## Contents

	Lis	t of figures	page ix
	Ack	knowledgements	X
	Lis	t of abbreviations	xii
1	Introduction: studying metaphor in discourse		
	1.1	Some preliminaries	1
	1.2	Metaphor in language	11
	1.3	Metaphor and ideology	32
	1.4	The structure of this book	35
2	Metaphor in literature		
	2.1	A preliminary example: metaphors for migraine in a novel	36
	2.2	Metaphorical conventionality and creativity in literature	42
	2.3	Literature and variation in metaphor use	54
	2.4	Case study 1: Elizabeth Jennings's 'Answers'	66
	2.5	Case study 2: metaphor and character contrasts in	
		Joanne Harris's Chocolat	71
	2.6	Summary	79
3	Metaphor in politics		
	3.1	A preliminary example: Tony Blair's 'reverse gear'	81
	3.2	Metaphor and persuasion in politics	85
	3.3	More on metaphor, discourse and ideology	87
	3.4	Source and target domains in politics	90
	3.5	Metaphorical choices and patterns within and across texts in politics	106
	3.6	Case study 1: the Middle East 'Road Map'	109
	3.7	Case study 2: an anti-immigration leaflet by the UK's British	
		National Party	118
	3.8	Summary	123
4	Metaphor in science and education		
	4.1	A preliminary example: consciousness as 'fame in the brain'	125
	4.2	Science and metaphor	130
	4.3	Metaphor from expert discourse to science popularizations and the	
		media	140
	4.4	Metaphor in educational materials	148
	4.5	•	153
	4.6	Case study 1: 'regulatory T cells' in specialist scientific articles	157

## viii Contents

	4.7 4.8	Case study 2: the immune system in an educational text Summary	163 167	
5	Metaphor in other genres and discourses: two further case			
	studies		168	
	5.1	Introduction	168	
	5.2	Metaphor and advertising	168	
	5.3	Metaphor and illness	175	
	5.4	Summary	190	
6	Corpora and metaphor		191	
	6.1	A preliminary example: the metaphorical uses of the adjective 'rich'	191	
	6.2	Choosing corpora and finding metaphorical expressions	196	
	6.3	Corpus-based approaches to metaphor	199	
	6.4	Case study: the metaphorical construction of communication as		
		physical aggression in the British press	207	
	6.5	Summary	216	
7	Conclusions		217	
	7.1	Final reflections on metaphorical creativity	219	
	7.2	Final reflections on topic-triggered and situationally triggered	217	
		metaphors	222	
	Glossary		226	
	References		231	
	Index		244	
	-,,,,,		244	