

Metaphorical concepts

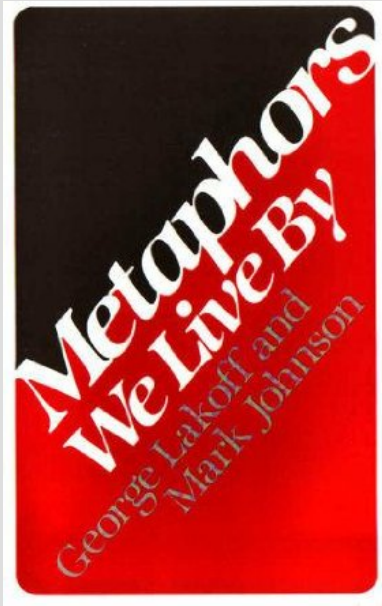
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Metaphors and categorization

Abstract concepts are often structured in terms of metaphors.

- (1) I am torn.
- (2) She exploded.
- (3) He is hot.

Lakoff and Johnson 1980



- Metaphor is pervasive in everyday language
- Metaphor is an important aspect of human cognition
- Metaphor and metaphorical thinking is grounded in bodily experience

Poetic metaphor and everyday metaphors

What is a metaphor (in literary studies)?

A metaphor evokes some kind of comparison that is often characterized by the schematic form A is B:

- (1) Achilles is a lion.
- (2) Achilles is as brave as a lion.

Poetic metaphor and everyday metaphors

Dante:

- (1) In the middle of life's road,
I found myself in a dark wood.

Frost:

- (2) Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference, ...

Poetic metaphor and everyday metaphors

(1) LIFE IS A JOURNEY

He's at a crossroad in his life.

He got a head start in life.

I can't ever seem to get to where I want to be in life.

He followed an unconventional course during his life

He went from his forties to his fifties without a hint of a mid-life crisis.

(2) DEATH IS DEPARTURE (after the life journey)

He passed away.

He has left us.

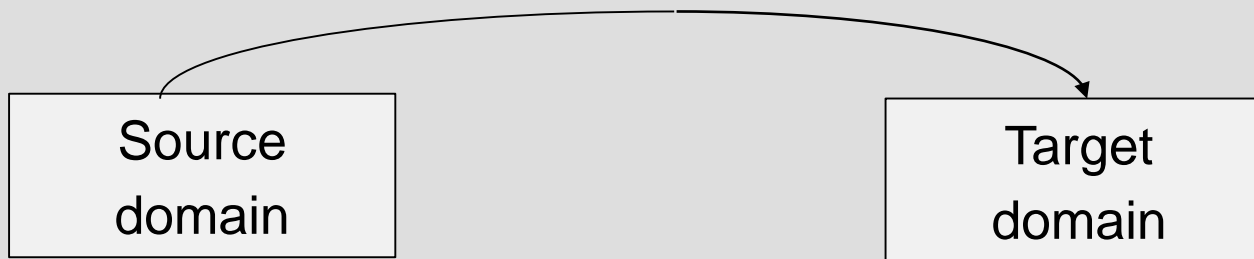
He is gone.

He passed on.

He has been taken from us.

Conceptual metaphor

A metaphor as a cognitive mechanism that involves a mapping from one domain, the source domain, onto another domain, the target domain. [Lakoff and Johnson 1980]



A person travels
through life:

The travel is blocked, there is a crossroad,
there is a fast and a slow track, a detour etc.

Time is money

- (1) You are wasting my time.
- (2) This will save you time.
- (3) I don't have the time to ...
- (4) The flat tire cost him an hour.
- (5) We are running out of time.
- (6) I lost too much time with this.
- (7) Is that worth your while?
- (8) Do you have much time left?

Argument is war

- (1) Your claims are *indefensible*.
- (2) He *attacked every weak point* in his argument.
- (3) His criticisms were *right on target*.
- (4) I *demolished* his arguments.
- (5) I've never *won* an argument with him.
- (6) You disagree? Okay, *shoot*.
- (7) If you use that *strategy*, he'll *wipe you out*.
- (8) He *shot down* all of my arguments.

