu uses the grammatical abbreviations PRT = particle and ASP = aspect marker.)

Chinese:

(1) HAPPY IS UP

Ta hen gao-xing.

he very high-spirit

He is very high-spirited/happy.

Ta xing congcong de.

he spirit rise-rise PRT

His spirits are rising and rising./He’s pleased and excited.

Zhe-xia tiqi le wo-de xingzhi.

this-moment raise ASP my mood

⁵ Alverson in *Semantics and Experience: Universal Metaphors of Time in English, Mandarin, Hindi, and Sesotho*. (1994), Lakoff in *The contemporary theory of metaphor* (1993), Yu in *The contemporary theory of metaphor in Chinese: A perspective from Chinese* (1998) and *Metaphorical expressions of anger and happiness in English and Chinese* (1995), Sweetser in *From Etymology to Pragmatics* (1990), Lakoff and Johnson in *Philosophy in the Flesh* (1999)

This time it lifted my mood/interest.

Hungarian:

(2) HAPPINESS IS UP

Ez a film feldobott.

this the film up-threw-me

This film gave me a high. -This film made me happy.

Majd elszáll a boldogságtól.

almost away-flies-he/she the happiness-from

He/she is on cloud nine.

English, Mandarin Chinese, and Hungarian (a Finno-Ugric language) belong to different language families, which developed independently for much of their history. It is also unlikely that the three languages had any significant impact on each other in their recent history. This is not to say that such an impact never shapes particular languages as regards their metaphors (e.g., the processes of globalisation and the widespread use of the internet may “popularise” certain conceptual metaphors, such as TIME IS A COMMODITY), but only to suggest that the particular HAPPINESS IS UP metaphor does not exist in the three languages because, say, Hungarian borrowed it from Chinese and English from Hungarian.” (Kövecses, 2010)

The question arises, how come the same conceptual metaphor occurs in such diverse languages? Kövecses proposes that there must be some sort of “universal bodily experience” that led to its emergence. (Kövecses, 2010) He also proposes that those universal bodily experiences can be seen in the conceptual metonymies associated with particular concepts. (Kövecses, 1990, 2000) Specifically, he speaks of concepts of emotions.

“In the case of emotion concepts, such as happiness, anger, love, pride, and so forth, the metonymies correspond to various kinds of physiological, behavioural, and expressive reactions. These reactions provide us with a profile of the bodily basis of emotion concepts. Thus, the metonymies give us a sense of the embodied nature of concepts, and the embodiment of concepts may be overlapping, that is, (near-)universal, across different languages and language families.

Such universal embodiment may lead to the emergence of shared conceptual metaphors.”
(Kövecses, 2010)

In the end, it seems that human experiences and lives are not completely different in different areas of the world, and these similarities seem to be “the major force shaping the metaphors we have.” (Kövecses, 2010)

2.3.2. Significance for this paper

Even though conceptual metaphor theory is not perfect, it does provide a decent insight into how people conceptualize the world around them.

This paper will use the theoretical framework of conceptual metaphor theory in the sense that research will mostly deal with searching for various source and target domains. Once they are identified in both languages, they will be compared. The comparison of source and target domains used should provide evidence of personality shift, in the sense that a person will conceptualize abstract thoughts using different source domains in different languages.

2.4. How language shapes the way people think

Most people would agree that language and thought interact in various ways. However, these opinions start to diverge when a point is made that each specific language influences the thought of the speaker in its own way. Bernard Comrie says:

“On the one hand, anyone who has learned more than one language is struck by the many ways in which languages differ from one another. But on the other hand, we expect human beings everywhere to have similar ways of experiencing the world.” (Comrie, 2013)

There is a profound influence that a language has on a person, and indirectly on an individual’s personality. Language can not only influence an individual person, but also a whole culture. In an article⁶ published in Scientific America, Lera Boroditsky presented her findings in this area. This subchapter will mostly lean on her findings.

Since there are over 7000 languages spoken worldwide, it is only natural that they differ in different ways. She gives the following example:

⁶ (Boroditsky, How Language Shapes Thought, 2011)

“For example, suppose I want to tell you that I saw Uncle Vanya on 42nd Street. In Mian, a language spoken in Papua New Guinea, the verb I used would reveal whether the event happened just now, yesterday or in the distant past, whereas in Indonesian, the verb wouldn’t even give away whether it had already happened or was still coming up. In Russian, the verb would reveal my gender. In Mandarin, I would have to specify whether the titular uncle is maternal or paternal and whether he is related by blood or marriage, because there are different words for all these different types of uncles and then some (he happens to be a mother’s brother, as the Chinese translation clearly states). And in Pirahã, a language spoken in the Amazon, I couldn’t say “42nd,” because there are no words for exact numbers, just words for “few” and “many.”” (Boroditsky, 2011)

Through this example, Boroditsky explains how different languages are, and not only that but also describes what different languages ask of their speakers. Some languages reveal more about the speaker while others reveal information about the person the speaker is talking to. This, together with other examples, simply shows how a language can influence people’s thoughts.

2.4.1. Language influences the way people perceive space

An Aboriginal society in Australia, a people by the name Kuuk Thaayorre /køk tairə/ do not distinguish between left and right, not because they do not know which is which, but because their language does not have the words for left and right. As a people, they have not developed concepts for left and right. Instead, they use cardinal directions: north, south, east and west. Boroditsky says:

“Of course, in English we also use cardinal direction terms but only for large spatial scales. We would not say, for example, “They set the salad forks southeast of the dinner forks—the philistines!” But in Kuuk Thaayorre cardinal directions are used at all scales. This means one ends up saying things like “the cup is southeast of the plate” or “the boy standing to the south of Mary is my brother.”” (Boroditsky, 2011)

It is a remarkable thing that a language influences a person in such a way. Biologically speaking, humans do not have an inner compass, nor do they have an innate ability of any sort to stay oriented this well. This is where language, and by extension culture, comes into play.

The implication of such a complex system of spatial perception is that the Kuuk Thaayorre people orient in space much better than the majority of other people in the world.

Because their language prompts them to think in cardinal directions, they have somehow developed the ability to inherently know which way is which.

2.4.2. Language influences the way people perceive time

Space and time are very closely intertwined, in physics as well as in language. If a person, or a group of people, thinks differently about space, they will likely think differently about time as well. This is yet another area where the Kuuk Thaayrre are different compared to the speakers of other languages.

Boroditsky explains that she has tested how speakers of different languages perceive the passage of time. She presented English, Hebrew and Kuuk Thaayrre people the same set of images (Figure 1.), images of an aging man, her grandfather, and asked them to arrange the photos in such a way to depict the passing of time. An English speaker would arrange the photos from left to right, left-most being the youngest and right-most being the oldest.



Figure 1. The image of an aging man arranged in the way an English-speaking person seems time (Boroditsky & Gaby, 2010)

On the other hand, a Hebrew speaker would arrange the same set of images in the reversed order. Hebrew speakers tend to depict time as passing from right to left, right-most being the youngest, and left-most being the oldest.

What causes this difference is the direction of writing of the two languages. English is written from left to right, while Hebrew is written from right to left. However, the Kuuk Thaayrre do neither of these two.

“The Kuuk Thaayrre, however, did not routinely arrange the cards from left to right or right to left. They arranged them from east to west. That is, when they were seated facing south,

the cards went left to right. When they faced north, the cards went from right to left. When they faced east, the cards came toward the body, and so on.” (Boroditsky, 2011)

The way the Kuuk Thaayorre perceive space highly influences the way they perceive time. Unlike English or Hebrew speakers, who somewhat egocentrically perceive time as passing relative to them, the people who use cardinal directions for spatial orientation use the same method for temporal orientation.

2.4.3. Language gives access to new areas of thought

Boroditsky also speaks of how language opens up the way of thinking about other things. Specifically, she talks about the importance of naming things. This is a phenomenon that Ferdinand de Saussure famously discussed – linguistic sign. Boroditsky expands on this claiming that people whose language has developed in such a way to have specific words for numbers have access to a whole new area of knowledge. With the help of numbers, humans have developed mathematics, and by extension physics, engineering and other branches of science, be it theoretical or applied.

An example of a language that does not have a developed number system is that of the Pirahã from the Amazon. She references an experiment⁷ conducted on the Pirahã people which found that their language does not have words for numbers greater than two. Peter Gordon describes the Pirahã language as having words “*hói*” meaning “one”, “*hoí*” meaning “two” and “*baagiso*” meaning “many”. He also pointed out that these terms do not have exact meanings, thus “*hói*” may mean “roughly one” or “small.” (Gordon, 2004)

In the experiment, researchers showed a group of six adult Pirahã speakers a set of ten spools of thread. In the first case, they first showed them one spool and asked them how many spools there are. After each answer, they added one more spool and repeated the process until there were ten spools in total. In the second case, they started with the full set of ten removing one spool after each question until they have removed all spools. Results of their experiment are shown in Figure 2.

