

Das Institut für Anglistik und Amerikanistik
und das Dekanat der Philologisch-Kulturwissenschaftlichen Fakultät der Universität Wien

beehren sich, zu einem

Gastvortrag von

Univ.-Prof. Dr. DLitt. Zoltán Kövecses

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"Where do metaphors come from?"

am Dienstag, den 24. März 2015, 13:15-14:45 Uhr, Hörsaal C2
(im Rahmen der VO Communication, Code and Culture – everyone welcome)

Campus Hof 2, Spitalg. 2-4, 1090 Wien

einzuladen.

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"Where do metaphors come from?"

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Abstract

Conceptual metaphor theory suggests that conceptual metaphors are based on our bodily experiences. While this is certainly true in many cases of metaphor, the role of the body in metaphor creation can and should be reinterpreted. A missing element in accounts metaphor production and metaphorical meaning making in general in cognitive linguistics is context. I suggest that an account of metaphor production in context must begin with a general characterization of communication and, within that, metaphorical communication.

In the talk, I will propose a dozen or so commonly occurring contextual factors that seem to play a role in the creation of metaphors in real discourse. These contextual factors can be grouped into four larger types: situational, linguistic, conceptual-cognitive, and bodily factors. The contextual factors can be arranged along a gradient: from local to global.

The reconceptualization of the nature and role of context in metaphor creation is intended to improve and enrich existing versions of conceptual metaphor theory. In light of the present work, cognition, including metaphorical cognition, is grounded in not only the body, but also in the situations in which people act and lead their lives, the discourses in which they are engaged at any time in communicating and interacting with each other, and the conceptual knowledge they have accumulated about the world in the course of their experience of it.

Recommended reading:

Zoltán Kövecses. 2015. *Where Metaphors Come From. Reconsidering Context in Metaphor*. Oxford: Oxford University Press.