Life is a gambling of card games

- (1) all bets are off
- (2) follow suit
- (3) hold all the aces
- (4) in the running
- (5) follow suit
- (6) you bet
- (7) lay one's cards on the table
- (8) turn up trumps
- (9) what's the betting
- (10) Have an ace up one's sleeve

The conduit metaphor

- (1) It's hard to get that idea *across* to him.
- (2) I *gave* you that idea.
- (3) Your reasons *came through* to us.
- (4) It's difficult to put my ideas *into* words.
- (5) When you *have* a good idea, try to *capture* it immediately *in* words.
- (6) Try to *pack* more thought *into* fewer words.
- (7) You can't simply *stuff* ideas *into* a sentence any old way.
- (8) His words *carry* little meaning.
- (9) Your words seem *hollow*.
- (10) The sentence is *without* meaning.

The conduit metaphor

- Ideas (or meanings) are objects
- Linguistic expressions are containers
- Communication is sending

Anger

George Lakoff

Women, Fire, and Dangerous Things

*What Categories Reveal
about the Mind*

Anger

ANGER IS HEAT

- (1) Don't get *hot* under the collar.
- (2) Billy's a *hothead*.
- (3) They were having a *heated* argument.
- (4) When the cop gave her a ticket, she got all *hot*.

Anger

The BODY is a CONTAINER for EMOTIONS

- (1) He was *filled* with anger.
- (2) She couldn't *contain* her joy.
- (3) She was *brimming* with rage.
- (4) Try to get your anger *out of your system*.

Anger

ANGER is the HEAT of a FLUID in a CONTAINER

- (1) You make my *blood boil*.
- (2) *Simmer* down.
- (3) I had reached the *boiling point*.
- (4) Let him *stew*.

Anger

Cool and calmness correspond to lack of anger:

- (1) Keep *cool*.
- (2) Stay *calm*.

When the intensity of anger increases, the fluid rises:

- (3) She could feel her *gorge rise*.
- (4) My anger kept on *building up* inside of me.

Intense anger produces steam:

- (5) She got all *steamed up*.
- (6) Billy's just *blowing off steam*.
- (7) I was *fuming*.

Anger

Intense anger produces pressure on the container:

- (1) He was *bursting with anger*.
- (2) I could barely *contain* my rage.
- (3) I could barely *keep it* in anymore.

A variant of this involves keeping the pressure back:

- (4) I *suppressed* my anger.
- (5) He *turned his anger inward*.
- (6) He managed to keep his anger *bottled up* inside him.
- (7) He was *blue in the face*.

Anger

When anger becomes too intense, the container/person explodes:

- (1) When I told him, he just *exploded*.
- (2) She *blew up* at me.
- (3) We won't tolerate any more of your *outbursts*.
- (4) That really *set me off*.
- (5) She *erupted*.

When the container/person explodes, parts of it go up in the air:

- (6) I *blew my stack*.
- (7) I *blew my top*.
- (8) He *hit the ceiling*.
- (9) I *went through the roof*.

A variant: Anger as ...

ANGER IS FIRE:

- (1) Those are *inflammatory* remarks.
- (2) He was *breathing fire*.
- (3) Your insincere apology just *added fuel to the fire*.
- (4) After the argument, Dave was *smoldering* for days.
- (5) That *kindled my fire*.
- (6) Boy, am I *burned up*!

Source and target domains

What do we know about source and target domains?

