

CONTENTS

Acknowledgements	ix
1 INTRODUCING METAPHOR	1
About this book	2
The meaning of metaphor	3
The importance of metaphor	4
Creative and conventional metaphors	5
Figurative language: terms and types	6
Analysing metaphors	9
Symbols and metaphor	10
The functions of metaphor	11
Further reading	12
2 METAPHOR, WORDS, AND MEANINGS	13
Metaphor and etymology	13
Metaphor and polysemy	14
Core meaning, metaphor, and frequency	15
Metaphor and grammatical words	17
Metaphor, neologisms, and borrowings	18
Metaphor and idioms	19
Metaphor and meaning components	21

- Metaphor and fuzzy meanings 22
- Metaphor, exploitation, and reliteralization 23
- Summary 26
- Further reading 26

3 SYSTEMATIZING METAPHOR

29

- 'Metaphors we Live by': Lakoff, Johnson, and conceptual metaphor 30
- Analysing conceptual metaphors 33
- Metaphors and time 34
- Metaphors of communication and understanding 35
- Metaphors and emotions 38
- Types of conceptual metaphor 39
- Systematicity 41
- Highlighting and hiding 43
- The experiential basis of conceptual metaphors 44
- Summary 45
- Further reading 46

4 METONYMY

47

- Metonymy and synecdoche 48
- Metonymy, polysemy, and meanings 48
- Metonymy and etymology 50
- Metonyms and idioms 51
- Metonymy and metaphor 52
- Systematizing metonymy 54
- The experiential basis of metonymy 57
- Summary 58
- Further reading 59

5 UNDERSTANDING METAPHOR

61

- Metaphor and the brain 61
- Metaphor and language acquisition 62
- Understanding metaphor: traditional views 65
- Metaphor and pragmatics 68
- Understanding metaphor: cognitive approaches 69
- Metaphor, experience, and neural mapping 71

Blending theory	73
Understanding metaphor: text-based approaches	74
Summary	77
Further reading	77

6 METAPHOR ACROSS LANGUAGES **79**

Figurative awareness	79
Metaphors in other languages	80
Idioms	82
Metonyms in other languages	83
Conceptual metaphors and other languages	84
Metaphor, thought, and culture	86
Translating metaphor	89
Summary	93
Further reading	94

7 METAPHOR, IDEOLOGY, AND SOCIAL CONTEXT **95**

Metaphor and political narrative	97
Metaphor and the reporting of the news	99
Metaphor and sport	105
Metaphor and advertising	109
Metaphor and money	112
Grammatical metaphor	116
Summary	118
Further reading	119

8 LITERARY METAPHOR **121**

Reading between the lines	121
Tropes and schemes	123
Metonymy in literature	124
Personification as metaphor	125
Metaphor, ambiguity, and literature	127
Symbolism and allegory	129
Writers, readers, and metaphor	131
Pot boilers, bodice rippers, and whodunnits	134
Summary	136
Further reading	137

9 NON-VERBAL METAPHOR**139**

Cinema 139

Music 141

Pictorial representation 142

Notices and signs 144

Colour and colour symbolism 146

Statues, monuments, and cultural symbols 150

Religion 151

Summary 153

Further reading 154

10 CODA**155****Appendix: researching metaphor****159****Bibliography****165****Index****173**