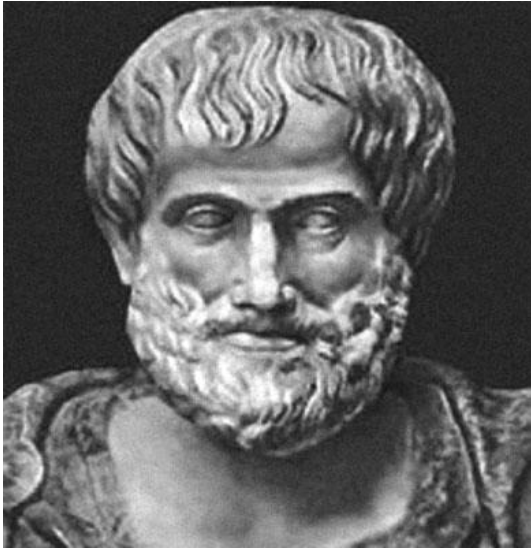


# Cognitive Stylistics. Theory of Cognitive Metaphor

Lecture 5



# Metaphor as an object of investigation



- “Poetics”
- first mentioned and defined metaphor

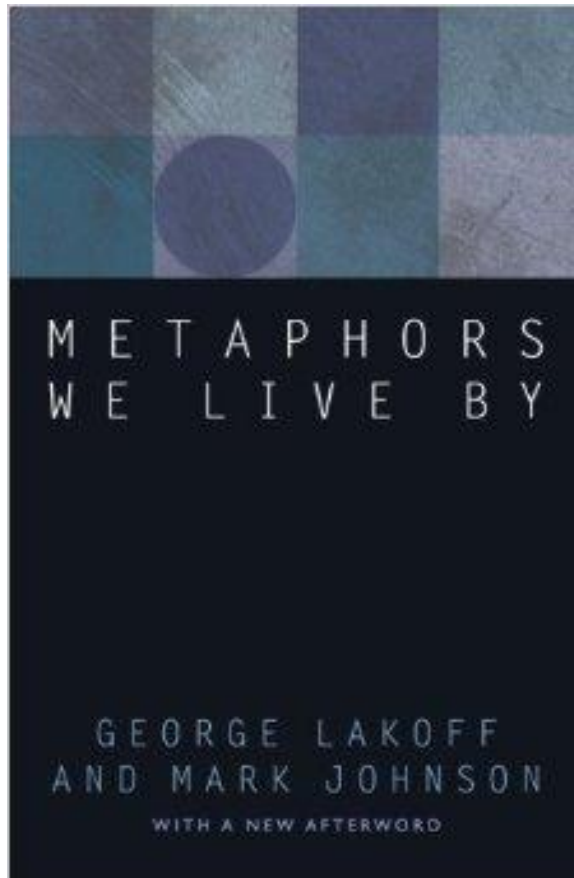
“If the number of researchers investigating metaphor is increasing as fast as it is doing now, by the beginning of the XXI century there will be more researchers of the metaphor than people”

*A.N. Baranov*

# **Traditional Approach**

- embellishment
- trope, SD, hidden comparison
- expressive effect
- creative literature FS, literary discourse only

