

Anatomy of a Metaphor

an introduction to

Conceptual

Metaphor

**What is a
metaphor?**

Some metaphors in action

**The 78 leapt out of the
Harvard Station bus tunnel.**

**How do you think
the 78 bus came out?**



<http://www.flickr.com/photos/gaulke/3788033202/>

Hamlet: To be or not to be?

Lenka: Be!

“To be, or not to be, that is the question: Whether ‘tis nobler in the mind to suffer the slings and arrows of outrageous fortune or take arms against a sea of troubles, and by opposing end them?”

"roll with
the
punches"

“When life tries to knock all the wind out of you, you’ve got to roll, roll, roll with the punches.”

**Thinking about one thing
in terms of another**

Hamlet: **destiny as adversary**
To be or not to be?

Lenka: **Be!**
circumstances as opponent

Albert Due to Hazardous Waste training, I can't facilitate CS tomorrow, but I'd be happy to get cookies and leave them in 2-129 along with a question to consider/discuss.

Richard What, exactly, are you going to train the hazardous waste to do?

Albert Sit and stay mostly. Wait to be taken away. I think that's as much as we can expect.

Albert Due to Hazardous Waste training, I can't facilitate CS tomorrow, but I'd be happy to get cookies and leave them in 2-129 along with a question to consider/discuss.

hazardous waste as animal

Richard What, exactly, are you going to train the hazardous waste to do?

Albert Sit and stay mostly. Wait to be taken away. I think that's as much as we can expect.

Balaji but seriously, the competition stuff is just...nonsensical at this point. let's have the students build our brand or business plan rather an app.

Albert I agree—the brand and business plan are much more valuable at this point! Making an app with a half-baked brand and limited content seems flirting with disaster—or more like coming on really strong to disaster with bad pickup lines, so disaster doesn't even in the end care, and this thing just fizzles.

Balaji can't we at least have a one-night stand with disaster?

Albert That could be really awesome (therapeutic, among other things), if TEL can do it responsibly and avoid having illegitimate offspring or other long-term problematic consequences...

Sandra You 2 are completely ridiculous.

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disaster as romantic partner?

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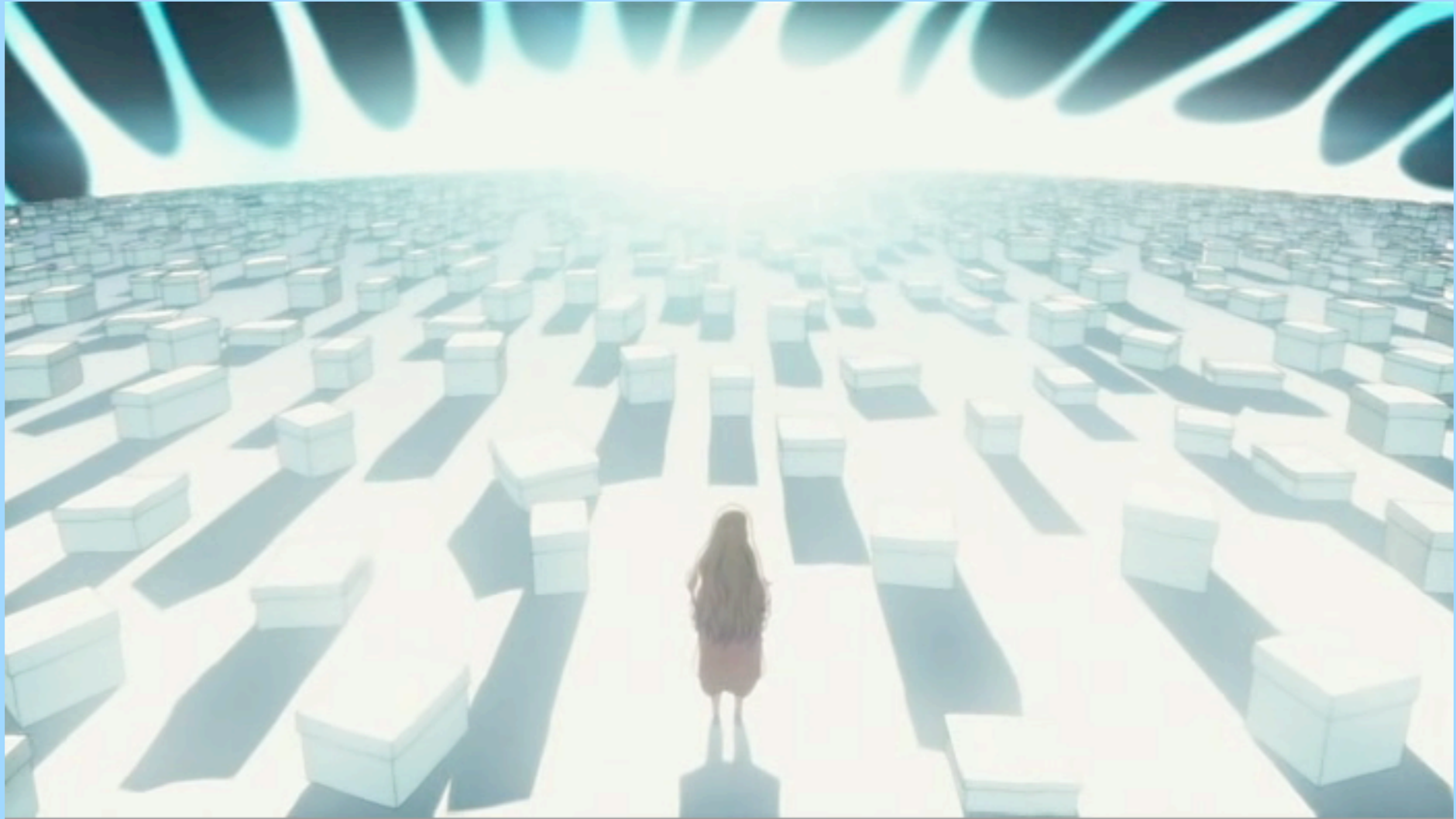
Personification