⁷ (Frank, Everett, Fedorenko, & Gibson, 2008)

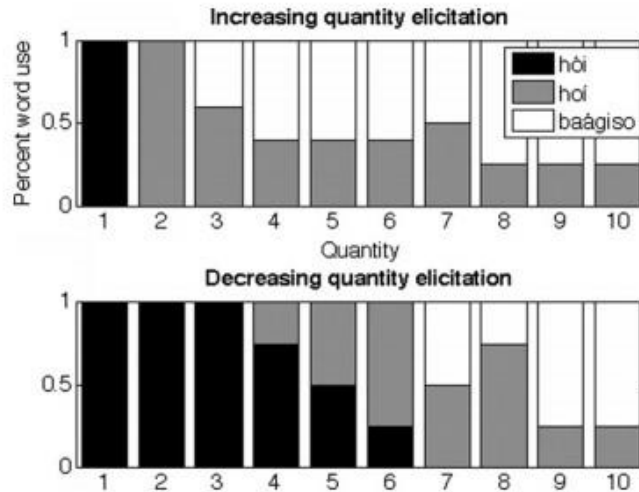


Figure 2. Proportion of Pirahã speakers using each of the three proposed quantity words in Pirahã. Sets with different quantities were presented in increasing order and participants were asked to describe their quantity.

(Frank, Everett, Fedorenko, & Gibson, 2008)

Authors discuss their findings as follows:

“On every trial, participants produced one of the three words hói, hoí, and baágiso. The proportion of each word produced for each number in the two conditions is shown in Fig. 1. In the increasing elicitation, hói was universally used to describe one object, hoí was used to describe two or more objects, and baágiso was used to describe quantities of three or more. These data were consistent with meanings of “one,” “roughly two,” and “many” for the three words. However, in the decreasing elicitation, hói was used to refer to quantities as large as six, hoí was used for quantities between 4 and 10, and baágiso was used for quantities between 7 and 10. Across the two tasks, none of the three words that the Pirahã produced were used consistently to refer to any particular quantity across the two tasks.” (Frank, Everett, Fedorenko, & Gibson, 2008)

This experiment showed that some languages do not have strict words for number, and without numbers as a system, modern mathematics would not be possible.

2.4.4. Language influences the way people perceive colors

Another area in which language has an enormous influence is in the way people perceive colors. Boroditsky discussed this in TED Talk⁸ she gave at TEDWomen 2017. A part of her talk was about a study she conducted together with other researchers.

It is a known fact that the Russian language has two words for the color blue. Russian speakers distinguish between “голубой” (goluboy - /gɒləbɔɪ/) and “синий” (siniy - /sɪni:/), where “goluboy” is a lighter shade of blue and “siniy” is a darker one. In the minds of Russian speakers, English “blue” is not only one color. When presented with an array of different shades of blue, Russian speakers managed to make a clear distinction between the two colors.

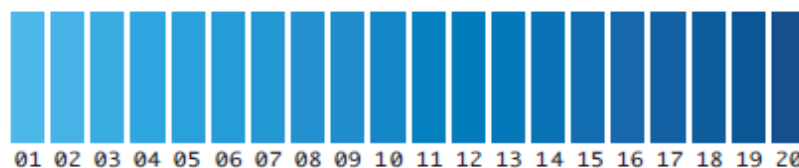


Figure 3. Array of 20 different shades of blue used in the study. (Winawer, Witthoft, Frank, Wu, Ware, & Boroditsky, 2007)

It was also found that the Russian speakers “felt” a categorical difference when going up the array. Once they felt that the shade of blue is no longer “goluboy”, and that it has turned into “siniy”, the same categorical difference was observed as when English speakers saw the difference between red and green. It is not only the shade of one color that is changing but rather the whole category. (Winawer, Witthoft, Frank, Wu, Ware, & Boroditsky, 2007)

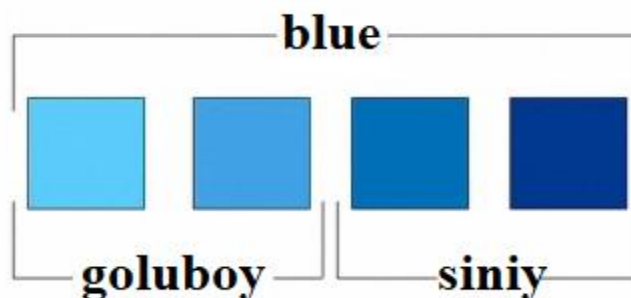


Figure 4. Russian “goluboy” and “siniy” compared to English blue (Godwin-Jones, 2018)

⁸ TED Talks are influential videos from expert speakers on education, business, science, tech and creativity, with subtitles in 100+ languages.

2.4.5. Language changes the way people perceive what is signified by nouns

It is a known fact that different languages possess their own grammatical features. One of the more famous ones in the grammatical gender of nouns. Boroditsky says that in many languages, every noun gets assigned a gender. These genders are often either masculine or feminine and also, these genders differ across languages.

In her example, she talks about the difference between German and Spanish languages, more specifically about grammatical genders for the Sun and the Moon that got assigned to their respective words in respective languages.

In German, the word for Sun is “Die Sonne”, where the article “Die” signifies that the Sun is grammatically feminine. On the other hand, the Sun is called “El Sol” in Spanish, where the article “El” signifies that the Sun is grammatically masculine.

A completely opposite situation happens for the Moon. In German, the Moon is “Der Mond”, where the prefix “Der” signifies that the Moon is grammatically masculine, whereas, in Spanish, the Moon is “La Luna” where the prefix “La” signifies that the Moon is grammatically feminine.

Boroditsky further says:

“How might people’s representations of objects be affected by the grammatical gender of their labels? One possibility is that in order to efficiently learn the grammatical gender of a noun to begin with, people focus on some property of that noun’s referent that may pick it out as masculine or feminine. For example, if the word for “sun” is masculine in one’s language, one might try to remember this by conceiving of the sun in terms of what are perceived as stereotypically masculine properties like powerful and threatening. If the word for “sun” is feminine, on the other hand, one might focus on its warming and nourishing qualities.”
(Boroditsky, Schmidt, & Phillips, 2003)

When German speakers describe the Sun, for their description they would use stereotypically feminine words, whereas Spanish speakers would describe it as stereotypically masculine. Exactly the opposite happens when they are asked to describe the Moon. This suggests that language, specifically grammatical gender, in this case, plays a role in how people perceive things signified by nouns.

2.4.6. Language influences people's ability to remember details about accidents

Another difference between speakers of different languages is the way they describe different events. Due to the differences between languages, they may have a different impression of who did what.

In the same TED Talk, Boroditsky says:

"In English, it's fine to say, 'He broke the vase.' In a language like Spanish, you might be more likely to say, 'The vase broke,' or, 'The vase broke itself.' If it's an accident, you wouldn't say that someone did it. In English, quite weirdly, we can even say things like: 'I broke my arm.' Now, in lots of languages, you couldn't use that construction unless you are a lunatic and you went out looking to break your arm and you succeeded. If it was an accident, you would use a different construction." (Boroditsky, 2018)

In this example, she speaks about the fact that different languages approach the same events in different ways. Languages allow for different constructions, but it is the society speaking a particular language that has to agree on what the meaning of a construction is. This is why the construction from the example works in English the way it does. In the example of breaking one's arm, it is because of the fact that English speakers have unconsciously agreed on the fact that the act of breaking one's arm cannot, for the most part, be a voluntary action, the construction must mean that the act of breaking one's arm must be an accident.

Speakers of other languages do not, necessarily, have to have the same agreements. Boroditsky expands:

"So, people who speak different languages will pay attention to different things, depending on what their language usually requires them to do. So, we show the same accident to English speakers and Spanish speakers, English speakers will remember who did it, because English requires you to say, 'He did it; he broke the vase.' Whereas Spanish speakers might be less likely to remember who did it if it's an accident, but they're more likely to remember that it was an accident. They're more likely to remember the intention. So, two people watch the same event, witness the same crime, but end up remembering different things about that event. This has implications, of course, for eyewitness testimony. It also has implications for blame and punishment. So if you take English speakers and I just show you someone breaking a vase, and I say, 'He broke the vase,' as opposed to 'The vase broke,' even though you can witness it yourself, you can watch the video, you can watch the crime against the vase, you will punish

someone more, you will blame someone more if I just said, "He broke it," as opposed to, "It broke." The language guides our reasoning about events." (Boroditsky, 2018)

Here she refers to another study which proved that "English speakers used more agentive descriptions than did Spanish speakers and also remembered the agents of those events better than did Spanish speakers." (Fausey & Boroditsky, 2011)

This means that the same event in the eyes of speakers of different languages can be seen completely differently. The next chapter will analyze what happens when two or more languages get packed into a single person.

2.5. A word on bilingualism and biculturalism

Bilingualism is the ability of a person to use two languages. However, it is not that simple to define bilingualism since people with different bilingual characteristics may be described as bilingual. Some people define bilingualism as the ability of a person to use two languages at a minimal level, whereas others would argue that bilingualism is the ability of a person to function and appear as native-like in both languages. A person may say for themselves that they are bilingual, while, in fact, being only able to communicate orally, whereas another person might be able to proficiently read in two or more languages. Such a person might be considered as biliterate.

There is also a distinction to be made as to how a person learned the two languages. Some people have grown up in such an environment where using two languages was the norm. Such a case is called simultaneous bilingualism. On the other hand, a person may have become bilingual by learning a second language after their mother tongue. This is known as sequential bilingualism. What all this means is that being bilingual means different things to different people.

