# Metaphor

- Structure of reality built up through embodied interaction

    – Categories created based on perceptual capacities, needs/goals, etc.

    – Frames or cognitive domains are categories of categories--bundles of associated information

# Metaphor

–   New concepts may be understood partially in terms of existing

- Schemas grow to include new objects which are not prototypes but close enough to get the same label
    1. *axe*  for 'guitar'
    2. *woman* for females 18-25

- Underlying conceptual shift

# Metaphor

- Conceptual shift also in case of more complex frames

    – Frames don't always have labels
    – Associated entities have labels
    – Metaphor - extending a frame to include another concept or frame

# Metaphor

- Metaphor (Lakoff)

  - Understanding one concept in terms of another
  - Not just poetic
  - Language provides evidence for how our conceptual system is organized

# Metaphor

- Argument is war
  1. *Your claims are **indefensible***
  2. *He **attacked every weak point** in my argument*
  3. *You disagree?  Okay, **shoot!***

  - Language used to talk about arguments is same as that used to talk about wars

# Metaphor

- Characteristics of metaphor
  - Structure
    - Target domain - what is actually being talked about
    - Source domain - the domain used as a basis for understanding target
      - Ex. *War* is source domain for understanding argument in Argument is War metaphor

# Metaphor

– Highlighting and Hiding

  • Source may highlight certain aspects of target, hid others

– Ex. Conduit metaphor

  • Ideas (or meanings) are objects

  • Linguistic expressions are containers

  • Communication is sending

  1. *It's hard to get that idea across to him*

  2. *I gave you that idea*

  3. *It's difficult to put my ideas into words*

  4. *His words carry little meaning*

  5. *The meaning is right there in the words*

# Metaphor

– Conduit metaphor hides important aspects of meaning

- Linguistic expressions are containers for meaning entails that words have meanings independent of contexts and speakers

    1. *We need new alternative sources of energy*
        » President of Mobil Oil
        » President of Friends of the Earth
    2. *Please sit in the apple-juice seat*

- Ideas are objects entails boundedness
    – Classical vs. prototype theory of categorization

# Metaphor

–   Pervasive metaphors affect how we think about a concept

  - Time is money
    1. *You're wasting my time.*
    2. *This gadget will save you hours.*
    3. *That flat tire cost me an hour.*
    4. *You don't use your time profitably.*

  - In modern society strong association between time and money
    –   Hourly wages, interest on loans, rent, hotel rates, etc.

# Metaphor

– "corresponding to the fact that we *act* as if time is a valuable commodity, we conceive of time that way"

   • Time can be *spent, wasted, budgeted, invested…*

# Metaphor

- Mapping is partial
  - A theory is a building
    1. *They constructed this theory from the ground up.*
    2. *The theory was torn down brick by brick by its opponents.*
    3. *His early results form the building blocks for his theory.*
    4. *His theory was ornate and needed buttressing.*

    1. *\*This theory has no windows*
    2. *\*The tenants of this theory are behind in their rent*

# Metaphor

- Types of metaphors

  - Structural
  - Orientational
  - Ontological

# Metaphor

- Structural
  - Provide rich highly structured, clearly delineated source domain to structure target domain
    - Theory is a building
    - Argument is war
    - Anger is a heated fluid in a container
      - He's boiling mad and about to burst

# Metaphor

- – Orientational
  - Organizes whole system of concepts with respect to one another.
  - Give spatial orientation to a concept
    - – *Happy is up*; sad is down
  - Not arbitrary - body/experientially based
    - – Sadness --> drooping posture, mouth
    - – Happiness --> erect posture, smile lifts mouth
  - Not necessarily universal or predictable

# Metaphor

- Examples
  - Happy is up; sad is down
    - That boosted my spirits
    - I'm feeling down
    - I'm depressed

  - Conscious is up; unconscious is down
    - Wake up
    - He fell asleep
    - He's under hypnosis
    - Basis:  waking state is standing/higher

# Metaphor

– Examples

Control/force is up; subject to control down
  – I am on top of the situation
  – He's at the height of his power.
  – He is under my control
  – He is low man on the totem pole

  – Basis ???

