

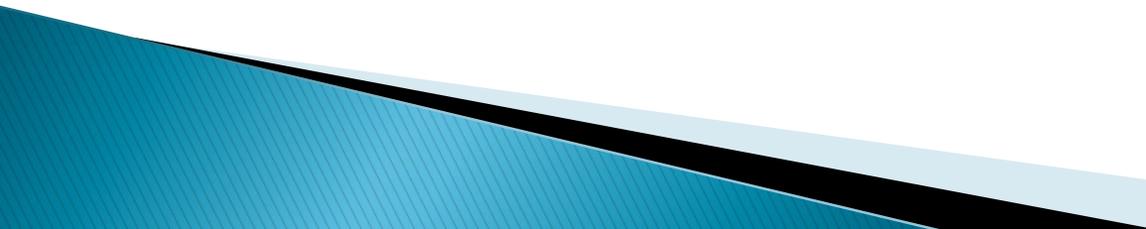
# Do You See What I Mean?

An Introduction to Conceptual Metaphors

# What is a Metaphor?

*“a word or phrase . . . is used **in place of another** to suggest a **likeness** or **analogy** between them”*

*– Merriam Webster*



# Conventional Understanding

- Literary Devices
  - Ornamental & Unnecessary
  - Figures of Speech
- 



# Examples from Literature

*“In the middle of **life’s road**,  
I found myself in a dark wood.”*

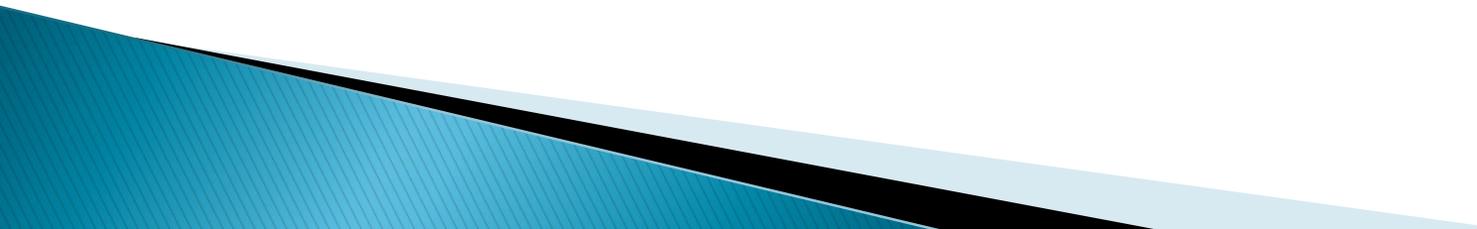
*– Dante*

*“. . . I walked through the **wilderness of this world**”*

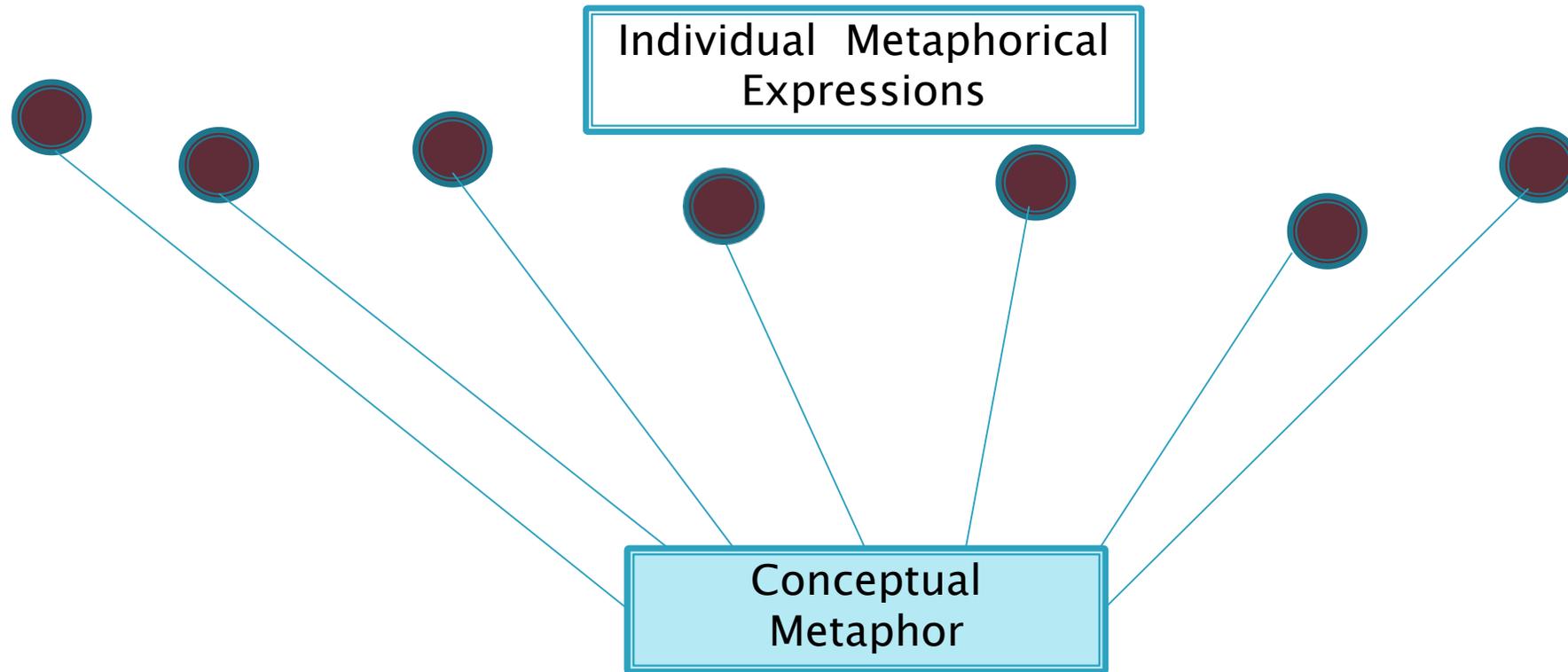
*– John Bunyan*

*“Two roads diverged in a yellow wood”*

*– Robert Frost*



# A New Metaphor Theory





# Conceptual Metaphor Theory

## Conceptual Domains

### ▶ Abstract Domain

- Feelings & Emotions
- Love & Relationships
- Life & Death
- Knowledge & Understanding

### ▶ Concrete (Experiential/ Perceptual) Domain

- Senses: Sight, Taste, Smell
- Direction: up/down
- Location & Distance

# Conceptual Metaphor Theory

**Abstract Domain:**

**Concrete Domain  
(Experiential/Perceptual):**

**Speaking of and understanding  
ideas in the abstract domain  
in terms of the perceptual  
