

From Etymology To Pragmatics Metaphorical And Cultural Aspects Of Semantic Structure Cambridge Studies In Linguistics

Conventional metaphorical expressions are widely used by native speakers in everyday language and have received extensive attention in theoretical semantics and cognitive linguistics. However, how a second language learner can acquire those expressions is left largely unknown. Researchers and language learners face the question: if one has acquired the literal meaning of a word, can they automatically derive the metaphorical meaning? This book provides the answer by placing the question of acquisition of metaphorical expressions in the framework of bilingual lexicon. Assessing whether metaphorical expressions are taken for granted by second language learners, it explores how the metaphorical meaning(s) of a word should be connected in a learner's mental lexicon, and how the cross-linguistic availability of a metaphorical expression could affect the outcome of acquisition of that expression. The book also provides a detailed comparison between metaphorical expressions and other figurative language from both the theoretical and experimental perspectives.

Metaphor, though not now the scholarly 'mania' it once was, remains a topic of great interest in many disciplines albeit with interesting shifts in emphasis. Warren Shibles' *Metaphor: An Annotated Bibliography and History* (Bloomington, Ind. 1971) recorded the initial interest. Then *Metaphor: A Bibliography of Post-1970 Publications*, published by John Benjamins, continued the record through the mania years up to 1985 when writings proliferated as metaphor was seen to be a fundamental category in human thought and language. Five years later, there is a need for a report on the newest thinking and tendencies in the field. This need is fulfilled by *Metaphor II* which offers a comprehensive view of information which would otherwise remain scattered throughout a numbing plethora of resources, including many sometimes-hard-to-find publications from Eastern Europe. *Metaphor II* systematically collects references of books, articles and papers published between 1985 and May 1990, and includes for completeness corrections and additions to the earlier bibliographies. Abstracts are given for many of the titles, while four indices (disciplines, semantic fields, metaphor theory and names) multiply the number of access points to the information.

Our understanding of the nature and processing of figurative language is central to several important issues in cognitive science, including the relationship of language and thought, how we process language, and how we comprehend abstract meaning. Over the past fifteen years, traditional approaches to these issues have been challenged by experimental psychologists, linguists, and other cognitive scientists interested in the structures of the mind and the processes that operate on them. In *Figurative Language and Thought*, internationally recognized experts in the field of figurative language, Albert Katz, Mark Turner, Raymond W. Gibbs Jr., and Cristina Cacciari, provide a coherent and focused debate on the subject. The book's authors discuss a variety of fundamental questions, including: What can figures of speech tell us about the structure of the conceptual system? If and how should we distinguish the literal from the nonliteral in our theories of language and thought? Are we primarily figurative thinkers and consequently figurative language users or the other way around? Why do we prefer to speak metaphorically in everyday conversation, when literal options may be available for use? Is metaphor the only vehicle through which we can understand abstract concepts? What role do cultural and social factors play in our comprehension of figurative language? These and related questions are raised and argued in an integrative look at the role of nonliteral language in cognition. This volume, a part of *Counterpoints* series, will be thought-provoking reading for a wide range of cognitive psychologists, linguists, and philosophers.

The origin of language is one of the deep mysteries of human existence. Drawing upon the work of the eighteenth-century Italian philosopher Giambattista Vico, Marcel Danesi fashions a persuasive, original account of the evolution and development of language. Seeking to reconstruct the primitive mind that generated language and the evolutionary events that must have preceded the advent of speech, he takes Vico's insight that mind, culture, and language evolved from the uniquely human faculty known as *fantasia* ("the imagination") and sketches a "primal scene" of compelling interest. Danesi identifies metaphor, the feature of mind that transforms iconic, perceptual thinking into conceptual thinking, as the crucial event in the Vichian scenario. The description of this scenario forms the core of Vico, Metaphor, and the Origin of Language. Danesi then evaluates the Vichian reconstruction of the origin of language in light of contemporary research in the cognitive, social, and biological sciences and with competing theories.