# Theory of Cognitive Metaphor



G. Lakoff, M. Johnson (1980)

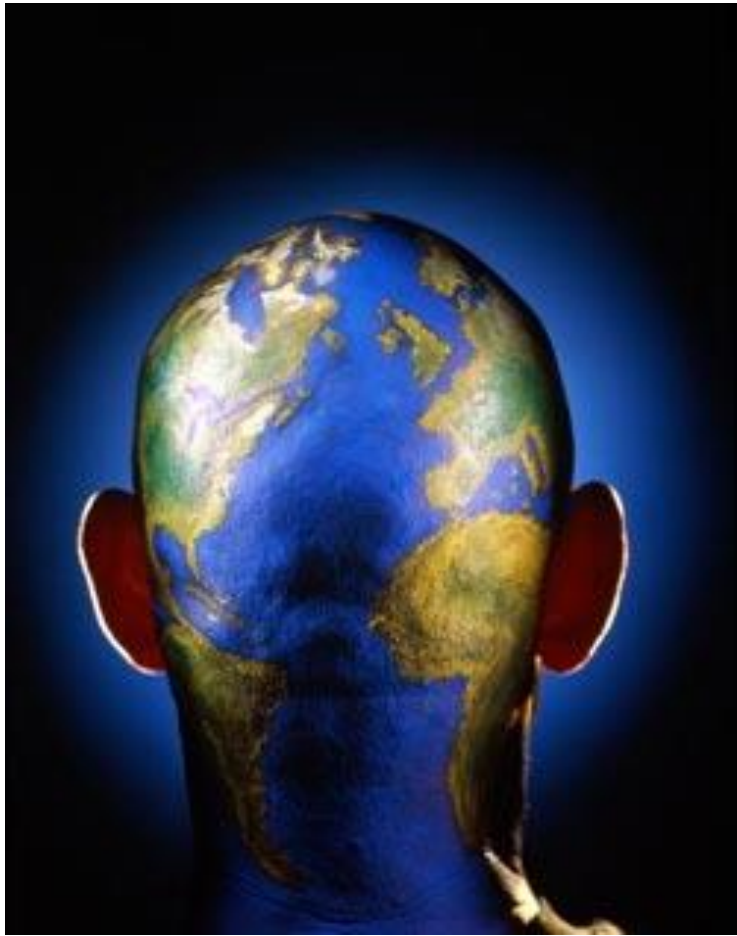
*The Holy Bible* of cognitive approach to metaphor

Best-selling book for linguists, philosophers and non-specialists



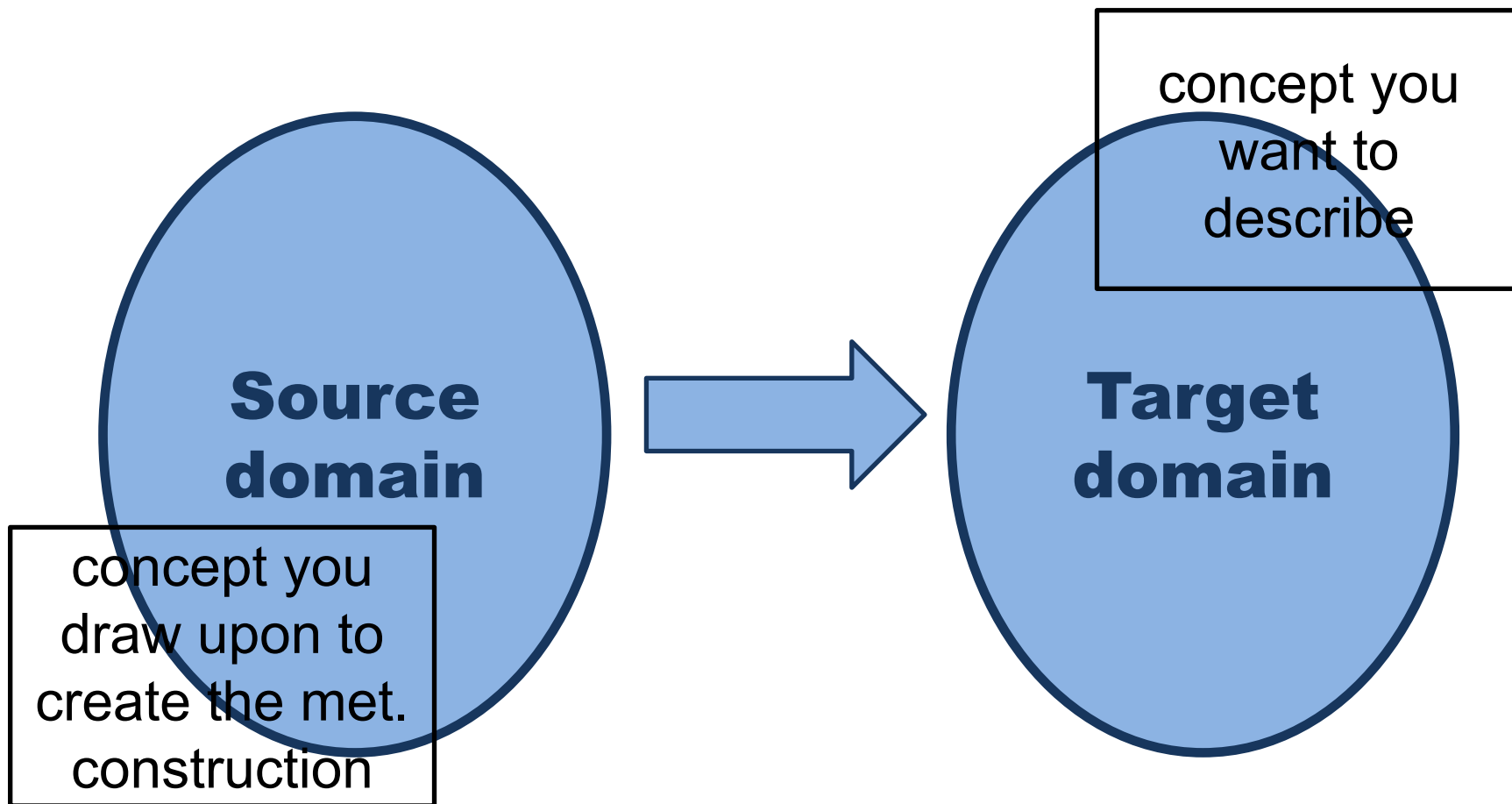
(1941 - )