domain**

# Let's Go for a Hike

- ▶ Stay on the trail
- ▶ Venture off the path and explore
- ▶ Wander around
- ▶ Choose alternate routes/paths
- ▶ Lose our direction
- ▶ Take a wrong turn
- ▶ Get lost



# Living life: (In terms of a pathway)

- ▶ Feel lost in life
- ▶ Take the wrong path
- ▶ Stay on the straight and narrow
- ▶ Wander through life
- ▶ Feel directionless
- ▶ Take a wrong turn, go in circles
- ▶ Come to a fork in the road



# Conceptual Metaphor Theory

**Abstract Domain:**

A Lifetime

**Concrete Domain  
(Experiential/Perceptual):**

A path or walkway

Speaking of and understanding  
**a lifetime** (abstract) in terms of  
**a path or walkway** (concrete)

# Let's Make Tea

- ▶ Fill up the pot
- ▶ Heat it up
- ▶ Water boils
- ▶ Pressure builds up
- ▶ releases steam
- ▶ Pour it out



# Feelings and Emotions

- ▶ let off steam/cool off
- ▶ under pressure
- ▶ Feeling empty/hollow inside
- ▶ Drained
- ▶ Unsettled inside
- ▶ Boiling anger



# Conceptual Metaphor Theory

**Abstract Domain:**

Feelings & Emotions

**Concrete Domain  
(Experiential/Perceptual):**

A container full of liquid

Speaking of and understanding  
**feelings & emotions** in terms  
of **a container full of liquid**

