

Metaphor

- Types of metaphors
 - Structural
 - Ex. *Argument is a building*
 - Orientational
 - Ex. *Happy is up*
 - Ontological

Metaphor

- Superficial incoherence as a result of different experiential bases for same metaphor
 - Unknown is up; known is down
 - *It's still up in the air.*
 - *The matter is settled.*
 - *He's got it down cold.*
 - Unfinished is down; finished is up
 - *We're just finishing up.*

Metaphor

- Shared metaphorical language is potential source of ambiguity
 - *Inflation/depression is increasing*
 - *Happiness/health is increasing*

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

- Elaborated ontological metaphors
 - 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*

Metaphor

- Metaphor
 - Maps target domain onto source
 - Source often well defined, concrete
 - Target often often abstract
 - Source domain extends to target
 - Source domain and target domain are *blended* (Fauconnier)

Blending

- Blending
 - Elements of two input spaces are projected into a third space, the *blend*, which contains elements of both, but is distinct from either one
 - Non-linguistic blending
 - Faces seen as combinations of parents' features
 - Unicorns, satyrs, etc.
 - Wire crossing experiences

Blending

- Blending
 - Linguistic blending
 - Linguistic expression evokes two domains, refers to something new
 - Traditional blends
 - *Chocoholic, cranapple, Monicagate, frenemies*
 - *Brunch, motel, nectarine, smog*
 - Metaphor
 - They constructed this theory from the ground up
 - You're wasting my time

Blending

- Blending
 - Linguistic blending
 - Grammatical/constructional blends
 1. *As far as his political views are concerned, it's best not to say anything*
 2. *As for his political views, it's best not to say anything*
 3. *As far as his political views, it's best not to say anything*

 - 1. *She sneezed*
 2. *She knocked the napkin off the table*
 3. *She sneezed the napkin off the table*