# Theory of Cognitive Metaphor: Basic Ideas



- *metaphorisation* – procedures of knowledge processing (*frames* and *scenarios*)
- *frames* and *scenarios* – human's interaction with reality

# Metaphorisation



Metaphorical mapping / cognitive mapping

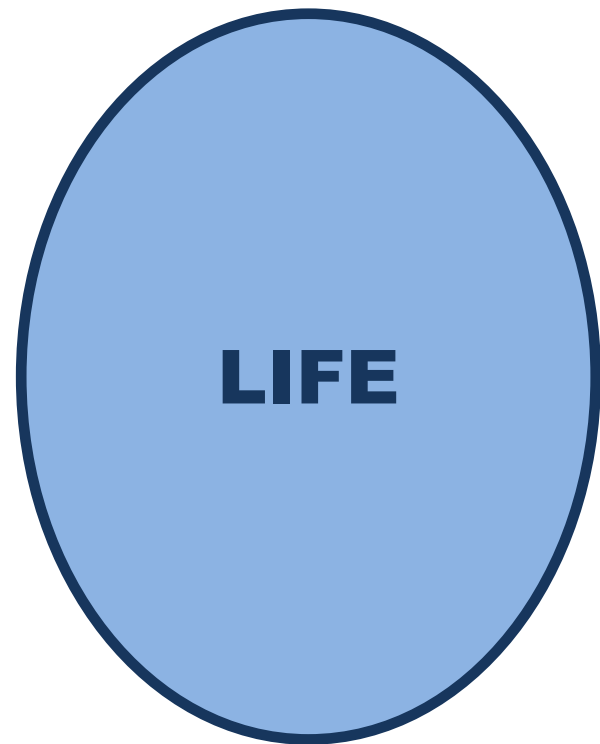
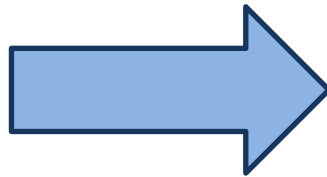
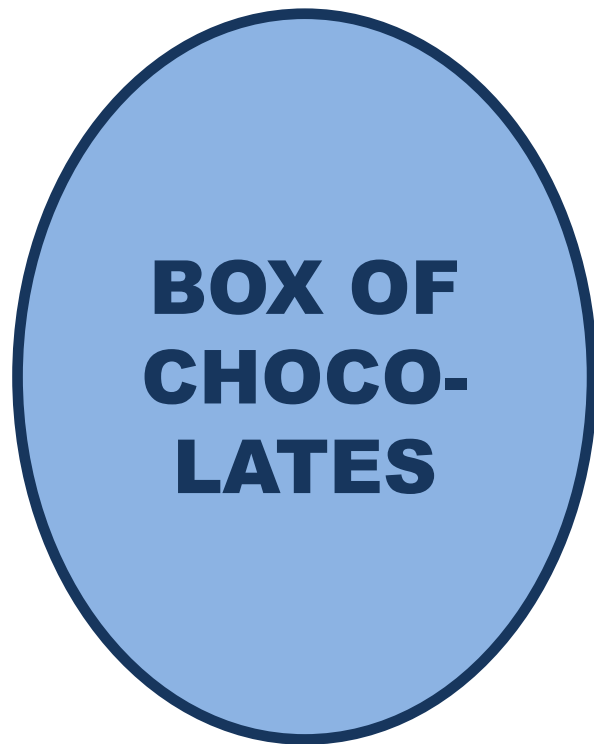
“Life was like a box of chocolates. You never know what you're gonna get“

