

Abstract: The paper deals with a lexical and conceptual-semantic analysis of a particular dimension of *love: the romantic love*, salient within the Romanian cultural space of the period of transition towards modernity (the end of the 18th century – the first part of the 19th century). *The romantic love* is a hypercognite affect, frequently and intensively lexicalized in the texts of the period under consideration. The lexicalization implies old words: *iubi, dragoste, a-i fi drag; prieten, liubov*, as well as recent terms, lexical borrowings of Modern Greek or of Neo-latin and Romance origin: *erota, erotas; amor, amorisi, amoretzat* etc. The analysis of the contextual isotopies of the *romantic love* puts forward the saliency of this emotion within the cognitive affective model of the period. *The romantic love* is thus instantiated as an extremely intensive, individual feeling, with a hybrid hedonic, euphoric-dysphoric, tone. *Love* is frequently metaphorically conceptualized in terms of *fire, sickness* or *slavery*, focusing the intensive and uncontrollable character of the emotion under discussion.

Keywords: *emotion, love, emotion conceptualization, emotion lexicalization, affective isotopies*