Bilingualism is not rare. According to François Grosjean, it has been estimated that more than half of the world's population is bilingual. This means that more than 50% of the world lives functioning with two or more languages. As a phenomenon, bilingualism is found everywhere: in all parts of the world, in all age groups and all layers of society. He also says that bilingual people do not have equal, let alone perfect knowledge in both of their languages. Bilinguals function with their languages at exactly the level that they need. Some people show

dominance in one of the languages while others do not. Some, on the other hand, only have oral knowledge – they cannot read or write one of their languages. Others only passively know their second language. There is only a small minority of bilinguals who are perfectly fluent in both of their languages, in both written and oral forms. Furthermore, Grosjean says that code-switching and otherwise mixing languages is a perfectly common behavior in bilinguals. Simply, different languages suit different situations better. (Grosjean, 2010)

On the other hand, bicultural people do not only speak two languages but feel and act as if they are part of both cultures. When they use one of their languages, they “activate distinct sets of culture-specific concepts or mental frames, which include aspects of their identities.” (Luna, Ringberg, & Peracchio, 2008)

2.5.1. Why it is hard to be bilingual

Psychologists think that bilingual people have a “hard problem”. It is only natural for a person to speak in one language at a time. Bilinguals, however, activate lexical representations for both of their languages at the same time, even though they are speaking in only one. This makes it harder than it ought to be to select and put to use words from the correct language.

This lexical competition has been studied using language switching paradigms. In these experiments, participants were asked to name stimuli in both their first and second languages. What researchers have found is that participants were slower to respond when the language has just switched compared to when the language has stayed the same. (Psychologicalscience.org Editors, 2017)

Three different theories have been proposed in order to explain why these, so-called “switching costs” happen.

One theory says that bilinguals must constrain non-target languages in order to speak in their target language. Another theory posits that switching cost is essentially the time needed for the target language to surpass residual activation from the previously used non-target language. Lastly, a third theory states that switching costs reflect particular features of the design of the language-switch task itself. (Slevc, Davey, & Linck, 2016)

The researchers found that participants exhibited switching costs when switching between their languages.

Even though the research dealt with instant language switching, and had little to do with how bilingual people function in their languages when they use them separately, it still gave a valuable insight into how people behave when confronted with two different languages they speak.

2.5.2. Personality shift

Bilinguals often say themselves that they feel “like a different person” when they speak in different languages. (LaFromboise, Coleman, & Gerton, 1993) This suggests that bicultural people may have distinct cognitive frameworks associated with each of their cultures and languages and that those mental frames may consist of different repertoires of values and behaviors as well as separate world views and identities. (Briley, Morris, & Simonson, 2005; Phinney & Devich-Navarro, 1997) Bicultural individuals with extensive experience in two cultures seem to access different culture-specific cognitive structures, or mental frames, depending on the sociocultural context. (Luna, Ringberg, & Peracchio, 2008)

David Luna and his team have conducted three studies in which they have proved that frame switching, or personality shift, indeed does exist in bilingual, bicultural speakers. All three of their studies were published in the paper “*One Individual, Two Identities: Frame Switching among Biculturals.*” Their studies showed that language can cause personality shifting.

In one of the studies, their informants were a group of Hispanic women. They were asked to describe what females look like in advertisements presented to them by the research team. When speaking in Spanish, they perceived the said females as self-sufficient and extroverted. On the other hand, when speaking in English, the same informant described the same females as family-oriented and overall more traditional.

This study provides evidence for the hypothesis that an individual’s personality shifts depending on the language a person speaks in. This has to do simply with how different languages work, and with how people who speak them generally behave.

3. A case study of Novak Đoković

This paper has so far mostly dealt with theoretical approaches to the study of language, and how languages affect human thought and behavior. The theory has also already explained the personality shift, however, not many authors have tackled the same phenomenon through conceptual metaphors.

The main point of this paper is exactly this – to connect the two theories. Personality changes depending on the language a person speaks, which means that conceptual metaphors as product of conceptualization and thought should change as well.

3.1. Analysis of Novak Đoković's interview in English

Novak Đoković, much the same as every other person, uses certain metaphorical constructs in his speech. In this chapter, the paper will analyze major metaphors that Đoković has used during the interviews. It should be noted that the paper will not extensively cover every metaphorical construct, but rather a selection of interesting ones.

The following sub-chapters will discuss each of the major metaphors used in such a way as to point out what the source and target domains are, how the two are connected, and if possible, try to propose other metaphorical constructs relating to the same domains. The metaphors were found in particular sentences, the focal parts of which will be present in each of the sub-chapters. Full transcript of both interviews in both languages is available in the Appendix at the end of the paper.

Furthermore, the sub-chapters are all named following the same pattern: X is Y. X denotes the target domain and Y denotes the source domain of the conceptual metaphor discussed in the sub-chapter.

3.1.1. Importance is vertical position

In the following sentence, Đoković uses vertical position to talk about importance.

“It ranks right at the top, under the circumstances I’m playing against Nadal in such an important match.”

He describes highly important events as “top”. Similarly, events of low importance might be described as “bottom”.

3.1.2. Consecutive actions are human body

In the part of the interview where he speaks of playing two matches one after the other and how well his results in them were, he says:

“...back-to-back semifinals and finals to make 15 unforced errors in total in two matches...”

He describes consecutive matches as “back-to-back”, as in two humans standing is such a way that their backs are facing each other. When two people are facing opposite ways, their eyes see completely opposite views, together forming a sense of continuity, and by extension consecutiveness.

3.1.3. Tournament is an athlete

In the following part of the interview, Đoković discusses the quality of the tournament itself stating:

“...it's definitely a tournament that sets the bar quite high...”

Here, the tournament is described as an athlete, a competitor in the athletic discipline of high jump. The quality of the tournament is conceptualized through raising the bar used in high jump. The higher the bar is raised, and the higher the athlete jumps, the better. When an athlete raises the bar high, he or she prepares for a difficult action. If, however, they successfully overcome the challenge, and the bar remains standing, it is set for other competitors to try to beat their record. This metaphorical construct means that quality-wise, the tournament is very good because the bar is set high and jumped over.

3.1.4. Inspiration is looking upwards

Much the same as other people when searching for guidance and inspiration, Đoković looks upwards:

“He was someone that I looked up to when I was starting to play tennis.”

Conceptualizing motivation, inspiration, and guidance is generally done through the process of looking upwards. This metaphor has connections with the metaphor GOOD IS UP discussed by Lakoff and Johnson (Lakoff & Johnson, 1999). When individuals are inspired by other people, generally they are inspired by individuals better than themselves in some way, shape or form. Because they are better, they are associated with being up, hence motivation is looking upwards.

3.1.5. Memory is a picture

A very common way of conceptualizing memory is through pictures or images. Đoković is no different, and he says:

“Actually, one of the first images of tennis in general was him playing in Wimbledon and winning his first title back in 92’.”

Past events are often remembered the way people saw them. Photographs, pictures or images of any sort always capture a point in time, whether real or imaginary. This is why people often conceptualize past events as pictures – still points in time insusceptible to change.

3.1.6. Dedication is touching

Not all metaphors that Đoković uses are as common. The following sentence goes as follows:

“I was a small boy in Kopaonik, this mountain resort in the south of Serbia where nobody has ever touched a tennis racket probably before me”

In this sentence, he expresses the lack of devotion and dedication of other people from the same region to play tennis. He conceptualizes playing the game as physically touching the racket.

3.1.7. Success is position

In this part of the interview, Đoković talks about Pete Sampras, his mentor and an excellent tennis player of his time. When the interview took place, Đoković had become more successful than Sampras, on which he remarks:

“...to aspire to be as good as Pete, and to surpass him with Grand Slam titles, I'm speechless.”

From this sentence, it is clear that Đoković conceptualizes the action of becoming more successful and winning more tournaments as moving in front of that person, in this case, Sampras. Another example of the same mapping could be the exact opposite – becoming less successful is being surpassed.

3.1.8. Being remembered is creating

The interview took place after Đoković has won Australian Open for the 7th time, which is a record at the time of writing. This is why he says the following:

“I am aware that making history of the sport that I truly love is something special...”

In this sentence, he conceptualizes the idea of being remembered, somehow etched in the history of tennis as the first person to have won Australian Open seven times, as creating history. Even though history is not a physical object, he sees it as something that can be made, created. Creating the conceptualized object called history ensures his place in the books of tennis, which makes him forever remembered.

3.1.9. Time is a person

When Đoković discusses his future plans, he speaks about the upcoming seasons. He also asks how many more seasons he will be playing. Specifically, he says:

“How many seasons are to come?”

The action of coming is usually associated with a living being, most often a person. Tennis season is clearly not a living being but is conceptualized as one. It is given the property of being able to come somewhere or sometime.

Tennis season is only one specific unit from the source domain of time periods which are clearly not people, but which are often conceptualized as people. For example, the same source domain contains, but is not limited to seasons of the year (“Winter is coming”), months (“November hit us hard”), etc.

3.1.10. Tennis match is a race

It should be no surprise that an athlete conceptualizes one sport in terms of another. In this case, Đoković conceptualizes tennis as a sprint race. He says:

“...I mean starting off well in the match, and coming off from the blocks with the right intensity...”

