**Not to be taken lightly: a difference in the meaning of LOVE between English and Polish**

From the perspective of Cultural Linguistics, emotions, apart from a physical dimension, have also a culturally constructed conceptual dimension (Sharifian, 2017, Ch. 6). This study employs this perspective to explore a difference in the meaning of LOVE between British English and Polish speakers. Previous research (Lewandowska-Tomaszczyk & Wilson, 2015) found that emotion clusters of LOVE overlap between Polish and British English speakers only to some extent: Poles tend to associate LOVE with divine rather than earthly connotations.

The research presented in this paper is based on a range of proposals submitted by Polish translators for rendering the meaning of the slogan “I’m lovin’ it”, popularized in Poland by a global fast-food restaurant chain. The elicited proposals show that rendering the meaning of the slogan poses a challenging task for the speakers of Polish. For instance, while some translators employed the verb “uwielbiać” (‘adore’) to convey the meaning of the slogan, others skipped the emotional aspect altogether and used phrases like “Ale pycha!” (‘So delicious!’), to put across its sense. Strikingly, the verb “kochać” (‘love’) featured in relatively few proposals.

According to the *re-conceptualization theory* (Lewandowska-Tomaszczyk, 2010; Waliński, 2016), translators dealing with a particular linguistic structure first absorb the message, then re-conceptualize the original sense in order to approximate its meaning in the target language. Because speakers from different speech communities draw on different culture-specific schemas and foster different attitudes towards the expression of particular emotions, the meaning of “I’m lovin’ it” in the inter-linguistic transfer between English and Polish undergoes cross-cultural re-conceptualization. While straightforward reference to LOVE may be appropriate for English speakers in the culinary context, for Poles it appears to be exaggerated, awkward, or even inappropriate because of culturally constructed conceptualizations.

**References**