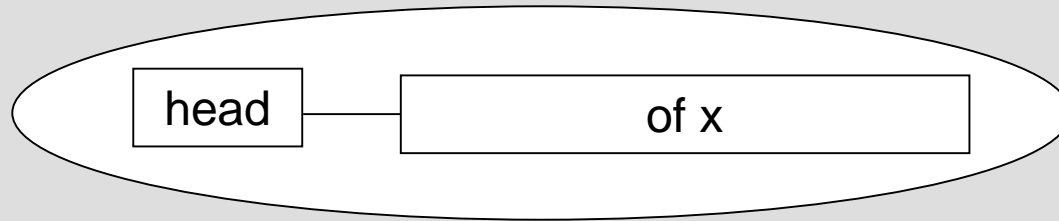
- Typical source domains: space, human body, animals, plants, food, force, motion
- Typical target domains: time, emotions, morality, thought, human relations

Source and target domains

Metaphors are triggered by semantic incompatibility between domains:

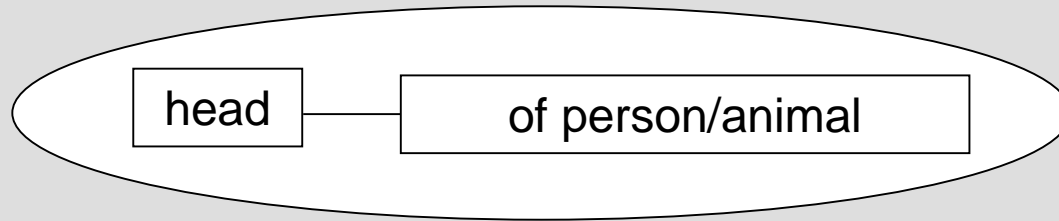
- Head of body
- Head of department
- Head of phrase

Frozen metaphors



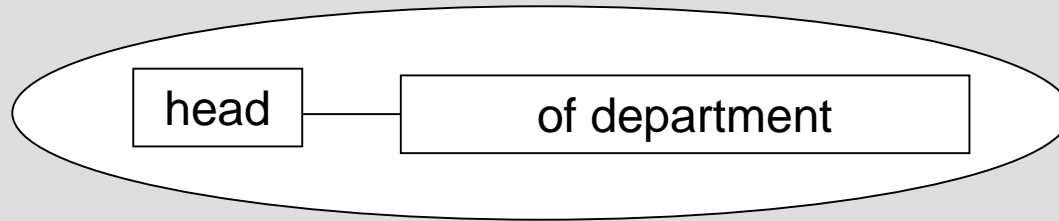
DOMAIN OF [X]

Frozen metaphors



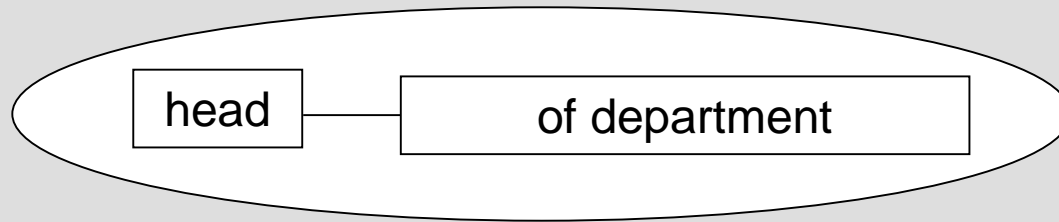
DOMAIN OF BODY

Frozen metaphors

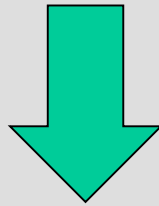


DOMAIN OF [X]