*Forest Gump*



source domain

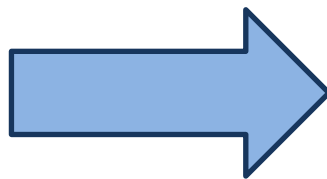
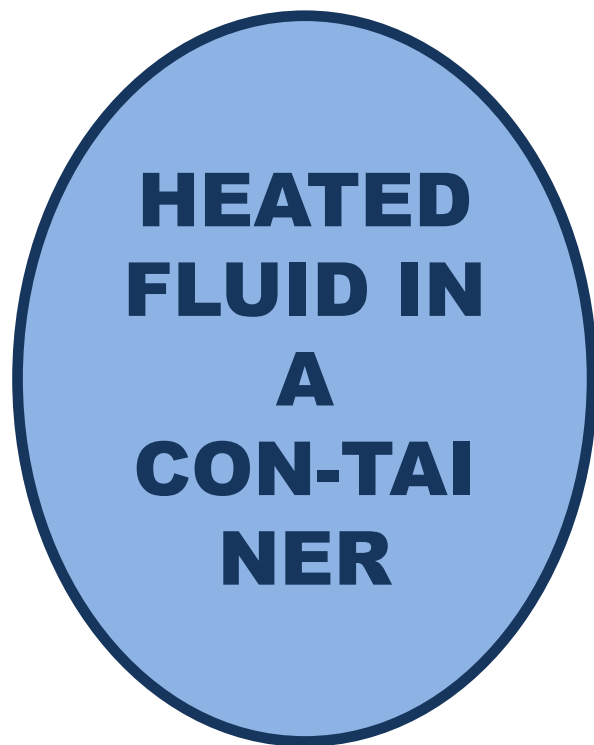
target domain