Performance by Chinese Learners of English

Metaphor II

Conceptual Metaphors in Human Life

Researching and Applying Metaphor in the Real World

A Special Double Issue of metaphor and Symbol

Theology in the Flesh

Perception Metaphors

This volume reflects the influence of Chuck Fillmore's ground-breaking work in the fields of semantics and pragmatics. The papers in the volume pay tribute to his pioneering research into the deepest realms of the nature of 'meaning'.

The last decades of the twentieth century have witnessed a fundamental scientific discovery: the identification of mirror neurons and, consequently, the development of the Embodied Simulation theory. Neuroscientific data on the mechanism of Embodied Simulation and its role in conceptual and linguistic processing, figurative language included, have stimulated a great deal of research on the embodied nature of conceptual metaphors. However, the very definition of the notions of body and embodiment are today still controversial in the Embodied Cognition debate. This book addresses the issue of the specific contribution of the body to conceptual and linguistic processing and provides a new definition for the mechanism of Embodied Simulation. In this light, and in consideration of a revision of the contemporary theory of metaphor recently introduced by Gerard Steen, who distinguished between deliberate and non-deliberate metaphor processing, the book also proposes a new model of metaphor processing that brings together the mechanism of Embodied Simulation, on the one hand, and the notion of deliberateness on the other. Modulation of attention during linguistic processing is a key component in explaining how they interact. Potential readers of the book include linguists, psychologists, philosophers and any other cognitive scientists and communication scientists piqued by the topic of metaphor and embodiment.

The Routledge Handbook of Metaphor and Language provides a comprehensive overview of state-of-the-art interdisciplinary research on metaphor and language. Featuring 35 chapters written by leading scholars from around the world, the volume takes a broad view of the field of metaphor and language, and brings together diverse and distinct theoretical and applied perspectives to cover six key areas:

Theoretical approaches to metaphor and language, covering Conceptual Metaphor Theory, Relevance Theory, Blending Theory and Dynamical Systems Theory; Methodological approaches to metaphor and language, discussing ways of identifying metaphors in verbal texts, images and gestures, as well as the use of corpus linguistics; Formal variation in patterns of metaphor use across text types, historical periods and languages; Functional variation of metaphor, in contexts including educational, commercial, scientific and political discourse, as well as online trolling; The applications of metaphor for problem solving, in business, education, healthcare and conflict situations; Language, metaphor, and cognitive development, examining the processing and comprehension of metaphors. The Routledge Handbook of Language and Metaphor is a must-have survey of this key field, and is essential reading for those interested in language and metaphor.

Metaphor and Metonymy at the Crossroads is a collection of essays, most of them written from a cognitive linguistics standpoint by leading specialists in the fields of conceptual metaphor and metonymy, and conceptual integration (blending). The book has two main goals. One of them is to discuss in new, provocative ways the nature of these conceptual mappings in English and their interaction. The other goal is to explore by means of several detailed case studies the central role of these mappings in English. The studies are, thus, concerned with the operation of metaphor and metonymy in discourse, including literary discourse or with the effect of metaphorical and/or metonymic mappings on some aspects of linguistic structure, be it polysemy or grammar. The book is of interest to students and researchers in English and linguistics, English literature, cognitive psychology and cognitive science.

Relevance Theory and Cognitive Linguistics

Metaphor and Philosophy

Metaphor and Metonymy in Comparison and Contrast

Current Trends in Diachronic Semantics and Pragmatics

Essays in Semantics and Pragmatics

The Routledge Handbook of Metaphor and Language

In honor of Charles J. Fillmore

Our understanding of the nature and processing of figurative language is central to issues in cognitive science, including the relationship of language and thought, how we process language, and how we comprehend abstract meaning. Points on these and related questions are raised and argued by experts in the area of figurative language.

This study presents an approach to metaphor that takes contextual factors into account. It analyses how metaphors depend on and change the context in which they are uttered, and how metaphorical interpretation involves the articulation of asserted, implied and presupposed materials.

This study examines metaphor in Zulu in the light of conceptual metaphor theory from the perspective of a Bible translator. It then considers the possibility of translating Biblical Hebrew metaphor into Zulu. Selected Hebrew metaphors in the Book of Amos are analysed according to conceptual metaphor theory and compared with the conceptual metaphor analysis of the corresponding verses in existing Zulu translations, thereby increasing the empirical basis of the theory, and showing that it is valid for the study of both Biblical Hebrew and Zulu and a useful tool for translators.