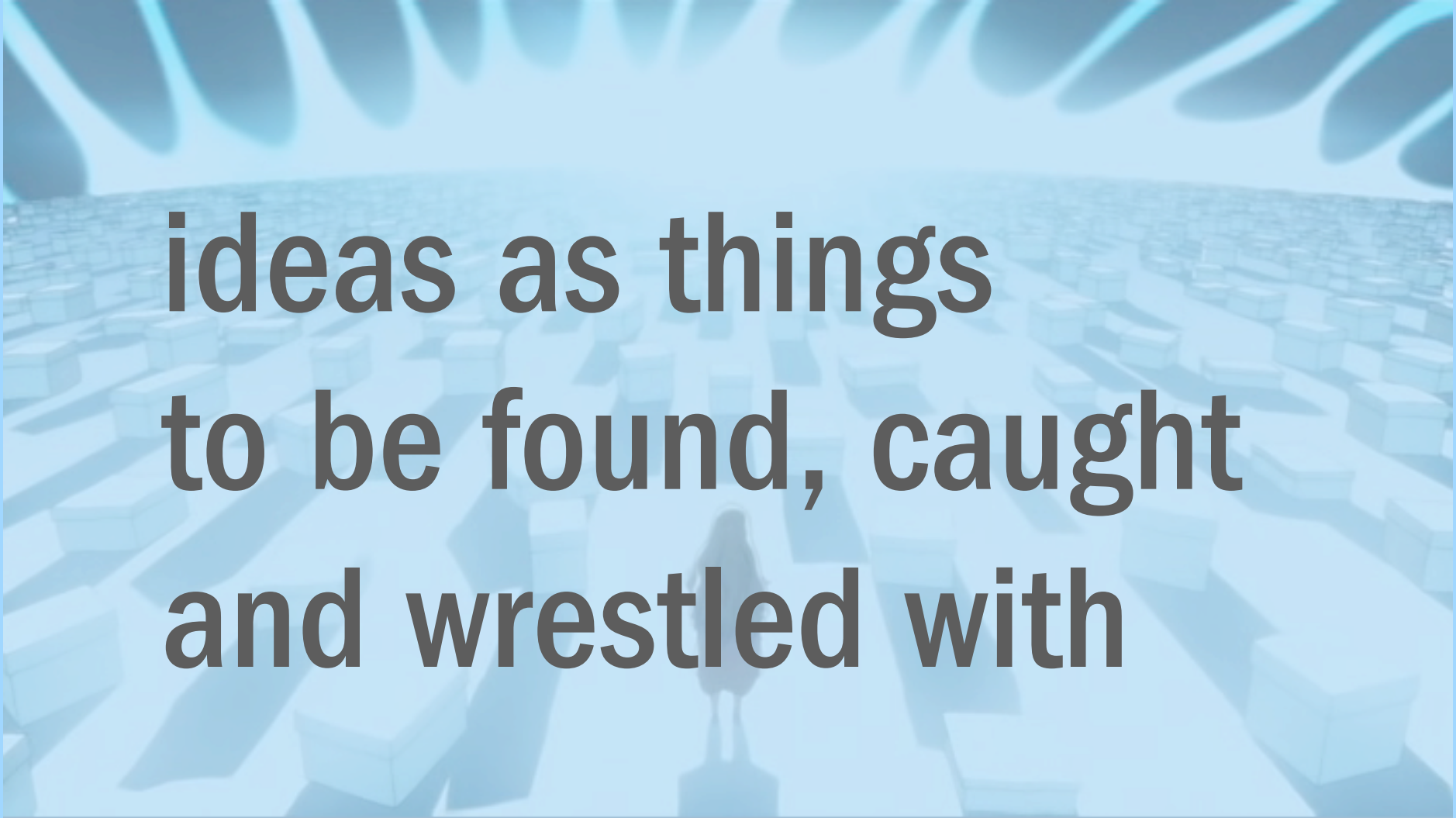
Magnetic North: Dear Hip-Hop

Hip-Hop as an old friend

**Changes in hip-hop
as estrangement**

Song as letter