The online edition of the Merriam-Webster dictionary defines starting blocks as “*a device that usually consists of two blocks mounted on either side of an adjustable frame and that provides a runner with a rigid surface against which to brace the feet at the start of a race.*” (Merriam-webster.com Editors, 2019)

This is a specific case in which both the source and target domains belong to the same broad domain of sport, however, there is an obvious difference between different sports, hence this type of conceptualization.

3.1.11. Sport is war

The previous sub-chapter dealt with two specific units within one broad domain, which itself can be conceptualized as something different. Đoković conceptualizes sport as war in the following example:

“...I mean starting off well in the match, and coming off from the blocks with the right intensity and trying to be aggressive and protect the line and make him feel pressure from my side.”

Aggression and protection are generally associated with confrontation. War is a clear example of such a confrontation where people need to behave in a certain way to survive. By conceptualizing tennis as war, he sees certain parts of a tennis court as parts of a battlefield (“the line”), and also himself as a belligerent in a skirmish.

War is a fertile source domain, as discussed by Lakoff and Johnson.⁹

3.1.12. Degree is position

The vertical position was already discussed as a source domain. It seems that the idea of vertical position might come from the GOOD IS UP metaphor. One more special case of this mapping can be found in the following sentence:

“Not impossible, but highly unlikely.”

The quality of being unlikely is conceptualized once again on a vertical axis of sorts. The higher up on the axis, the higher the degree of unlikeliness. It is clear from this example that the extent of GOOD IS UP metaphor covers many other cases, one of which is the degree of likelihood that an action would happen.

3.1.13. Self-confidence is a pit

One of the more unusual metaphors observed in Đoković’s speech is the way he conceptualizes self-confidence. For him, it is a sort of a pit, and the deeper the pit, the greater the extent of one’s self-belief. He says:

“...the biggest secret of my success, if I can say, of probably any other athlete is his self-belief and always digging deep in the moments when you're facing adversity.”

⁹ See “*Metaphors We Live By*” by George Lakoff and Mark Johnson (1980)

He expands this metaphor through the action of digging by explaining how digging deeper into the pit boosts one's self-confidence.

3.1.14. Difficult situation is a person

In the same sentence discussed in the previous sub-chapter, Đoković describes the way he conceptualizes confrontation. Through the action of “facing adversity”, he essentially states that, for him, tough challenges are people with bodily features. Facing, or looking someone in the face, maps to overcoming a difficulty.

This example is the second one where ideas and concepts are conceptualized as a person, which means, that persons are quite fertile metaphors as well.

3.1.15. Mind is a container

Đoković discusses his emotions during difficult times for him. He states that it is important:

“...to be in a positive state of mind.”

It is obvious that the mind, for him, is a sort of a container. Not only is it a container, but it is a special one that has several different areas or compartments. A person's self-confidence shifts and changes depending on which compartment one occupies.

This metaphor may have connections with the ones discussed in sub-chapters 3.1.7, 3.1.12. and 3.1.13. Vertical position, and the place on a vertical axis, clearly has a lot to do with how people, Đoković in particular, conceptualize self-worth and self-belief.

3.1.16. Doubting is asking

Another common conceptual metaphor is the mapping of a different emotion. As Kövecses says: “*The domain of emotion is a par excellence target domain.*” (Kövecses, 2002) On the other hand, there is hardly anything more natural for a person than asking questions. It

should, therefore, not be hard to see why such mapping exists. When speaking about a hard period in his life, Đoković says:

“I was questioning everything.”

Asking oneself questions and trying to provide the best possible answer at a given time is as natural of behavior as possible.

3.1.17. Process is a curve

As the interview progresses, Đoković discusses his physical state during the year before the interview took place. At one moment during that year, he injured his elbow, which made him unable to play. To fix the problem, he had to undergo an elbow surgery. He had to learn how to play again, with the now fixed elbow, and he says:

“...it was a huge learning curve for me.”

Learning is a process with periods of varying success. Đoković conceptualizes this process as a curve, a parabola of sorts.

3.1.18. Journey is a person

It has already been discussed that many different non-living things get conceptualized as people. One more of those things is a journey.

About his recovery, Đoković says:

“Just the whole process was very special and I embraced the journey...”

In order to complete the action of embracing, one needs to perform several steps. First, the object of embracing in this example is not another human being, but rather an idea, an abstract construct of a process, a path of some sort. In order to accept all the difficulties of a hard journey, on the road to recovery, one first needs to recognize and understand that these hardships

exist. This acknowledgment is conceptualized through embracing, hugging a journey conceptualized as a person.

3.1.19. Desire is hunger

Kövecses claims that this metaphor is quite common and that desire is often conceptualized as hunger or thirst. (Kövecses, 2002) When speaking about his desire for success, Đoković says:

“Well to be honest I was always hungry for success...”

Hunger is a physical force that which drives humans and other living beings to try to quench it.

3.1.20. Success is food

The previous paragraph stated that there was a byproduct in the DESIRE IS HUNGER metaphor. This byproduct is another metaphorical construct in which success is conceptualized as food. People are, generally, hungry for food. In his statement (see 3.1.19), Đoković says that he is hungry for success, which means that not only does he conceptualize desire as hunger, but also success as food.

3.1.21. Exposure is nudity

Being nude is, for most people in most circumstances, not a tremendously comfortable feeling. Humans are plagued with feelings of embarrassment, which are often a product of being nude.

On a tennis court, players are usually naked, they are, obviously, wearing clothes, however, Đoković says:

“The tennis court is a place where I'm naked, where I am, where I'm exposed to my both extremes...”

Since it is clear that he is not talking about being physically naked, it is clear that he is conceptualizing his emotional vulnerability as being nude. On the court, Đoković says, we can see his true self, his true personality, unaltered by social norms and conventions.

3.1.22. Form is a building

When he was speaking about his future plans, Đoković discussed the possibility of winning Roland Garros (another Grand Slam tournament). He says the following:

“...I have plenty of time to build my form slowly...”

Body, and by extension physical condition, is what Đoković conceptualizes as a building, something that has to be built and constructed from its foundations. Well executed construction takes time, and so does adapting the body for new challenges.

3.1.23. Starting is taking

This metaphor is yet another fairly simple and common conceptualization. The action of taking something usually signals the beginning of some sort of a journey of the object taken. For example, if a person takes a pen from another person, the pen will begin its journey in one hand and end in another. Đoković does not speak of a concrete object, but rather he says:

“I'm obviously first going to enjoy this victory and share it with my family and friends and then take it from there.”

As said above, the object of taking is not a concrete object. By “it”, Đoković means his own life, and thoughts. Starting the rest of the life, with the new title and with all that entails is conceptualized as taking the “it”.

3.1.24. Shot is a weapon

In tennis, players play the game by passing the ball to each other over the net. There are several shots that a player might use, some of which are the serve, forehand, backhand, volley, slice, etc. When speaking about the way Rafael Nadal plays, he says the following:

“I've seen his matches, I've seen that he improved his serve which was of course his new weapon or strength during these few weeks, aside of course everything else that he has in his arsenal.”

From this example, it can be seen that Đoković speaks of one particular tennis shot, the serve, as the new weapon his opponent has. Đoković sees the new shot as an intimidating, powerful tool that can be used to harm him. Even further expanding on this conceptualization, Đoković speaks of Nadal's arsenal. Not only is this one new shot a new weapon, but it is added to the array of other weapons Nadal has. His shots are numerous, and very deadly, from a tennis point of view, making his weapon arsenal equally effective.

3.1.25. Course of action is a movie

Sub-chapter 3.1.5. claims that Đoković conceptualizes memory as images. It is natural that a still point in time is conceptualized as a still image, however, this metaphor can, somewhat naturally, be expanded in such a way as to conceptualize progressive course of actions as a moving image, or a movie. Đoković does this as follows:

“...it was really crucial to start off with the early break which was ideal scenario for me. “

He is speaking of an ideal scenario. The scenario is a course of action plotted out for a movie. Movies all follow their own specific scenarios, which is what makes them different from one another. Also, as they are recorded, each time one watches them, the set of images is always the same. The set of images depicts one course of action, which is why it is not hard to see why Đoković conceptualizes it in this way.

3.1.26. Good is smooth

While it is true that GOOD is often conceptualized as UP, it is not the only conceptualization. Another source domain through which GOOD is conceptualized is surface, or more precisely, the roughness of a surface. When speaking about the course of the game, Đoković says the following:

“Having a set under my belt just made me kind of relax a bit more and not really worry too much and after that it was really smooth.”

Đoković says that the game was smooth once he won the first set. After having won the set, he was in the lead. Due to the lead, he was relaxed, which made him win the game. Winning is good, and the road to the win was smooth.

This metaphor works the other way around as well. Had he lost the game, he would be able to say that the game was rough, making room for another similar, yet inverted mapping where BAD IS ROUGH.

3.1.27. Words are a ball

This is one of the seemingly odd metaphors that, in fact, make a lot of sense. When asked if he has finally understood how to win against Nadal, he says:

“I don't want to say I figured him out because I don't want that to bounce back at me...”