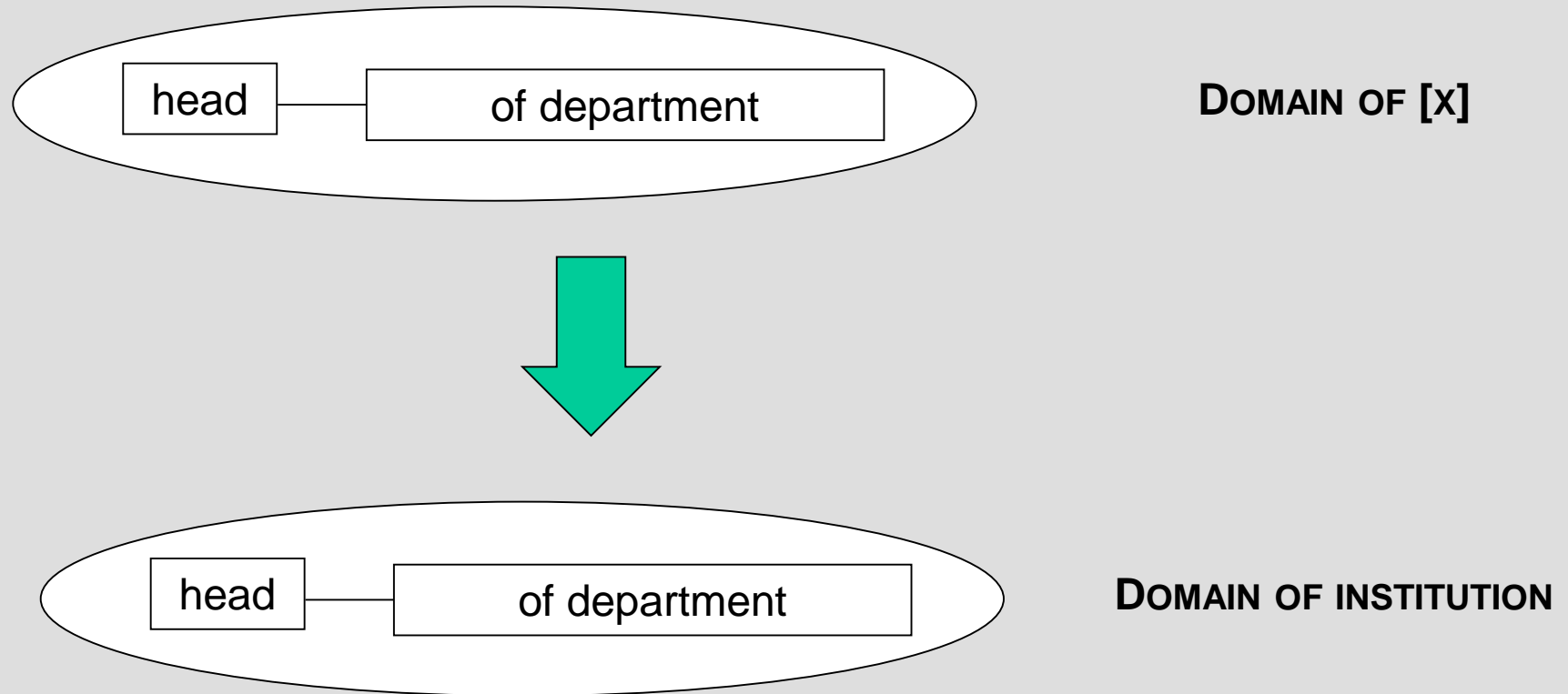
Frozen metaphors



DOMAIN OF [X]



Frozen metaphors



Metonymy

- (1) lend somebody a hand
- (2) have an eye on sth
- (3) under the thumb of sb
- (4) We need some new faces here around.
- (5) two heads are better than one
- (6) to have a nose for sth

Metaphor involves a mapping within one domain.

Metonymy

(1)	lend somebody a hand	Part-whole
(2)	Washington decided	Place-institution
(3)	The Times wrote ...	Name-Institution
(4)	I like Coke	Name-product

Experiential metaphor

(1) HAPPY IS UP, SAD IS DOWN

I am feeling up.

That boosted my spirits

Thinking about her always gives me a lift.

I am depressed.

My spirits sank.

He's really low these days.

Experiential metaphor

- (2) CONSCIOUS IS UP, UNCONSCIOUS IS DOWN
- Get up.
- Wake up.
- He rises early in the morning.
- He fell asleep.
- He dropped off to sleep.
- He sank into a coma.