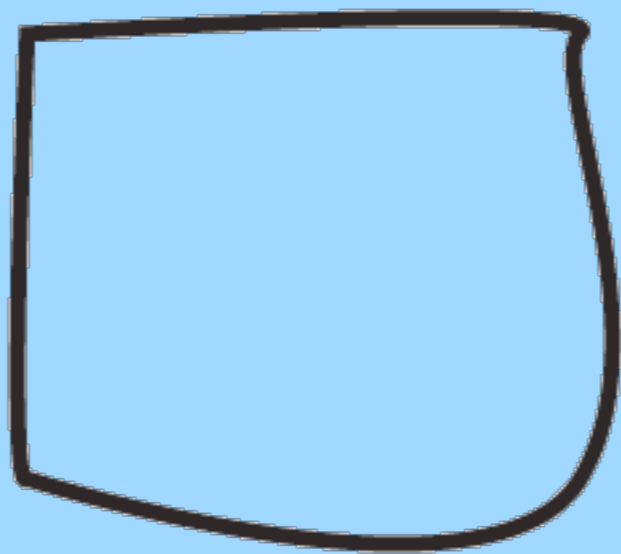




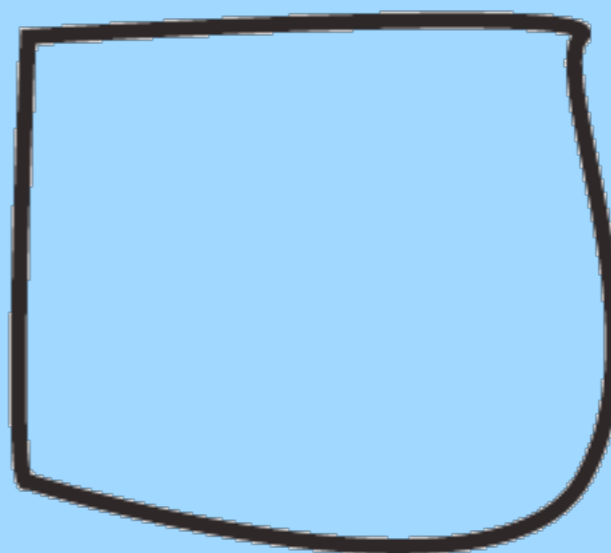
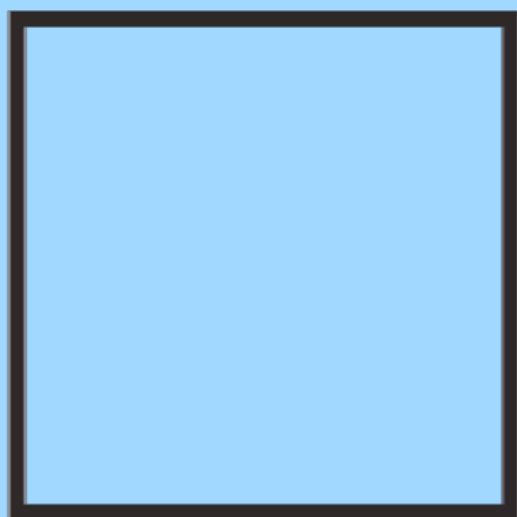
**ideas as things
to be found, caught
and wrestled with**