She blew her lid

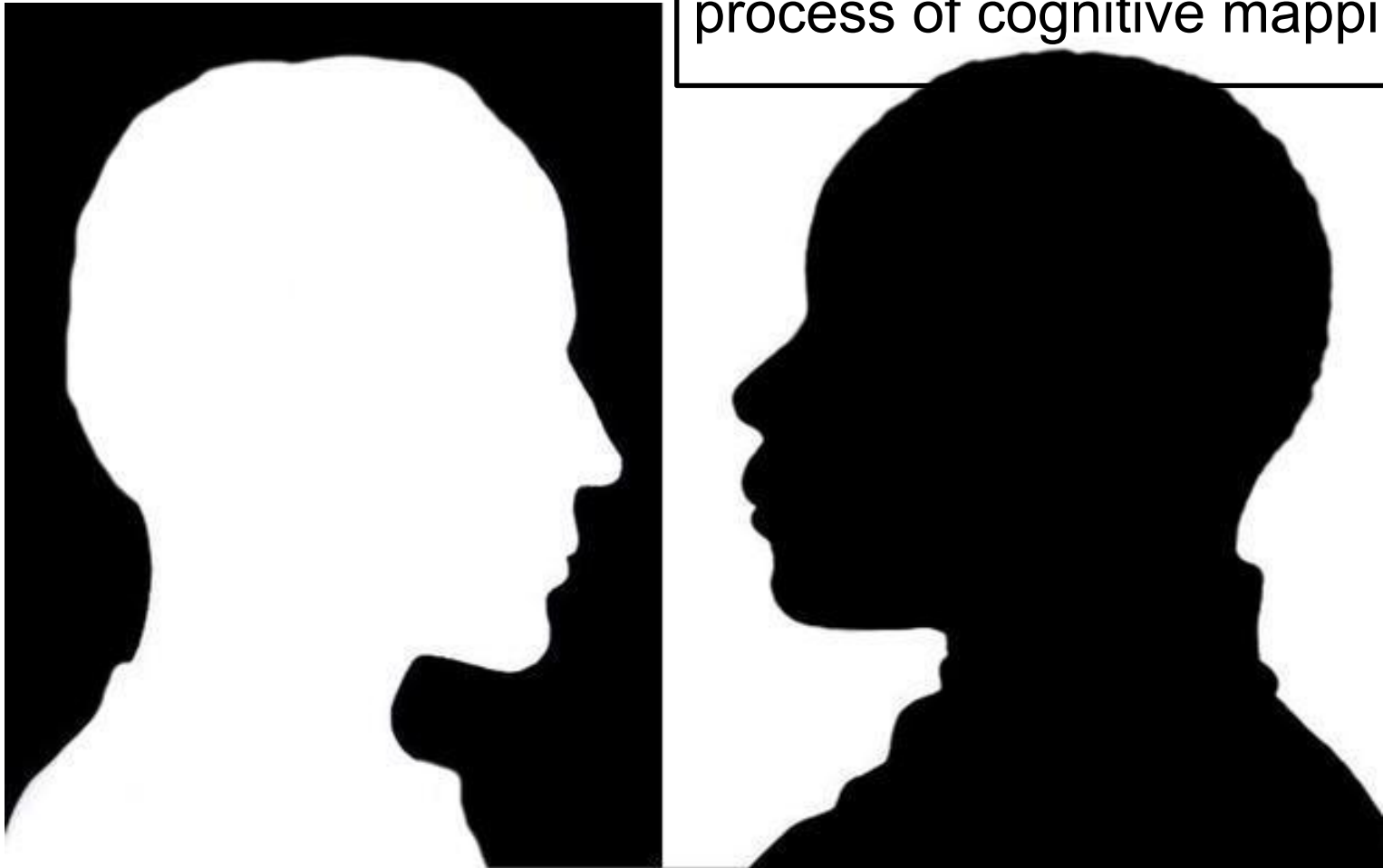
source domain

target domain



# Profiling

- highlighting specific features of the target-domain in the process of cognitive mapping



# What is metaphor?

**Metaphor** – a process of mapping between 2 conceptual domains

The essence of metaphor – thinking about one thing in the terms of another

(life = box of chocolates  
anger = heated fluid in a container)

# Why do we use metaphors?

- we can't but use them
- they are not a part of our language
- they are a part of our cognition
- the process of thinking – metaphorical nature

# Conceptual Metaphors

- sustainable correspondence between source domains and target domains fixed in the linguistic and cultural tradition of the community

# ARGUMENT IS WAR

- He shot down all of my arguments
- Your claims are indefensible
- I've never won an argument with him
- ...