This volume contains original research and innovative analyses that deepen our understanding of figurative thought and language. The selected papers focus on the multi-faceted aspect of figuration, its function in thought, and its impact on areas of grammar and communication. Key topics explored include metaphor, metonymy and their relationship to each other, as well as the less studied figure of hyperbole and its relation to the fundamental figures of metaphor and metonymy. Collectively, the papers examine the pragmatic reasoning processes triggered by figurative thought, the lexicogrammatical motivations and/or constraints on figurative language, the impact of deeply entrenched figurative thought on the lexicon of natural languages, the cultural origins of figurative thought, and the psycholinguistic motivations for figuration. The comprehensive treatment of these issues is fundamental for future research on figurative thought and language, particularly on questions of universality vs. specificity of figuration, the impact of figuration on constructions, cross-linguistic comparisons of figurative language, and cognitive-pragmatic approaches to figurative meaning.

A Methodological Analysis of Theory and Research

Relevance-Theoretic Lexical Pragmatics

Concise Encyclopedia of Pragmatics

From Etymology to Pragmatics

A Dynamic View

Metaphors Dead and Alive, Sleeping and Waking

A Special Issue of metaphor and Symbolic Activity

Examines the nature and function of metaphor in language and thought.

A provoking new approach to how we understand metaphors thoroughly comparing and contrasting the claims made by relevance theorists and cognitive linguists. The resulting hybrid theory shows the complementarity of many positions as well as the need and possibility of achieving a broader and more realistic theory of our understanding.

In Metaphors in the Discussion on Suffering in Job 3-31, Hanneke van Loon analyzes metaphors to describe the development of Job's conceptualization of his suffering. The theoretical approach to metaphors is based on insights from cognitive linguistics.

Metaphors and other mental tools are used to reason (not just speak) about God, salvation, truth, and morality. Figurative language structures our theological and moral reasoning in powerful ways. This book uses an approach known as cognitive linguistics to explore the incredibly rich ways our conceptual tools, derived from embodied life and culture, shape the way we understand Christian teachings and practices. The cognitive revolution has generated amazing insights into how human minds make sense of the world. This book applies these insights to the ways Christians think about topics such as God, justice, sin, and salvation. It shows that Christians often share a set of very general ideas but disagree on what the Bible means or the moral stances we should take. It explains why Christians often develop a number of appropriate but sometimes incompatible ways to understand the Bible and various doctrines. It assists Christians in understanding those with whom they disagree. Hopefully, simply better understanding how and why people think the way they do will foster better dialogue and greater humility.

Metaphors in the Discussion on Suffering in Job 3-31

Studies in Figurative Thought and Language

Extended Conceptual Metaphor Theory

Attention to Metaphor

Metonymy and Metaphor in Grammar

How Embodiment and Culture Shape the Way We Think about Truth, Morality, and God

Cognitive Semantic Analysis and Biblical Interpretation

"Metaphor studies" has over the past 30 years become a discipline in its own right, mainly because of the cognitive linguistic claim that metaphors characterize thought, not just language. But most metaphor scholars hitherto focus exclusively on its purely verbal expressions. Since both persuasive and narrative discourses in contemporary society increasingly draw on modalities other than language alone, sustained research into a broader range of manifestations of metaphor is imperative. This volume is the first book-length study to investigate multimodal occurrences of metaphor, and is of interest to scholars interested in metaphor as well as in multimodal discourse. Each chapter investigates metaphors whose identification and interpretation depend on the co-presence of at least two of the following modalities: language, visuals, gestures, sound, music. On the basis of case studies in a variety of discourse genres (advertising, cartoons, films, comics, conversation, music, amply represented in photographs, logos, drawings, film stills, and musical scores), the contributors demonstrate that, and how, metaphor can occur multimodally, providing ideas and methodological angles enabling further theorizing and testing in this rapidly expanding field. Covering creative as well as conceptual metaphors, and where appropriate evaluating cultural factors governing metaphor interpretation, the contributors provide a wealth of material for studying the conceptual and rhetorical force of metaphor in contemporary society.