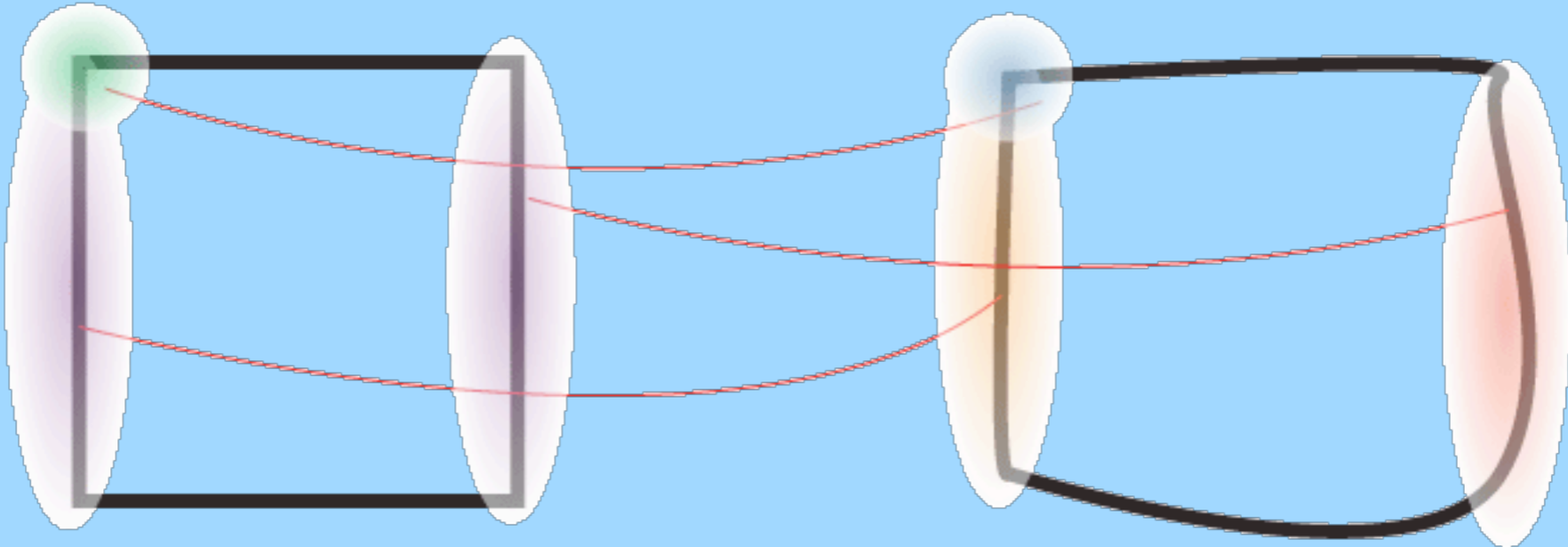
**Thinking about one thing
in terms of another**

Conceptual Metaphor









**Thinking about one concept
with the structure of another**

often unconsciously

Example: She has a warm smile.