The way gravity works on balls filled with air is that they bounce, jump back up losing a little bit of energy in the process. Because it bounces, it works almost the same way light works when it bounces off of a reflective surface, for example, a mirror. Đoković conceptualizes his words, his statement, as a ball. He does not want to say those words because he is afraid that they might reflect and hurt him when they come back, much the same a ball could when it bounces.

3.1.28. Influence is a physical force

Towards the end of the interview, Đoković discussed his rivalry with Nadal. He speaks about how it influenced him by saying:

“...this rivalry has been the most significant rivalry, the one that impacted me and as on a personal and professional level the most in my life.”

Here, Đoković speaks of an impact that the rivalry had on him. Impact is a physical force, but here, metaphorically, it clearly means “influence”. Conceptualizing mental and emotional influence as impact is quite common.

3.2. Analysis of Novak Đoković's interview in Serbian

The following sub-chapters will analyze Đoković's interview in Serbian in the same way the previous chapter discussed the interview in English. Since the original interview was in Serbian, all example sentences will be translated into English as best as possible and with the intention to preserve the metaphor.

3.2.1. Sport is war

In the sub-chapter 3.1.11, metaphor SPORTS IS WAR was discussed. Đoković used the same metaphor in Serbian, as can be seen in the following example:

“Malopre sam spomenuo da je ključ pobeđe bila ta dozirana agresivnost...” (O)¹⁰

“A moment ago I said that the key to the victory was that dosed aggression...” (T)¹¹

It is clear that Đoković conceptualizes a game of tennis as war in both languages. In both English and Serbian, there is the same analogy, even the same vocabulary speaking about the same thing.

3.2.2. Starting is jumping

Sub-chapter 3.1.23. discussed the metaphor STARTING IS TAKING. It is clear that such metaphor works well in English, however, when talking about the beginning of the match in Serbian, Đoković says:

“...tako da je taj početak, u stvari, ja mislim i presudio i bio odskočna daska za dalje.”
(O)

¹⁰ Original transcription in Serbian

¹¹ Translation of the example by the author

“...which is why that beginning, in fact, I believe, was crucial, and it was the springboard for the rest of the match.” (T)

Springboard, in sports which use one (gymnastics, diving) serves to provide an initial boost of energy to an athlete. It is no wonder that such conceptualization exists. Đoković sees the beginning of a game of tennis starts the same way a gymnast sees the initial run towards the springboard in, for example, vault.

3.2.3. Openness is honesty

Honesty is often described as having nothing to hide. It is generally best to hide things in crowded areas and places with many distractions. For Đoković, having nothing to hide is the same as being open. He says:

“Evo sad kad pričamo otvoreno o tome...” (O)

“Now that we speak openly about it...” (T)

Speaking honestly with nothing to hide is conceptualized as speaking openly. The open place, a square or an empty room of some sort, is an ideal place to put something with the intention to make it easily visible.

3.2.4. Favorable circumstances are nice clothes

This is another quite unusual metaphor used by Đoković. When talking about various circumstances that eventually led to his victory, he says the following:

“...sve se nekako lepo skockalo za mene večeras.” (O)

“...it all put on nice clothes for me tonight.” (T)

Even though the metaphor does not truly work in English, it makes perfect sense in Serbian. Putting nice clothes on, and especially clothes that fit perfectly is sometimes conceptualized as enjoying favorable circumstances. Even though the same metaphor is not particularly common in Serbian either, it does work, and the same domains are connected in

more than only this one way. For instance, one could say the following, albeit, in a quite informal fashion: “Pokidaću se od posla.” This translates to: “I will rip myself apart because of my work.” The action of ripping usually has to do with clothing, which proves that the metaphor, even though it is quite clumsy, does work in the Serbian language.

3.2.5. Court is court

The title of this sub-chapter might be misleading, which is why it will be explained in more detail. The metaphor Đoković uses is TENNIS COURT IS COURT OF LAW. Đoković says:

“Bio sam mlad, lud i onda sam bio i kažnjen na terenu...” (O)

“I was young, crazy and then I was punished on the court...” (T)

Punishment is most often associated with law practice. People get punished because they break the law. In this case, the courtroom in the tennis court, and the punishment in losing the game.

3.2.6. Time is space

Sub-chapter 3.1.9. discussed the metaphor TIME IS A PERSON. However, when speaking in Serbian, Đoković conceptualizes time as space. Traveling through time, in the form of remembering past events is therefore seen as traveling through space. He says the following:

“...vraćamo se koliko, skoro 15 godina unazad.” (O)

“...we are going back how much, almost 15 years back.” (T)

This conceptual metaphor is fairly common as opposed to several other discussed previously. Time, on the other hand, is a fruitful target domain. It is a hard concept to understand, which is why people use conceptualization as a mechanic of understanding. (Kövecses, 2002) Two different mappings have thus far been discussed; however, these are not the only ones.

3.2.7. Success is a fight

Becoming, and being better than the competitors is something a world-class athlete discusses often at press events. Đoković is no exception. However, he conceptualizes success in different ways. When speaking about the success and the process of becoming better than others, he says:

“Roj Emerson je rekao da je ljut na mene što sam mu oborio rekord...” (O)

“Roy Emerson that that he was angry with me because I knocked down his record...” (T)

In boxing, knockdown is a move that clearly signalizes that one of the opponents is better than the other. Boxing, however, is a martial sport, and fighting is something humans have done since the dawn of time. In such situations, becoming better in any sort of way can be conceptualized as being stronger, smarter or otherwise superior.

3.2.8. Extracting is reaching the peak

Becoming the best is a process. It involves improving oneself in every possible way. In the case of professional athletes, the top ones always perform on a very high level, and to be the best one has to step up physically and mentally and overcome all difficulty. Đoković conceptualizes this process of overcoming all obstacles as extracting something from some sort of container. He says the following:

“...da bih nekako uspeo da izvučem maksimum iz sebe...” (O)

“...in order to somehow manage to extract the maximum out of myself...” (T)

Extracting juice out of fruit, for instance, is one example of this visualization. In order to let as little of the fruit to go to waste, one should extract as much juice as possible. Reaching maximum efficiency in this regard is much the same as reaching peak physical condition needed to overcome the hurdles of being the world’s best athlete.

3.3. Novak Đoković's personality shift seen through the use of conceptual metaphors

Parts 3.1. and 3.2. of this paper analyzed the interviews Novak Đoković gave upon winning the Australian Open in 2019. He gave two consecutive interviews, one in English and one in Serbian.

Both of these interviews were analyzed, and several interesting, but not all conceptual metaphors have been mentioned and discussed in more detail.

Through the analysis, it has been observed that Đoković has, on certain occasions, used the same target domain in both languages, however, the source domains did not always coincide. He needed concrete conceptualizations of several abstract concepts, but he used different source domains for these mappings.

Following chapters will discuss these mappings and what they mean in terms of how Đoković's personality changes.

3.3.1. Conceptualization of success

Novak Đoković talked about the success in both of his interviews. Interviewers asked him how it was to win the Australian Open for the 7th time, and he talked about his success to answer their questions. He spoke about it on two separate occasions in the English interview, and once in the Serbian interview.

In English, Đoković conceptualized success as an abstract concept through position (as discussed in 3.1.7.) and through food (as discussed in 3.1.20.).

In Serbian, however, he conceptualized success through fighting (see 3.2.7.). All three conceptual metaphors regarding the notion of success, in both English and Serbian, have the same target domain. However, source domains are all different. Graphical representation of the source and target domains and mapping between them can be seen in the image below.

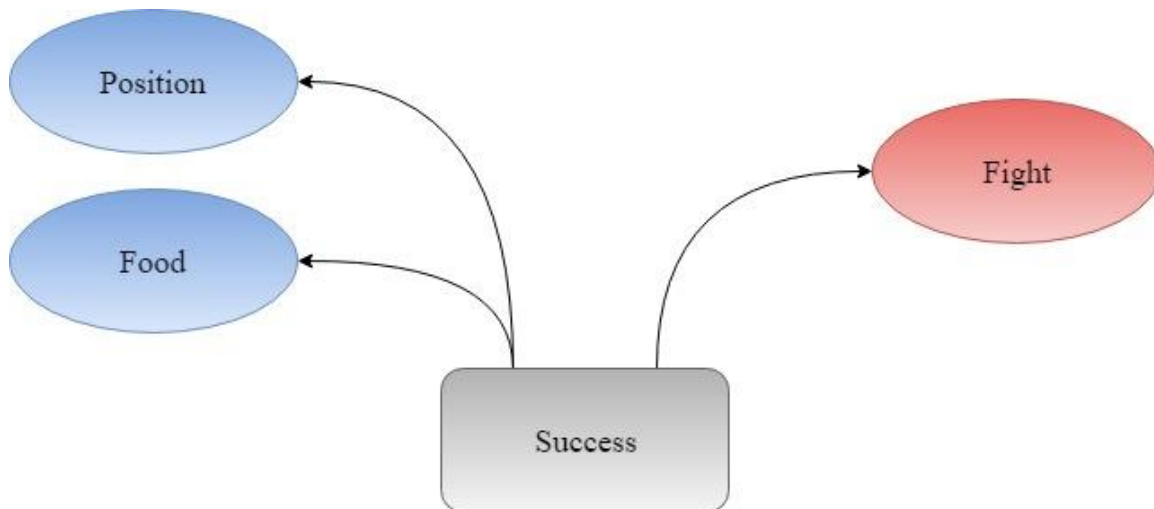


Figure 5. Conceptualization of success in English (blue) and Serbian (red)

Success, as an abstract concept, can, in Serbian, also be conceptualized as food, much the same as it was when Đoković spoke in English. However, his choice to conceptualize success as a fight in Serbian might be influenced by the very fact that he is Serbian.