# ARGUMENT IS WAR

- защита диплома / диссертации
- выиграть спор
- атаковать собеседника
- отстаивать свою точку зрения
- ...

# **TIME IS MONEY / TIME IS RESOURCE**

- You are wasting my time
- This gadget will save you hours
- That flat tire cost me an hour
- I've invested a lot of time in her
- ...

**LIFE IS JOURNEY**

**IDEAS ARE FOOD**

**MIND IS MACHINE**

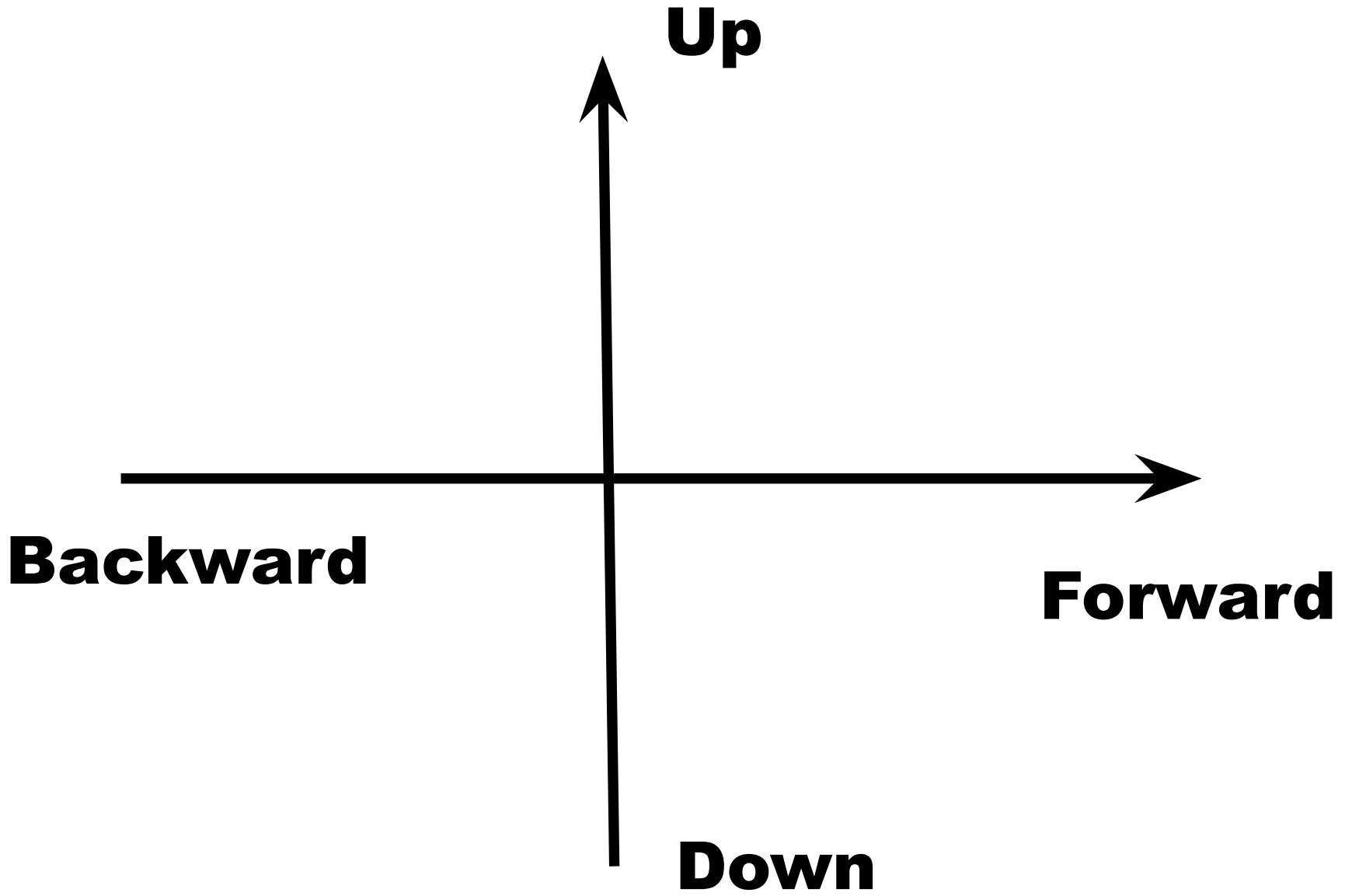
**SEEING IS TOUCHING**

**LOVE IS BATTLE**

# **Orientational Metaphors**

- based with our physical and / or cultural experience
- are connected with our orientation in the space





# **HAPPY IS UP / SAD IS DOWN**

- I'm feeling up today
- My spirits rose
- I'm feeling down
- I fell into a depression
- ...

# **CONSCIOUS IS UP/ UNCONSCIOUS IS DOWN**

- I'm up already
- He fell asleep
- He is under hypnosis
- He sank into a coma
- ...

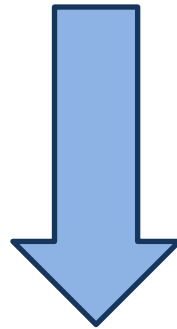
# **HEALTH AND LIFE ARE UP/ SICKNESS AND DEATH ARE DOWN**

- He fell ill
- She came down with flu