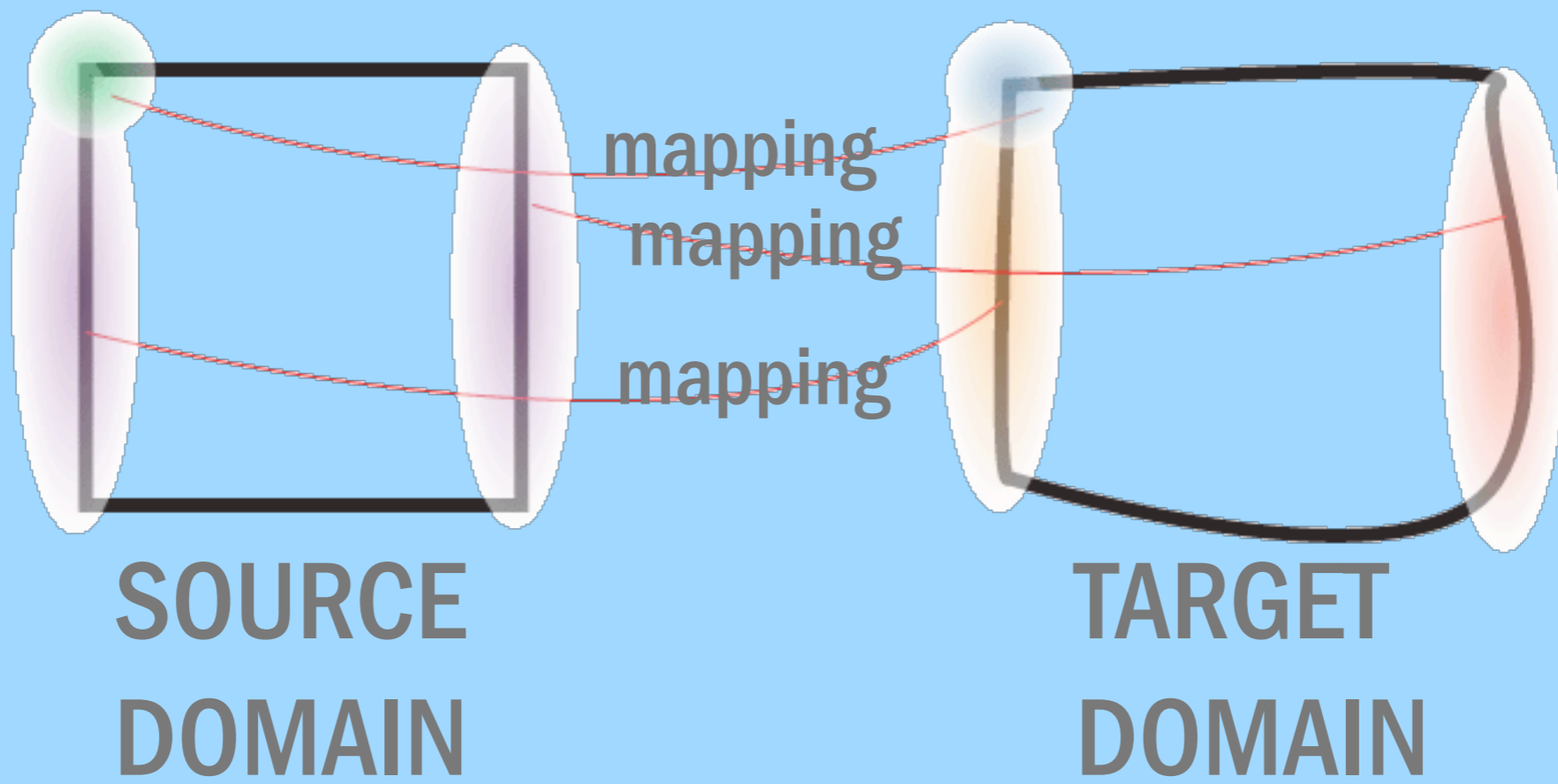
**Are these words
getting through?**

**Do they get the
message across?**

**Thinking about one concept
with the structure of another**

Target Domain
Thinking about one concept
with the structure of another
Source Domain

**The source domain structures
the target domain via mappings,
correspondence relationships.**





Mac Commercial Mappings

people → computers

cold virus → computer virus

being sick → computer function compromised

Primary Metaphor

Source Domain: sensorimotor experiences

Target Domain: subjective experiences

Reasoning about affection in terms warmth
(e.g. She has a warm smile)

Reasoning about goals as destinations—achieving a goal
conceptualized as reaching a destination
(e.g. After intense discussion, we arrived at a good
solution).