3.3.2. Conceptualization of time

In the English interview, Đoković spoke about his plans for the future. Interestingly, in the Serbian interview, he spoke about his past. In both interviews, nonetheless, he talked about time and different time periods. As already stated in 3.2.6, Kövecses pointed out in his *“Metaphor: A Practical Introduction”* that the concept of time is notoriously difficult for people to grasp.

It is, therefore, clear that some sort of conceptualization has to take place. Đoković, however, uses two different source domains to conceptualize the target domain of time. Graphical representation of this mapping can be seen in Figure 6.

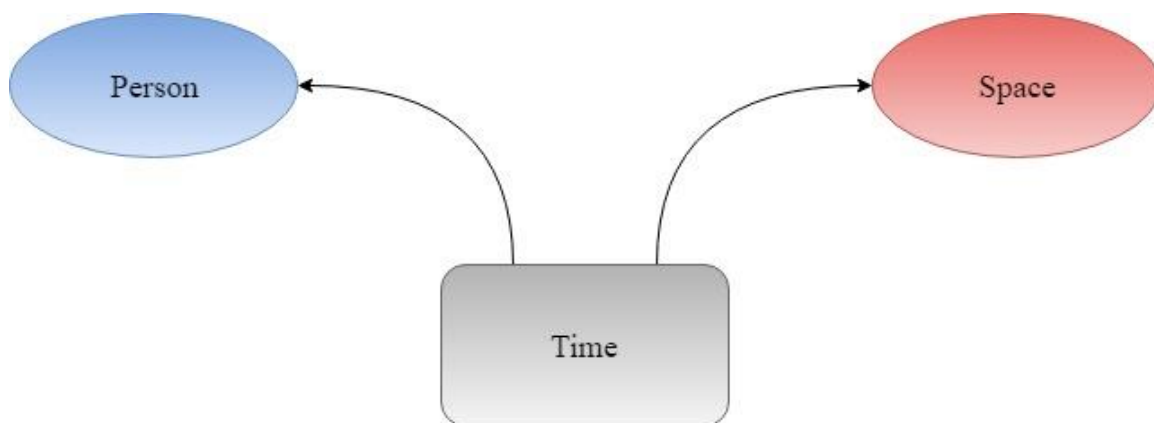


Figure 6. Conceptualization of time in English (blue) and Serbian (red)

When speaking about the future in English, Đoković conceptualized time as a person, while in Serbian, he spoke about time as if it was a spatial concept. Different source domains in this metaphor may shed light on Đoković’s different personalities. In English, he is more friendly “facing future” as if he is, in a way, talking to it.

On the other hand, in Serbian, his conceptualization of time as space through which one can navigate may point out to the part of his personality that wanders through time, reflecting of past actions and how he behaved in the past.

3.3.3. Conceptualization of the process of starting

As discussed before, time is a difficult concept to understand. Many different ideas emerge from the concept of time, which makes them inherently hard to understand. Conceptualization through metaphors is only one way to improve one's understanding of such concepts. One of them is the concept of beginning.

Humans usually start doing something at one point in time and finish the process in another, which is how the two concepts link. However, in the case of Novak Đoković, the process of beginning is not conceptualized the same way in both languages he speaks in.

In English, he conceptualizes the beginning of a process as taking something. Following the same mapping, the ending of a process is conceptualized as giving the same something back.

In Serbian, it is different. Đoković conceptualizes the beginning of a process through jumping, and more specifically, the kind of jumping that has to deal with jumping sports. Graphical representation of this mapping can be seen in Figure 7.

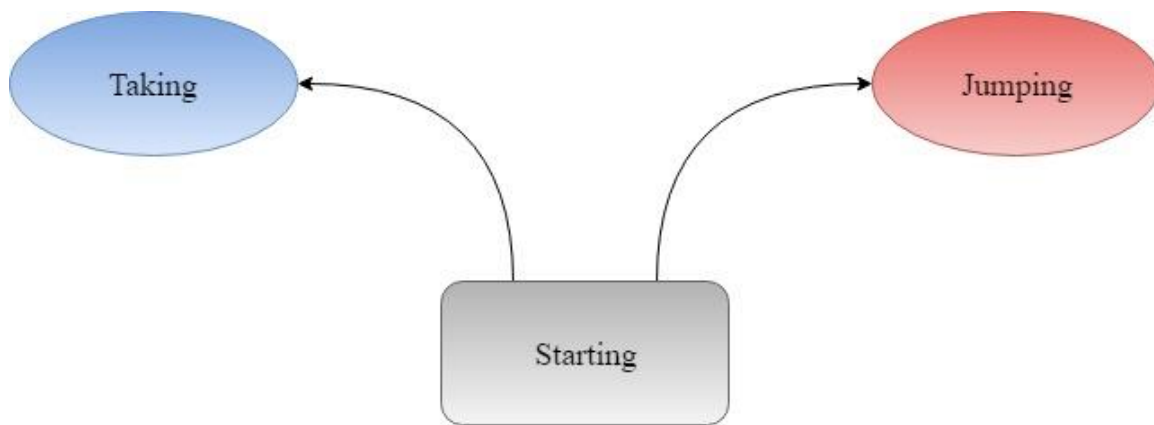


Figure 6. Conceptualization of the process of starting in English (blue) and Serbian (red)

4. Discussion

At the beginning of this paper, the theoretical framework was set as to how the analysis would be performed. So far, theoretical findings have laid a foundation to the prospect that one's personality changes with the language one speaks in. Multiple language concepts were discussed, the most important one for this paper is the conceptual metaphor theory.

Conceptual metaphor theory, in its essence, suggests that people conceptualize abstract constructs (target domains) through more concrete and more familiar ideas (source domains). The main hypothesis of this paper was that the personality does indeed shift and that the shift can be seen in the use of conceptual metaphors.

In order to put the claim to the test, two interviews with Novak Đoković were analyzed. Both interviews took place at roughly the same time, under roughly the same circumstances and in both English and Serbian languages.

The hypothesis was put to the test in the following way. Both interviews were analyzed, and certain, but not all, conceptual metaphors from Đoković's speech have been analyzed.

Following the analysis, the findings were compared it was found that Đoković did indeed use different source domains in order to conceptualize the same target domain in different languages.

This could be seen through metaphors SUCCESS IS POSITION and SUCCESS IS FOOD in English compared to SUCCESS IS FIGHT in Serbian, then TIME IS PERSON in English and TIME IS SPACE in Serbian, and finally STARTING IS TAKING in English and STARTING IS JUMPING in Serbian.

Analysis of the interviews within the framework of conceptual metaphor theory proved that there is a personality shift evident when a person switches between languages. However, Novak Đoković is but an individual, and conceptual metaphor theory is but a single theory in the vast pool of linguistic knowledge.

More comprehensive research, involving psychology, linguistics and social studies could be performed in order to provide a more solid foundation to such a bold claim. Therefore, research is suggested to be performed that would take into account not only speech, but facial expressions, gesticulation, and other non-verbal types of communication of not only one individual but a diverse test group of people covering a wide range of languages, ages, ethnicities, etc.

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Appendix

Transcription of the interview in English

Reporter: Mats Wilander described that performance as absolute perfection. Where does that rank in terms of your best Grand Slam final performances?

Doković: It ranks right at the top under the circumstances I'm playing against Nadal in such an important match. Yeah, it's amazing. I mean obviously, back-to-back semifinals and finals to make 15 unforced errors in total in two matches, is quite a... It's pleasantly surprising to myself as well, even though I always believe I can play this way and visualize myself playing this way, but as I said, under the circumstances, it was truly a perfect match.

Reporter: Thank you, so you and Rafa made comment that this is the best tournament in the world. Can you expand on that for us please?

Doković: Well, as Rafa said on the court, there's probably no other tournament in the world that strives to improve its facilities and service to the players and fans and media. I hope you guys would agree with that. But it's definitely a tournament that sets the bar quite high for the other Slams and other tournaments as well I would have to agree with Nadal on that, without a doubt, this is the best Slam, the most player friendly Slam, that we have.

Reporter: Novak, you not only passed Roy Emerson you passed Pete (Sampras) for overall major titles. What does that mean to you to pass your childhood idol? And, when you played doubles with him in 2013 in UCLA could you have imagined that scenario?

Doković: Well, I've said it before. He was someone that I looked up to when I was starting to play tennis. Actually, one of the first images of tennis in general was him playing in Wimbledon and winning his first title back in 92', I think. I was a small boy in Kopaonik, this mountain resort in the south of Serbia where nobody has ever touched a tennis racket probably before me, and I did not have a tennis tradition in my family. I did have sport tradition, so it was definitely a form, a sign of destiny, to start playing tennis, and to aspire to be as good as Pete, and to surpass him with Grand Slam titles, I'm speechless. I mean, obviously, I still haven't really had too much time to contemplate on everything that has happened but I'm planning to do that.

