Emotion is a natural human bodily experience. We consciously experience the world and have feelings and affections toward our fellow human beings, certain events, and a plethora of other things. Chapter 5 aims to compare gender-related differences in terms of emotion word usage, such as happiness, and the correspondence between semantic emotion knowledge and episodic emotion experience. Chapter 6 then identifies Mandarin animal fixed expression (here after AFE) taboos, classifies them in terms of topics, and then discusses an analysis by means of semantic change (Campbell 2004). Subsequently, Chap. 7 offers an investigation of euphemisms in AFEs. Euphemisms, often considered the flip side of taboos, can be achieved by extending the morphological expressions, turning negative features into positives, and by morphological reduplication. Innovative strategies by the young for creating euphemisms are identified, which indicates the human propensity to express emotions through embodiment.

Reference