Metaphor and Iconicity attempts to clarify the interplay of metaphor and iconicity in the creation and interpretation of spoken and written texts from a cognitive perspective. There are various degrees in which metaphor and iconicity manifest themselves, ranging from sound symbolism and parallelism in poetic discourse to word order, inflectional forms, and other grammatical structures in ordinary discourse. The book makes unique contributions to the study of the relationship of form and meaning.

Metaphor allows us to think and talk about one thing in terms of another, ratcheting up our cognitive and expressive capacity. It gives us concrete terms for abstract phenomena, for example, ideas become things we can grasp or let go of. Perceptual experience—characterised as physical and relatively concrete—should be an ideal source domain in metaphor, and a less likely target. But is this the case across diverse languages? And are some sensory modalities perhaps more concrete than others? This volume presents critical new data on perception metaphors from over 40 languages, including many which are under-studied. Aside from the wealth of data from diverse languages—modern and historical; spoken and signed—a variety of methods (e.g., natural language corpora, experimental) and theoretical approaches are brought together. This collection highlights how perception metaphor can offer both a bedrock of common experience and a source of continuing innovation in human communication.

The phenomenon known as metaphor is an extremely complex mental event - we cannot capture its complexity if we tie ourselves to existing standard views on metaphor. This book offers fresh insight into metaphor, updating an established theory, conceptual metaphor theory (CMT), in the context of current cognitive linguistic theory, and clarifying many of the issues that researchers in the study of metaphor have raised against conceptual metaphor theory. Starting with an introduction to CMT, the subsequent chapters set out propositions for Extended Conceptual Metaphor Theory, including a discussion on whether literal language exists at all, whether conceptual metaphors are both conceptual and contextual, and whether they are both offline and online.

Providing a fresh take on a constantly developing field, this study will enrich the work of researchers in areas ranging from metaphorical cognition to literary studies.

Embodied Metaphors in Film, Television, and Video Games

Theory and Applications

Interpreting Figurative Meaning

Metaphor in Cognitive Linguistics

Acquiring Metaphorical Expressions in a Second Language

Metaphor and Thought

Metaphor

Combining up-to-date scholarship with clear and accessible language and helpful exercises, *Metaphor: A Practical Introduction* is an invaluable resource for all readers interested in metaphor. This second edition includes two new chapters--on 'metaphors in discourse' and 'metaphor and emotion' --along with new exercises, responses to criticism and recent developments in the field, and revised student exercises, tables, and figures.

This book offers a distinct approach to the analysis of the multiple meanings of English modals, conjunctions, conditionals and perception verbs. Although such ambiguities cannot easily be accounted for by feature-analyses of word meaning, Eve Sweetser's argument shows that they can be analysed both readily and systematically. Meaning relationships in general cannot be understood independently of human cognitive structure, including the metaphorical and cultural aspects of that structure. Sweetser shows that both lexical polysemy and pragmatic ambiguity are shaped by our metaphorical folk understanding of epistemic processes and of speech interaction. Similar regularities can be shown to structure the contrast between root, epistemic and 'speech-act' uses of modal verbs, multiple uses of conjunctions and conditionals, and certain processes of historical change observed in Indo-European languages. Since polysemy is typically the intermediate step in semantic change, the same regularities observable in polysemy can be extended to an analysis of semantic change. This book will attract students and researchers in linguistics, philosophy, the cognitive sciences, and all those interested in metaphor.

Traditional semantic description of Ancient Greek prepositions has struggled to synthesize the varied and seemingly arbitrary uses into something other than a disparate, sometimes overlapping list of senses. The Cognitive Linguistic approach of prototype theory holds that the meanings of a preposition are better explained as a semantic network of related senses that radially extend from a primary, spatial sense. These radial extensions arise from contextual factors that affect the metaphorical representation of the spatial scene that is profiled. Building upon the Cognitive Linguistic descriptions of Bortone (2009) and Luraghi (2009), linguists, biblical scholars, and Greek lexicographers apply these developments to offer more in-depth descriptions of select postclassical Greek prepositions and consider the exegetical and lexicographical implications of these findings. This volume will be of interest to those studying or researching the Greek of the New Testament seeking more linguistically-informed description of prepositional semantics, particularly with a focus on the exegetical implications of choice among seemingly similar prepositions in Greek and the challenges of potentially mismatched translation into English.