Reporter: Novak like you won the last three Grand Slams and regarding your former shape right now you are maybe on the best of you career and many players are saying that it's possible for you to reach the record of Roger, and even to beat that. How do you live with that?

Đoković: How do I live with that? Just fine. I am aware that making history of the sport that I truly love is something special and of course it motivates me. Playing Grand Slams and biggest ATP events is my utmost priority in this season and the seasons to come. How many seasons are to come? I don't know and I'm not trying to think too much in advance. But, I do want to definitely focus myself on continuing to improve my game and maintaining the overall well-being that I have, mental, physical, emotional, so I would be able to compete at such a high level for the years to come and have a shot at eventually getting closer to Roger's record but it's still far.

Reporter: Novak, congratulations! Ok 7 Australian Opens, 15 Slams...

Đoković: Not too bad...

[Laughter]

Reporter: Cannot complain, cannot complain.

Đoković: Sorry, but you're always like: "Ok, man"

Reporter: That's fine

Đoković: Niente particolare.

Reporter: Were you most surprised about the fact that on the first set Nadal was unable to make more than one point on your five serves?

Đoković: Yeah, I mean that was definitely the key. When I say that, I mean starting off well in the match, and coming off from the blocks with the right intensity and trying to be aggressive and protect the line and make him feel pressure from my side. Obviously, that was the game plan and I managed to get a crucial break already in the second game and get three love in under ten minutes, and that was really important because Nadal always brings huge intensity to the court, 100% of his focus and determination. The energy and power he puts in his into his shots is really intimidating from the first point in a match, but that makes you be more alert. I

was expecting that, so knowing that, coming into the match made me even more ready to start off well, and it has proven to be the crucial turning point of the match.

Reporter: Novak, you touched on this on court but if someone had told you last year that you'd be sitting here with having won three Slams in a row what would you've thought?

Doković: Not impossible, but highly unlikely. I don't want to sound arrogant but I always believed in myself and I think that's probably the biggest secret of my success, if I can say, of probably any other athlete is his self-belief and always digging deep in the moments when you're facing adversity. Digging those moments, complimenting yourself, visualizing yourself as a winner and trying to be in a positive state of mind. It's much easier said than done, obviously, but I'm a true believer in visualization. I do that a lot and I think that I had to do that more than ever in my life 12 months ago, after the surgery, because I wasn't playing well, I wasn't feeling good on the court. I was questioning everything. I was doubting whether I will be able to play ever again on this level, because I didn't know to what extent the operation of my elbow would affect my game, and it was a huge learning curve for me. Just the whole process was very special and I embraced the journey and I am very grateful to go through it I would never change anything if I could turn back the time because things are just the way they should be. But yes, twelve months ago it was highly unlikely that I would be holding three slams and I just have to be conscious of that and understand that I'm blessed.

Reporter: Novak, we all remember that press conference to the French Open last year in that small room.

Doković: Yes.

Reporter: You've come here. He seemed very fired up for this particular match tonight and you come up with a performance like that. Do you think you're hungrier for success than in the latter years of your career?

Doković: Well to be honest I was always hungry for success because if I'm not then I probably not need to be competing in this level and traveling, because then I wouldn't be true to myself and then it would be, probably, a waste of time. It's not only about success for me. This is a school of life or a learning journey of life for me and I've said it before. The tennis court is a place where I'm naked, where I am, where I'm exposed to my both extremes in terms of emotions

and character and that's where I probably learned the most about myself or have the opportunity to learn about myself and... What was your question again?

Reporter: You don't know how many years you've got left. It looks like you got quite a few years left...

Doković: Oh, that's right, yeah, yeah you said I well as I fired up yes, sorry, I went astray. I... Hunger is always there but I think nowadays it's just more relevant for me to organize myself in life better and to manage to be very concise and concrete with what I do and what I plan to do because I'm a father and a husband and right now it's not only about tennis and that's why, I think, professionalism is at its peak. At least that's what I feel probably more than ever in my career.

Reporter: Novak, you had a nice moment a little while ago with four Australian legends to do up did you say something's particular to the man whose record you broke and how does it feel to be kind of woven into this country's tennis history?

Doković: Mr. Emerson said that he's pissed with me because I broke his record, but it was the most beautiful and most expensive photo of the night without a doubt. Standing with those four legends and yeah, I'll definitely cherish that.

Reporter: How incredible would it be if you could win the French Open and hold all four slams at one time and do you think the calendar Grand Slam is out of the question? Because Rod Laver thinks you've got the game and the temperament to do that?

Doković: Well I got to get Rod Laver in my team in order to achieve that. He's the only one that has managed to to do the impossible challenge, probably the ultimate challenge of tennis. We'll see. I mean, obviously, it's just the beginning of the season. I know that there's a lot of tournaments to play before the Roland Garros, so I have plenty of time to build my form slowly and obviously staying on a hard court first with big tournaments, Indian Wells and Miami and then start with the clay. So, I obviously have to work on my game, on my clay court game a bit more specifically than I have in last season. I need to play better than I have last season. I am already playing better but I mean clay specifically in order to have a chance and a shot at the title. I mean, the ultimate challenge there is to win against Nadal, but then you have Thiem and Zverev and Roger is probably going to play and you have a lot of great players that, on clay, can

challenge me or anybody else. So, yeah, there's still a lot of time. I'm obviously first going to enjoy this victory and share it with my family and friends and then take it from there.

Reporter: After your last match you described yourself as being in the zone and a certain sort of perfection and again tonight... Can you tell us what that bit of perfection was like tonight, this, this particular night that kind of the way you were anticipating the ball, the way you were moving?

Doković: Well we were both playing really well prior to this match and coming into the finals. We were both quite confident and I think we both liked our chances. So as I've said a few minutes ago I think for me one of the most important objectives for the match was to start off well and to bring in the right mindset and intensity and make sure that he also feels my presence as well because he always makes sure that the opponent across the net and crowd and everyone feels his presence because that's who he is. That's how he plays, it's how he behaves, he's just so focused and he brings in so much energy and he's jumping around and sprinting and from the very first point he's going to make you work very hard. I've seen his matches, I've seen that he improved his serve which was of course his new weapon or strength during these few weeks, aside of course everything else that he has in his arsenal. So yeah, it was really crucial to start off with the early break which was ideal scenario for me. Having a set under my belt just made me kind of relax a bit more and not really worry too much and after that it was really smooth

Reporter: Novak, at this point, you're the only player who has solved the Nadal issue like this, I mean tactically. I'm just curious, do you feel like you figured him out and what kind of tactical discipline does it require?

Doković: Alright, I don't want to say I figured him out because I don't want that to bounce back at me anyway in the future because I might have figured him out for the match. Not for life. I mean, I'm sure we're still going to have a lot of matches against each other on different surfaces. I look forward to it, I really hope we will because this rivalry has been the most significant rivalry, the one that impacted me and as on a personal and professional level the most in my life. So yeah, his serve is improved, but, at the same time, I have also worked on my serve and I think he has served me well especially in the last couple matches. One thing is for sure we both are going to strive for improvement in the future regardless of what's happening. Thank you.

Transcription of the interview in Serbian

Reporter: Sve čestitke na fantastičnoj...

Doković: Hvala.

Reporter: ... pobedi, koja je svakako više nego što i sama jeste. Ti si pre ovog meča sebi poželio da se ponovi 2016. Na koji način se sve večeras odigralo u tom smislu, koliko si prevazišao svoja očekivanja, želje, i iz ove pozicije kako vizualizuješ svoju neposrednu i dalju budućnost?

Doković: Pa bilo je i bolje nego 2016, moram da priznam. Ja sam prijatno iznenadio i sam sebe sa nivoom tenisa na kojem sam igrao, pogotovo u poslednja dva meča na Australian Openu. Malopre sam spomenuo da je ključ pobede bila ta dozirana agresivnost, i prosto menjanje ritma u toj meri da njemu ne dozvolim da se oseća komforno na terenu. Morao sam da igram brzo, da igram ravno, da ga prosto izbacim iz nekog ritma. To mi je bio cilj, i verovatno najbitnije nešto što sam zamislio je taj, ustvari, početak koji je bio krucijalan za dalji razvoj meča jer svi vrlo dobro znamo koliko energije i snage i prosto dinamike on unosi u svaki svoj poen, udarac, i prosto on tako pokušava da na neki način nametne svoje prisustvo svima, da se zna ko je na terenu. S druge strane, ja sam to i očekivao i nije me to omelo, naprotiv, ja sam se postarao da i on mene oseti, u igračkom smislu, tako da je taj početak, u stvari, ja mislim i presudio i bio odskočna daska za dalje.

Reporter: Vizualizacija?

Novak: Da. Zamišljanje, vizualizacija. To je nekako sastavni deo moje pripreme. Evo sad kad pričamo otvoreno o tome, a spominjao sam to i ranije, da je to verovatno i najvažniji deo moje mentalne pripreme, ne samo za tenis nego uopšte za život jer ja verujem u sopstvenu snagu, verujem u snagu koju svi imamo unutra, i prosto verujem u zakon privlačnosti da, ukoliko se usmere misli i energija na određenu frekvenciju, ta frekvencija će se i ostvariti. Da li uspeva uvek? Možda ne, ali u većini slučajeva da. Sve zavisi od toga kako, u kojem ste, da kažem, stanju uma, kako balansirate sve u svom životu, kako podnosite pritisak i prosto da li učite iz nekih lekcija životnih koje imate, tako da, eto, sve se nekako lepo skockalo za mene večeras.