Metaphor Shorthand:

TARGET DOMAIN IS SOURCE DOMAIN

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AFFECTION IS WARMTH

Reasoning about affection in terms warmth
(e.g. She has a warm smile)

GOALS ARE DESTINATIONS

Reasoning about goals as destinations—achieving a goal
conceptualized as reaching a destination
(e.g. After intense discussion, we arrived at a good
solution).

Prices rose.

The car is low on gas.

**We stocked up on snacks
during the sale at the grocery store.**

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during the sale at the grocery store.

**MORE
IS UP**

**Why do you think we think with
conceptual metaphors like these?**

Her anger was building up,
and she looked like
she might blow up at any moment.

I was seething with anger.

He has an explosive temper.

Do you think that dream is an
indication of pent-up rage?

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**ANGER IS A
(COMBUSTABLE)
SUBSTANCE**

Complex Metaphor

He's almost reached
financial independence
but is nowhere near
getting married.

He's almost reached
financial independence
but is nowhere near
getting married.

**An assembly of multiple primary metaphors
(possibly in combination with beliefs and values)
to form more sophisticated metaphors used to reason
about more complex subjective experiences.**

A PURPOSEFUL LIFE IS A JOURNEY

formed by combining GOALS ARE DESTINATIONS
with ACTIONS ARE MOTIONS and the belief that
people should have purposes in life
and thus should act in ways that achieve those goals.

A PURPOSEFUL LIFE IS A JOURNEY

Mappings:

A PERSON IS A TRAVELER

LIFE GOALS ARE DESTINATIONS
(such as graduating from college)

A LIFE PLAN IS AN ITINERARY

Frames

the structure of concepts

**Objects and words
might be able to
exist in isolation
but concepts cannot.**

Example: Chalk

Frame

A system of concepts in which understanding one concept requires understanding the system of concepts to which it belongs.

Roles

the people, objects, places, etc.

Relations

how those roles are connected

Scenario

a simple story describing interactions among roles

Example: Commercial Transaction

Roles

seller, buyer, goods, payment

Relations

a seller has goods, a buyer wants goods and can give the seller payment for them

Scenario

a seller in possession of goods agrees to transfer possession of goods to a buyer in exchange for payment furnished by the buyer

Background Frames

possession, exchange, agreement

Frames and Metaphors

“He really thinks I should do the study abroad program with him. He made a strong pitch, and it was kind of convincing, but in the end, I just couldn’t buy the whole thing of spending an entire school year doing things unrelated to my major thousands of miles away.”

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ACCEPTING AN IDEA IS BUYING GOODS

goods → ideas

seller → person with an idea

potential buyer → person without the idea

pitching → attempting to persuade

Scenario: a person with ideas tries to persuade another to accept his ideas.

Notice what isn't mapped.

How did you end up spending the time you saved?

Use your time wisely.

Time management is a crucial skill.

Do you have any spare time?

Don't let other people waste your time.

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TIME IS A RESOURCE

The Resource Frame

Roles

resource, user, purpose

Relations

the purpose is something the user wants to achieve and thus has value to the user; the resource can be used to achieve the purpose and may be limited in quantity.

Scenario

the user utilizes the resource to achieve the purpose.

TIME IS A RESOURCE

resource → time

user → person using time

purpose → a goal requiring time to achieve

value of resource → value of time

Scenario: a person uses time to achieve a goal

**But this isn't the only way
to think about time.**

Meet me at the library at 4pm.