This special issue arose out of a symposium on metaphor and artificial intelligence in which the main orientation was computational models and psychological processing models of metaphorical understanding. The papers in this issue discuss: *implemented computational systems for handling different aspects of metaphor understanding; *how metaphor can be accommodated in accepted logical representational frameworks; *psychological processes involved in metaphor understanding; and *the cross-linguistic cognitive reality of conceptual metaphors.

Cognitive Approaches

Postclassical Greek Prepositions and Conceptual Metaphor

Visions of Hope and Consolation

Finding Metaphor in Grammar and Usage

Context, culture, and communication

Multimodal Metaphor

Metaphor and Metonymy at the Crossroads

This book contains a selection of refereed and revised papers originally presented at the 5th ICLC. After an introduction by the editors, the book opens with a long-needed chapter on historical precedents for the Cognitive Linguistic theory of metaphor. Two chapters demonstrate the method of lexical analysis of linguistic metaphors and how it can be fruitfully applied to a characterization of the conceptual domains of smell and economics. Three chapters deal with theoretical aspects of conceptual metaphor, one of which is a commissioned chapter on the relation between conceptual metaphor theory and conceptual blending. Finally there are five chapters presenting novel theoretical issues and empirical findings about the relation between conceptual metaphor and culture. This book is hence a wide-ranging sample of current approaches to metaphor in Cognitive Linguistics, with some chapters breaking new grounds for future research.

Metaphor is a fascinating phenomenon, but it is also complex and multi-faceted, varying in how it is manifested in different modes of expression, languages, cultures, or time-scales. How then can we reliably identify metaphors in different contexts? How does the language or culture of speakers and hearers affect the way metaphors are produced or interpreted? Are the methods employed to explore metaphors in one context applicable in others? The sixteen chapters that make up this volume offer not only detailed studies of the situated use of metaphor in language, gesture, and visuals around the world – providing important insights into the different factors that produce variation – but also careful explication and discussion of the methodological issues that arise when researchers approach metaphor in diverse ‘real world’ contexts. The book constitutes an important contribution to applied metaphor studies, and will prove an invaluable resource for the novice and experienced metaphor researcher alike.

This volume is the first to offer an overview on metaphor and gesture – a new multi-disciplinary area of research. Scholars of metaphor have been paying increasing attention to spontaneous gestures with speech; meanwhile, researchers in gesture studies have been focussing on the abstract ideas which receive physical representation through metaphors when speakers gesture. This book presents a snapshot of the state of the art in these converging fields, offering research papers as well as commentaries from multiple perspectives. In addition to conceptual metaphor theory it includes different theoretical approaches to semiotics, and the methods used range from controlled experimentation, to cognitive ethnography, to lexical semantic analysis. The use of metaphor in gesture is shown to reflect idiosyncracies of thought in the moment of speaking as well as structural, cultural, and interactional patterns. The series of commentaries discusses the potential importance of studying metaphor and gesture from the perspectives of such fields as anthropology, cognitive linguistics, conversation analysis, psychology, and semiotics.

Cognitive linguists have proposed that metaphor is not just a matter of language but of thought, and that metaphorical thought displays a high degree of conventionalization. In order to produce converging evidence for this theory of metaphor, a wide range of data is currently being studied with a large array of methods and techniques. Finding Metaphor in Grammar and Usage aims to map the field of this development in theory and research from a methodological perspective. It raises the question when exactly evidence for metaphor in language and thought can be said to count as converging. It also goes into the various stages of producing such evidence (conceptualization, operationalization, data collection and analysis, and interpretation). The book offers systematic discussion of eight distinct areas of metaphor research that emerge as a result of approaching metaphor as part of grammar or usage, language or thought, and symbolic structure or cognitive process.