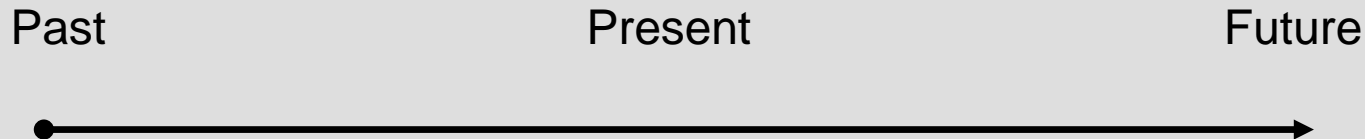
Experiential metaphor

- (3) HAVING CONTROL IS UP, BEING UNDER CONTROL IS DOWN
- I have control over her.
 - I am on top of things.
 - He is in high command.
 - He is under my control.
 - He fell from power.
 - His power is on the decline.

Experiential metaphor

In addition to up-down, the front-back orientation of the human body plays an important role in the grounding of metaphor.

Time (and many activities that involve time) are commonly conceptualize based on the time line.



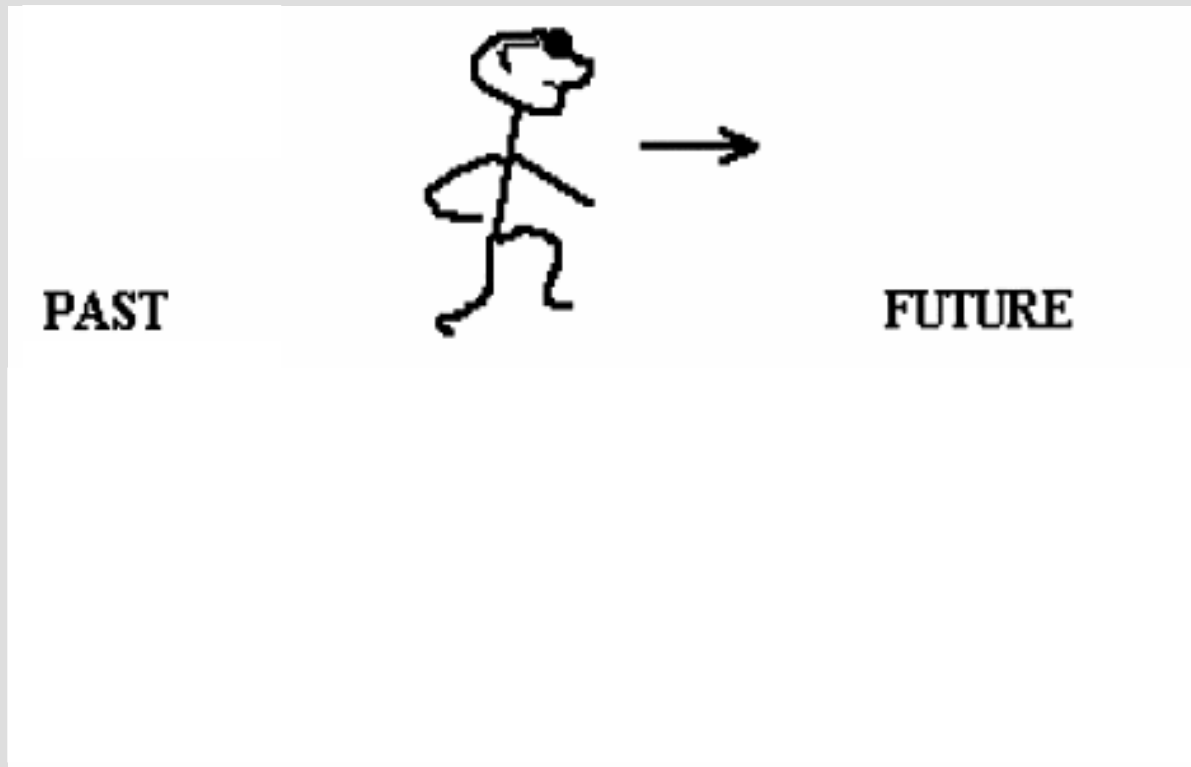
From space to time

- (1) a. The priest stood **before** the altar.
b. St. Michael's day is **before** Christmas.
- (2) a. Bill is **in** Leipzig.
b. He will come **in** the spring.
- (3) a. The balloon flew **over** the hill.
b. The game is **over**.
- (4) a. He **followed** him.
b. World War II was **followed** by a 45 year period of Cold War.