**I'll have the documents to you
within the hour.**

**Five years from now, everything will be
different.**

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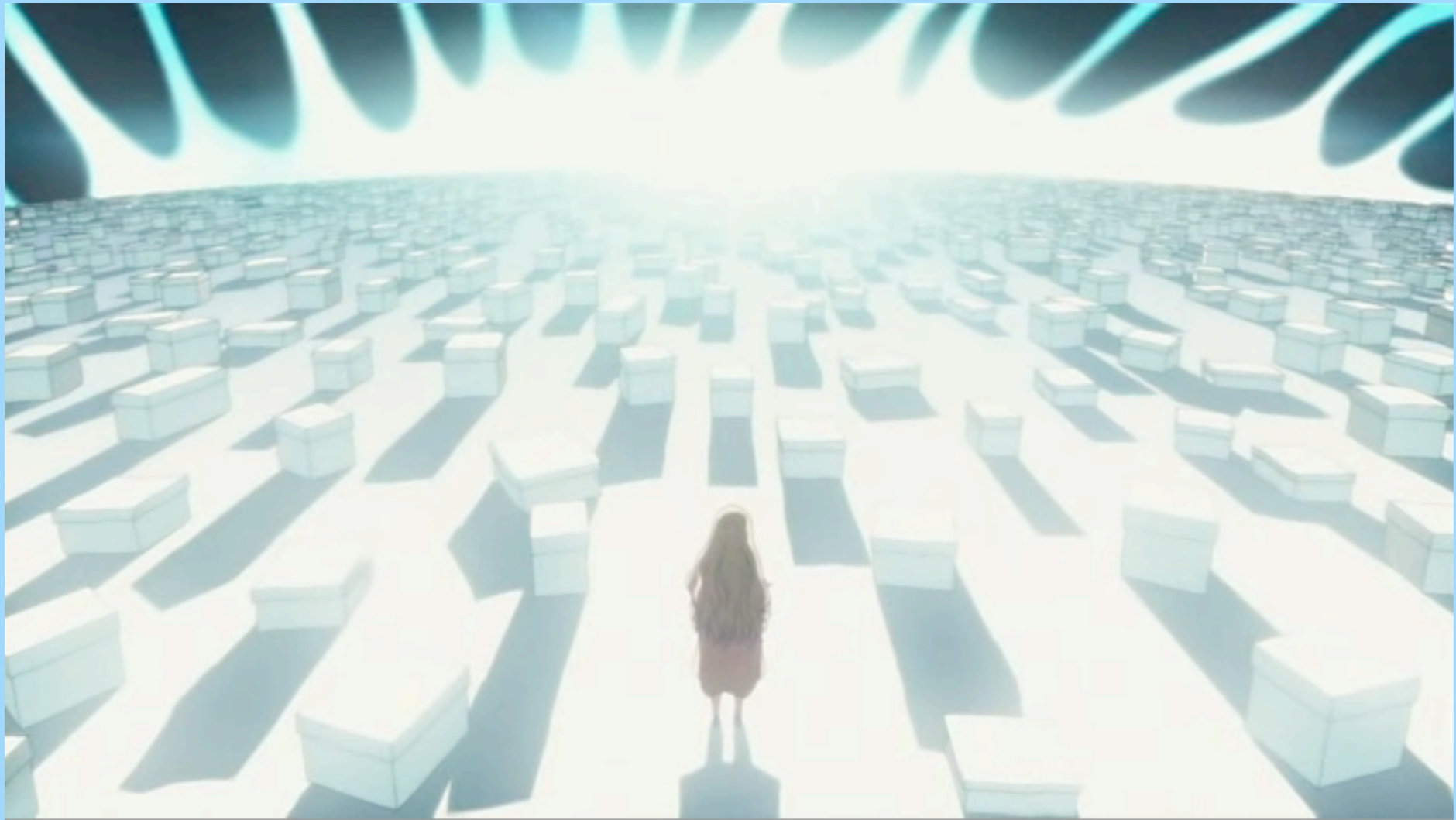
TIME IS SPACE

**Abstract nouns
are understood with
conceptual metaphors**

Barry Yourgrau: The Sadness of Sex

Bokura Ga Ita

Metaphors Matter



**Understanding freedom, rights,
government and more relies upon
using conceptual metaphors.**

THE NATION IS A FAMILY

Beyond Metaphors: Blends



Sources and Suggested Reading

Metaphors We Live By

George Lakoff and Mark Johnson

The Political Mind

George Lakoff and Mark Johnson

Philosophy in the Flesh

George Lakoff

Metaphor: A Practical Introduction

Zoltan Kövecses