Metaphor Wars

Contexts of Metaphor

Metaphor and Gesture

Figurative Language and Thought

Vico, Metaphor, and the Origin of Language

A Practical Introduction

A Cognitive Approach to Analyzing Texts

Concise Encyclopedia of Pragmatics, Second Edition (COPE) is an authoritative single-volume reference resource comprehensively describing the discipline of pragmatics, an important branch of natural language study dealing with the study of language in its entire user-related theoretical and practical complexity. As a derivative volume from Encyclopedia of Language and Linguistics, Second Edition, it comprises contributions from the foremost scholars of semantics in their various specializations and draws on 20+ years of development in the parent work in a compact and affordable format. Principally intended for tertiary level inquiry and research, this will be invaluable as a reference work for undergraduate and postgraduate students as well as academics inquiring into the study of meaning and meaning relations within languages. As pragmatics is a centrally important and inherently cross-cutting area within linguistics, it will therefore be relevant not just for meaning specialists, but for most linguistic audiences. Edited by Jacob Mey, a leading pragmatics specialist, and authored by experts The latest trends in the field authoritatively reviewed and interpreted in context of related disciplines Drawn from the richest, most authoritative, comprehensive and internationally acclaimed reference resource in the linguistics area Compact and affordable single volume reference format

The study of metaphor is now firmly established as a central topic within cognitive science and the humanities. We marvel at the creative dexterity of gifted speakers and writers for their special talents in both thinking about certain ideas in new ways, and communicating these thoughts in vivid, poetic forms. Yet metaphors may not only be special communicative devices, but a fundamental part of everyday cognition in the form of 'conceptual metaphors'. An enormous body of empirical evidence from cognitive linguistics and related disciplines has emerged detailing how conceptual metaphors underlie significant aspects of language, thought, cultural and expressive action. Despite its influence and popularity, there have been major criticisms of conceptual metaphor. This book offers an evaluation of the arguments and empirical evidence for and against conceptual metaphors, much of which scholars on both sides of the wars fail to properly acknowledge.

Traditional thinking on metaphors has divided them into two camps: dead and alive. Conventional expressions from everyday language are classified as dead, while much rarer novel or poetic metaphors are alive. In the 1980s, new theories on the cognitive processes involved with the use of metaphor challenged these assumptions, but with little empirical support. Drawing on the latest research in linguistics, semiotics, philosophy, and psychology, Cornelia Müller here unveils a new approach that refutes the rigid dead/alive dichotomy, offering in its place a more dynamic model: sleeping and waking. To build this model, Müller presents an overview of notions of metaphor from the classical period to the present; studies in detail how metaphors function in speech, text, gesture, and images; and examines the way mixed metaphors sometimes make sense and sometimes do not. This analysis leads her to conclude that metaphors may oscillate between various degrees of sleeping and waking as their status changes depending on context and intention. Bridging the gap between conceptual metaphor theory and more traditional linguistic theories, this book is a major advance for the field and will be vital to novices and initiates alike.

During the last 15 years, cognitive scientists have discovered things about the nature and importance of metaphor that are startling because of their radical implications for metaphor research and because they require us to rethink some of our most fundamental received notions of meaning, concepts, and reason. Many of the theoretical assumptions that guided earlier generations who worked on metaphor have been undermined by this new research, which has profound implications for philosophy. More specifically, the level of methodological sophistication of empirical studies of metaphor has increased markedly, making possible rigorous, detailed analyses of how metaphors actually structure conceptualization and reasoning. In addition, professionals have learned that metaphor is not merely a linguistic phenomenon but more fundamentally a conceptual and experiential process that structures the world. The articles in this special issue make significant contributions to these advances.

Metaphor in Zulu

Metaphor in Use

A Cognitive Perspective

A Classified Bibliography of Publications from 1985 to 1990

From neurons to representations

Selected papers from the 5th International Cognitive Linguistics Conference, Amsterdam, 1997

A Hybrid Theory of Metaphor

with the advent of Cognitive Linguistics, metonymy and metaphor are now recognized as being not only ornamental rhetorical tropes but fundamental figures of thought that shape, to a considerable extent, the conceptual structure of languages. The present volume goes even beyond this insight to propose that grammar itself is metonymical in nature (Langacker) and that conceptual metonymy and metaphor leave their imprints on lexicogrammatical structure.