From space to time

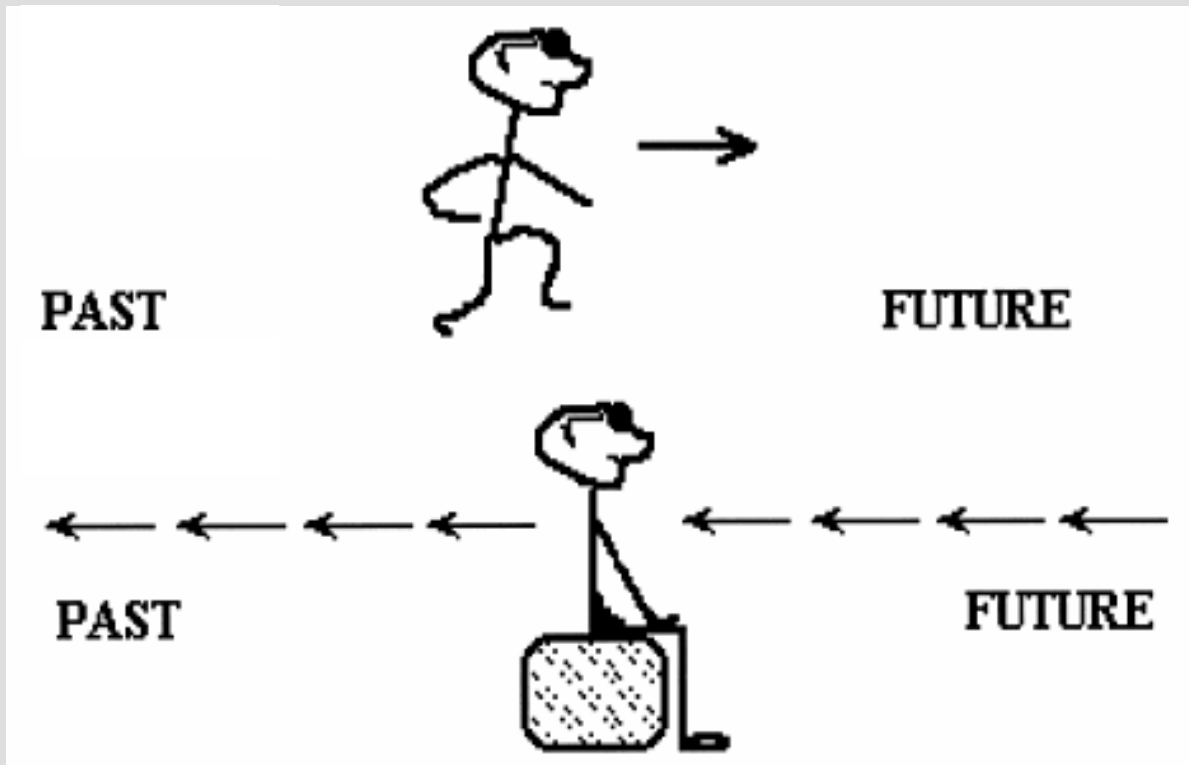
- (5) a. That's a pretty **long** log.
b. It has been a pretty **long** day.
- (6) a. They were driving **along** the river.
b. He new it **all along**.
- (7) a. He is **going** to the village.
b. The rain is **going** to help the farmer.
- (8) a. At the **end** of the queue.
b. At the **end** of the day.

From space to time



is going to

From space to time



is going to

komma att

Christmas is coming up soon.

From space to time

- (1) The revolution is before us. (ego-moving)
- (2) The revolution is over before breakfast. (time-moving)

Conclusion

- Abstract concepts are commonly structured in terms of metaphors.
- Metaphors are pervasive in everyday speech.
- Most everyday metaphors are frozen.
- Many everyday metaphors are based on our bodily experience.