# Metaphor

– Examples

Control/force is up; subject to control down
- I am on top of the situation
- He's at the height of his power.
- He is under my control
- He is low man on the totem pole

- Basis: physical size typically correlates with physical strength and victor in a fight is typically on top.

# Metaphor

– Examples

- Good is up; bad is down
  - Things are looking up.
  - We hit a peak last year, but it's been downhill ever since
  - He does high quality work.

  - Basis???

# Metaphor

– Examples

- Good is up; bad is down
  – Things are looking up.
  – We hit a peak last year, but it's been downhill ever since
  – He does high quality work.

  – Basis:  Happiness, health, life, control --things that principally characterize what is good--are all up

# Metaphor

– Examples

- More is up; less is down

    – The number of cancer cases is going up/down
    – My income rose/fell last year.
    – He's underage
    – Turn the heat down.

    – Basis: If you add more of a substance or more  physical objects to a container or pile, the level goes up

# Metaphor

- Overall systematicity to orientational metaphors
  - Happy, health, alive, control are all up

  - Predominant metaphor for happiness is *up*
    - Minor metaphor:  happy is wide
    - *I'm feeling expansive*
    - *Bursting with happiness*

  - Happy is *up* maximally coherent with related metaphors

# Metaphor

– Same source domain can be employed to refer to different targets via different experiential bases

- *Happy is up*

- *More is up*


– Superficial incoherence as a result of different experiential bases for same metaphor

- *Unknown is up; known is down*

- *Unfinished is down; finished is up*

# Metaphor

- *Inflation/depression is increasing*

- Interpretable because one More is Up is more dominant
- Stronger physical basis

# Metaphor

– Ontological Metaphors

- *Ontological - related to being/existence*
- A kind of metaphor whereby abstract, unwieldy or fuzzy concepts are viewed as objects with human scale and interaction potential

  – *Inflation is lowering our standard of living*
  – *Buying land is the best way of dealing with inflation*
  – *Inflation makes me sick*

# Metaphor

- – Some purposes of ontological metaphors
  - • Referring
    - – We are working towards peace
    - – The honor of our country is at stake in this war.
  - • Quantifying
    - – It will take a lot of patience to finish this book.
    - – You've got too much hostility
  - • Identifying aspects
    - – The ugly side of his personality comes out under pressure
    - – I can't keep up with the pace of modern life

# Metaphor

- Identifying causes
  - He did it out of anger

- Setting goals/motivating actions
  - He went to New York to seek fame and fortune
  - I'm changing my way of life so I can find true happiness

# Metaphor

–    Elaborated ontological metaphors
- The mind is an entity
1. The mind is a machine
    – *We're still trying to grind out the solution to this equation.*
    – *The wheels are turning now*

2. The mind is a brittle object
    – *Her ego is very fragile*
    – *He broke under cross-examination*

# Metaphor

- Container metaphors

  – Land areas
    - Geographical entities often fuzzily bounded
      – *Woods, clearing, mountain range, California*
    - We view as bounded containers
      – *We went into the woods*
      – *There's gold in them thar hills*

# Metaphor

- Container metaphors

  - The visual field
    - *The visual field*
    - *The ship is coming into view*
    - *He's out of sight now*

  - Events, actions, states
    - *Are you in the race Sunday?*
    - *Halfway into the race I ran out of energy*

# Metaphor

- Container metaphors

  - Events, actions, states
    - *In washing the window, I splashed water all over the floor*
    - *How did Jerry get out of washing the windows?*
    - *How much window washing did you do?*
    - *I put a lot of energy into washing the windows*
    - *I get a lot of satisfaction out of washing windows.*

    - *He's in love*
    - *I'm slowly getting into shape*