This volume is one of the first books to present a comprehensive view of lexical pragmatics, describing its origins, assumptions, scope, methodology and the various approaches to it, focusing specifically on the approach offered by relevance theory. In addition to theoretical considerations, the book discusses particular linguistic expressions and pragmatic phenomena, showing how the relevance-theoretic tools may be used to explore pragmatically motivated changes to lexically encoded meanings. The most recent developments are discussed and questions are asked to indicate directions for further research within this rapidly developing field.

The book deals with the important shift that has been heralded in cognitive linguistics from mere universal matters to cultural and situational variation. The discussions examine cognitive and cultural linguistics' theories in relation to the following areas of research: (i) metaphorical conceptualization; (ii) the influence of culture on metaphor, metonymy and conceptual blends; (iii) the impact of culture and cognition on metaphorical lexis; (iv) the interface of pragmatics and cognition when metaphor is studied in situ, that is, in face-to-face as well as in virtual multimodal interaction; (v) the application of insights from metaphorical conceptualizations to language teaching, and (vi) recent methods for revealing (inter)cultural metaphorical conceptualizations (corpus-based approaches, gesture studies, etc.). The book brings together cognitive, functional, and (inter)cultural approaches.

Focuses on semantic and pragmatic change, its causes and mechanisms. This work gathers the papers that offer studies of language-specific cases of meaning change in particular notional domains. It includes case-studies covering central semantic domains such as concession, evidentiality, modality, negation, scalarity, subjectivity, and temporality.

Metaphor and Artificial Intelligence

(Inter)Cultural Perspectives

Metaphorical and Cultural Aspects of Semantic Structure

Metaphor and Iconicity

Metaphorical Conceptualizations

Interpreting Figurative Meaning explores interdisciplinary debates on the ways in which humans comprehend figurative language in everyday life.

The book elaborates one of Roman Jakobson's many brilliant ideas, i.e. his insight that the two cognitive strategies of the metaphoric and the metonymic are the end-points on a continuum of conceptualization processes. This elaboration is achieved on the background of Lakoff and Johnson's twodomain approach, i.e. the mapping of a source onto a target domain of conceptualization. Further approaches dwell on different stretches of this metaphor-metonymy continuum. Still other papers probe into the specialized conceptual division of labor associated with both modes of thought. Two new breakthroughs in the cognitive linguistics approach to metaphor and metonymy have recently been developed: one is the three-domain approach, which concentrates on the new blends that become possible after the integration or the blending of source and target domain elements; the other is the approach in terms of primary scenes and subscenes which often determine the way source and target domains interact.

In cognitive research, metaphors have been shown to help us imagine complex, abstract, or invisible ideas, concepts, or emotions. Contributors to this book argue that metaphors occur not only in language, but in audio visual media well. This is all the more evident in entertainment media, which strategically "sell" their products by addressing their viewers' immediate, reflexive understanding through pictures, sounds, and language. This volume applies cognitive metaphor theory (CMT) to film, television, and video games in order to analyze the embodied aesthetics and meanings of those moving images.

It has become increasingly clear that metaphor needs to be explored in terms of the social and discourse context in which it is used, especially where the aim is to address real-world problems. The notion of 'real world' metaphor research has been developed to describe this important area of investigation.

This book starts by describing the nature and scope of real world metaphor research and then illustrates, through 17 detailed, mainly empirically-based studies, the different areas it can apply to, and different methodologies that can be employed. Research problems are explored in areas such as artificial intelligence, language teaching and learning, reconciliation dialogue, university lecture discourse, poetry and wine description. Methods include corpus analysis, experimentation, discourse analysis, cross-cultural analysis and genre analysis. In each case the empirical studies refer back to Gibbs's opening overview of real-world research. The result is an invaluable and cross-referenced collection of papers addressing real-world problems.