Reporter: Bilo je i kolo posle, zapevao si, svašta je bilo, kakav je osećaj izaći pred toliki narod, a i oni u Srbiji koji te prate, padaju sajtovi, pa da znaju kako to izgleda.

Novak: Srpska zajednica u Melburnu i Australiji je velika i ja sam im beskrajno zahvalan na ogromnoj energiji i podršci koju su mi pružili svih ovih godina, ali ove godine su nadmašili sebe. Ove godine, ovaj, pogotovo ta grupa ljudi koja je bila na glavnom trgu ovde na Australian Openu je bila toliko glasna da sam ih čuo na terenu poslednja dva gema. Malo su prerano slavili, ovaj, ali definitivno mi jako znači njihova podrška i podrška svih naših ljudi širom sveta, u Srbiji naravno, u koju ću uskoro da dođem da proslavim ovaj uspeh.

Reporter: Više puta si rekao da je Australian Open za tebe nešto posebno.

Doković: Da.

Reporter: Da li se sećaš, mislim, verovatno se sećaš, ali kako ti je u dobrom sećanju ostao meč protiv Safina, to je tvoj prvi Gren Slem meč ovde.

Doković: Da, da.

Reporter: Kako ti je izgledao put od tada do danas iz današnjeg ugla.

Doković: Mnogo stvari se prvi put dogodilo tada. Prvi put sam igrao u prvom kolu, 'ajde da kažemo, kvalifikovao se za Gren Slem. Prvi put sam ofarbao, i jedini put, kosu, toga se dobro seća moja mama koja je bila šokirana i to sam, sećam se, odlučio na taj dan, kad sam došao da se ošišam i onda mi je ova jedna žena ovde, firzerka, predložila, kao: „Ajde što ne bi malo dali tu neku nijansu te neke žute boje.“ Ja sam rekao: „Ajde, što da ne.“ Bio sam mlad, lud i onda sam bio i kažnjen na terenu, onako poprilično od Safina za to svoje ponašanje, ali je bilo izvanredno iskustvo, jer, eto, vraćamo se koliko, skoro 15 godina unazad. Da mi je neko rekao tada da ću osvojiti 7 titula ovde i da ću imati 15 (titula) 15 godina kasnije, odmah bih potpisao. Ja verujem stvarno u sebe, i mnoge stvari, koliko god zvučale ili izgledale neverovatno, za mene nisu, jer stvarno ne verujem u postavljanje bilo kakvih granica, ni sportskih ni ljudskih, i naravno da sada sve to zvuči krasno kada pobeđuje čovek, ali budite uvereni da je to uvek moj mentalni pristup životu.

Reporter: Kako je reagovao Rod Lejver?

Doković: On je odreagovao odlično. Roj Emerson je rekao da je ljut na mene što sam mu oborio rekord, ali je to bila jedna divna fotografija i uspomena koju ću nositi sa sobom čitavog života.

Reporter: Treći put si u karijeri (osvojio) tri Slemu u nizu, sad prilika da drugi put bude i četiri...

Doković: Da.

Reporter: Nole Slem

Doković: Jeste, jeste prilika i svestan sam prilike, ali sam isto svestan da između Australian Opena i Rolan Garosa ima puno vremena, ima puno turnira, pre svega na tvrdoj podlozi pa onda na šljaci, tako da... Ali definitivno sam već sa timom pričao o tome i isplanirao da posebno, da kažem, poradimo na igri na šljaci, da bih nekako uspeo da izvučem maksimum iz sebe kao što to radim recimo na tvrdoj podlozi jer šljaka je podloga na kojoj sam odrastao, ali nije moja najuspešnija podloga. Najuspešnija je tvrda, tu se najbolje osećam, ali opet, i na šljaci sam OK, samo treba da, da kažem, posvetim malo više pažnje treninzima i da se dobro pripremim za celu tu sezonu, a pogotovo, naravno, za Rolan Garos.

Reporter: Tvoj idol iz dečaćkih dana, Pit Sampras, je ostao sad iza tebe. Očekuješ li da i on možda bude ljut i da te pozove?

Doković: Hahaha. Pit je, ovaj, Pit je sjajan, sjajan čovek isto, naravno, u kontaktu smo i on mi čestita za sve velike uspehe i verujem da će i to sad biti slučaj, i radujem se da ga vidim. Ja se nadam da ću imati priliku sad u Los Anđelesu, u Indian Velsu, pošto on tamo živi, da se vidim sa njim, malo da poigramo tenis, malo golf, on voli da igra golf, ovaj, i da malo eto popričamo jer, imao sam nekoliko puta prilike s njim da pričam, išli smo i na večere, i naravno da je to meni puno značilo jer nekako, kada sam imao njega preko puta sebe sam zamišljao, tj. vraćao film na onog malog dečaka koji je, ustvari, njega gledao kao velikog idola i inspiraciju za tenis.

Reporter: Nole, teško je pobediti Nadala u Parizu. Da li misliš da sad imaš bolje šanse?

Doković: Pa, uzimajući u obzir trenutnu formu, iako se ne igra a šljaci, ali forma je izvanredna, tako da imam šanse protiv bilo koga, bilo gde, bilo kada. Tako da, definitivno imam se za šta radovati. Hvala.

Author's biography

Nenad Blaženović was born on 12.11.1993. in Banja Luka where he finished elementary and high (Grammar school). In 2014. He entered the Faculty of Philology, University of Banja Luka where he graduates in 2018. He entered Master studies at the Faculty of Philology, University of Banja Luka immediately after graduating with B.A. degree in 2018.

He is not married and has no children.

After he passed all exams prescribed by the plan of the Studies, he submitted the topic for the master thesis under the title: „Personality shift in bilingual speakers seen through the use of conceptual metaphors: a case study of Novak Đoković“.

Biografija autora

Nenad Blaženović rođen je 12.11.1993. godine u Banjoj Luci, gdje je završio Osnovnu školu i Gimnaziju. Godine 2014. upisuje Filološki fakultet Univerziteta u Banjoj Luci na kojem diplomira 2018. godine. Master studije na Filološkom fakultetu Univerziteta u Banjoj Luci upisuje odmah nakon završenih osnovnih studija 2018. godine.

Nije oženjen i nema djece.

Nakon što je položio sve ispite predviđene nastavnim planom Studija, prijavljuje temu za izradu master rada pod nazivom „Personality shift in bilingual speakers seen through the use of conceptual metaphors: a case study of Novak Đoković“ („Promjene u ličnosti dvojezičnih govornika sagledane kroz prizmu pojmovnih metafora: studija slučaja Novaka Đokovića“).

Изјава 1

ИЗЈАВА О АУТОРСТВУ

Изјављујем да је
мастер рад

Наслов рада „Промјене у личности двојезичних говорника сагледане кроз призму појмовних метафора: студија случаја Новака Ђоковића“

Наслов рада на енглеском језику “Personality shift in bilingual speakers seen through the use of conceptual metaphors: a case study of Novak Đoković”

- ☐ резултат сопственог истраживачког рада,
- ☐ да мастер рад, у цјелини или у дијеловима, није био предложен за добијање било које дипломе према студијским програмима других високошколских установа,
- ☐ да су резултати коректно наведени и
- ☐ да нисам кршио ауторска права и користио интелектуалну својину других лица.

У Бањој Луци _____

Потпис кандидата

Изјава 2

Изјава којом се овлашћује Филолошки факултет Универзитета у Бањој Луци да мастер рад учини јавно доступним

Овлашћујем Филолошки факултет Универзитета у Бањој Луци да мој мастер рад, под насловом „Промјене у личности двојезичних говорника сагледане кроз призму појмовних метафора: студија случаја Новака Ђоковића“ који је моје ауторско дјело, учини јавно доступним.

Мастер рад са свим прилозима предао сам у електронском формату, погодном за трајно архивирање.

Мој мастер рад, похрањен у д и г и т а л н и р е п о з и т о р и ј у м Универзитета у Бањој Луци, могу да користе сви који поштују одредбе садржане у одабраном типу лиценце Креативне заједнице (Creative Commons), за коју сам се одлучио.

1. Ауторство

②. Ауторство - некомерцијално

3. Ауторство - некомерцијално - без прераде

4. Ауторство - некомерцијално - дијелити под истим условима

5. Ауторство - без прераде

6. Ауторство - дијелити под истим условима

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Изјава 3

Изјава о идентичности штампане и електронске верзије мастер рада

Име и презиме аутора _____ Ненад Блаженовић _____

Наслов рада „Промјене у личности двојезичних говорника сагледане кроз призму
појмовних метафора: студија случаја Новака Ђоковића“

Ментор _____ Др Емир Мухић _____

Изјављујем да је штампана верзија мог мастер рада идентична електронској верзији коју
сам предао за дигитални репозиторијум Универзитета у Бањој Луци.

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