- He dropped dead
- ...

# **HIGH STATUS IS UP/ LOW STATUS IS DOWN**

- He is at the peak of his career
- She fell in status
- She will rise to the top
- He is at the bottom of the social hierarchy
- ...

Conceptual metaphor



Language metaphor



**Language  
metaphor**

**Cognitive  
metaphor**

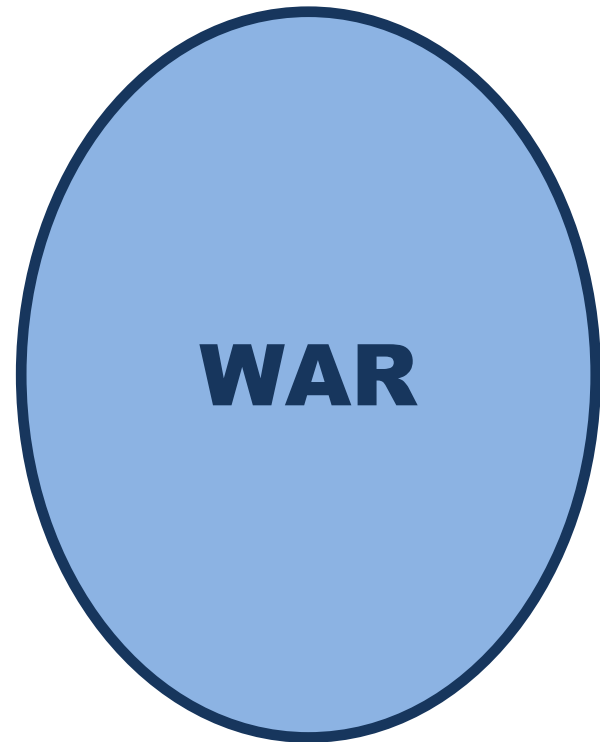
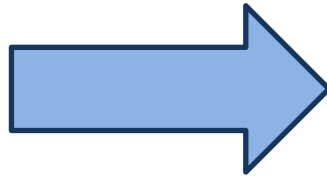
# WAR IS CLEANING

- The 3<sup>rd</sup> mechanized infantry are currently ***clearing up*** parts of the Al Mansur Saddam village area.
- The regime is finished, but there remains some ***tidying up*** to do.
- Official sources described it as a “***mopping up operation***”.



source domain

target domain



# Conclusions

- metaphor – a cognitive phenomenon affecting human's cognition
- an essential part of our everyday life (we can't but use them)
- a basic scheme by which we conceptualize our experience and external world
- A.I.  $\neq$  human intellect (no experience which people have)

Thank you!