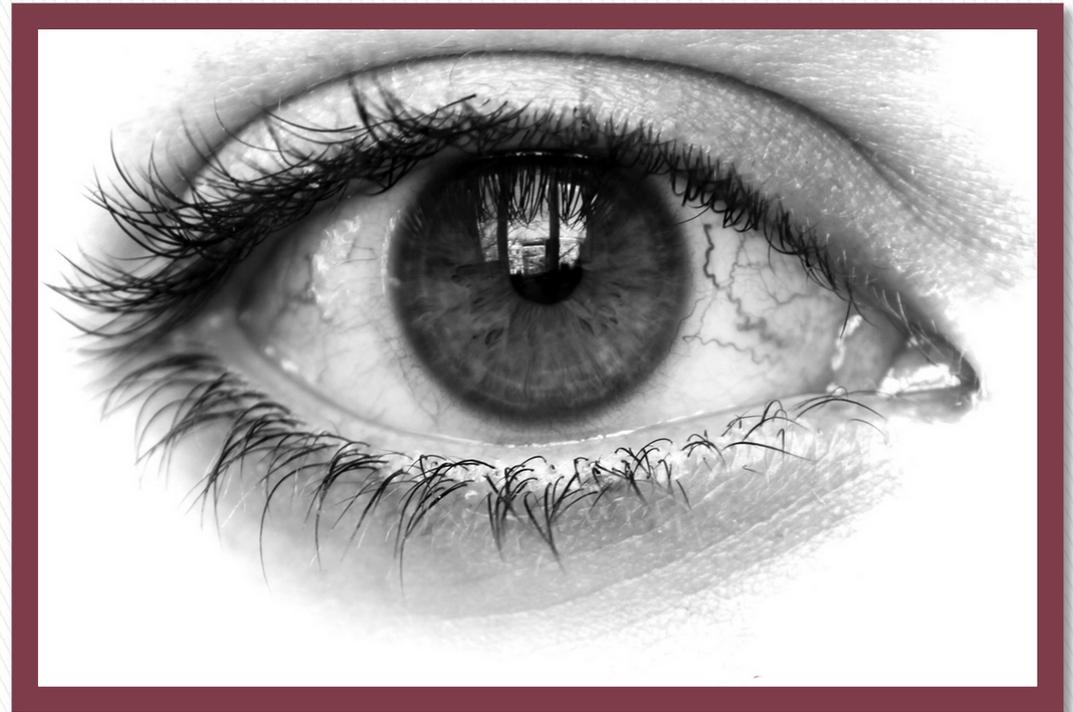
# How is Your Vision?

## ▶ Easy to see:

- Clear
- Crystal Clear
- Bright
- Brilliant
- Transparent

## ▶ Hard to see:

- Unclear
- Murky
- Cloudy
- Fuzzy
- Opaque
- Foggy



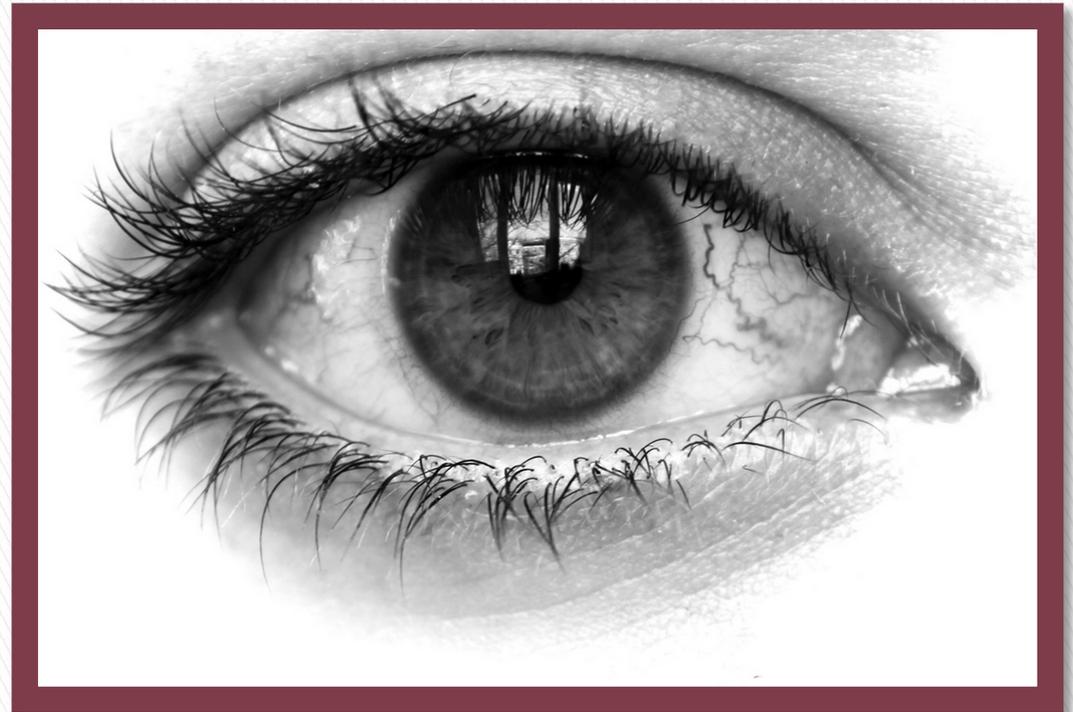
# Quality of Understanding:

## ▶ Easy to Understand:

- Clear
- Crystal Clear
- Bright
- Brilliant
- Transparent

## ▶ Hard to Understand:

- Unclear
- Murky
- Cloudy
- Fuzzy
- Opaque
- Foggy



# SIGHT IS KNOWLEDGE: A Conceptual Metaphor

## ▶ Knowledgeable Person:

- Bright
- Brilliant
- See the big picture
- Good perspective
- 20/20 vision

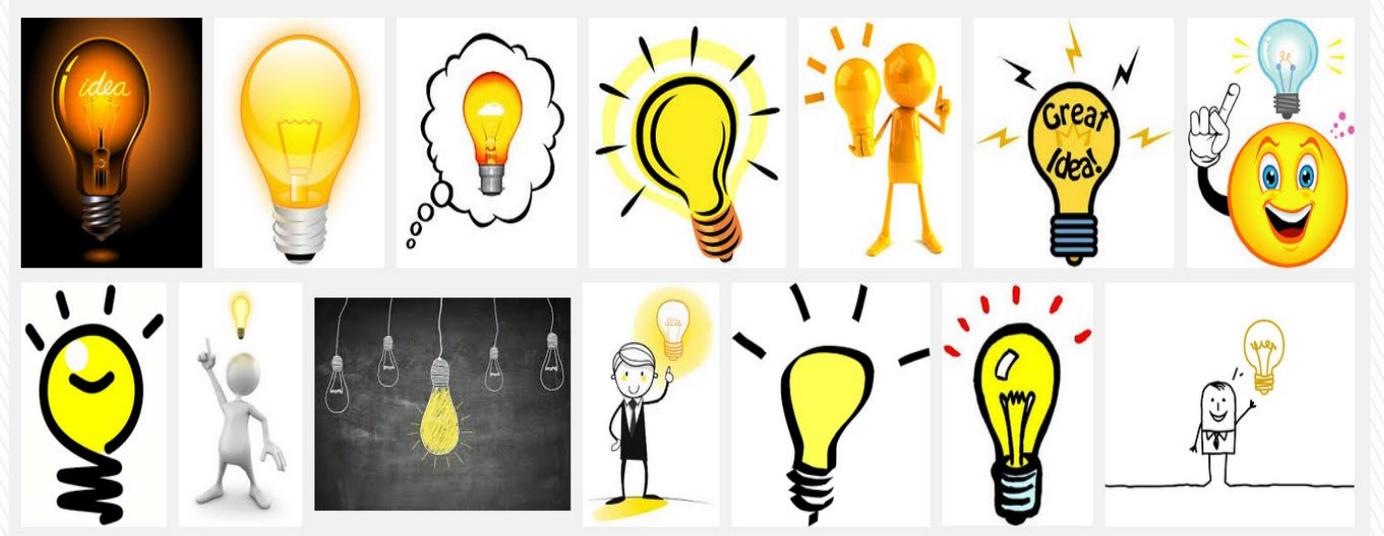
## ▶ Lacking Knowledge:

- In the dark
- Blind
- Understanding is clouded
- Myopic
- Tunnel-vision
- Overlooking an important point
- Blinded by love
- Rose-colored glasses

# SIGHT IS KNOWLEDGE: A Conceptual Metaphor

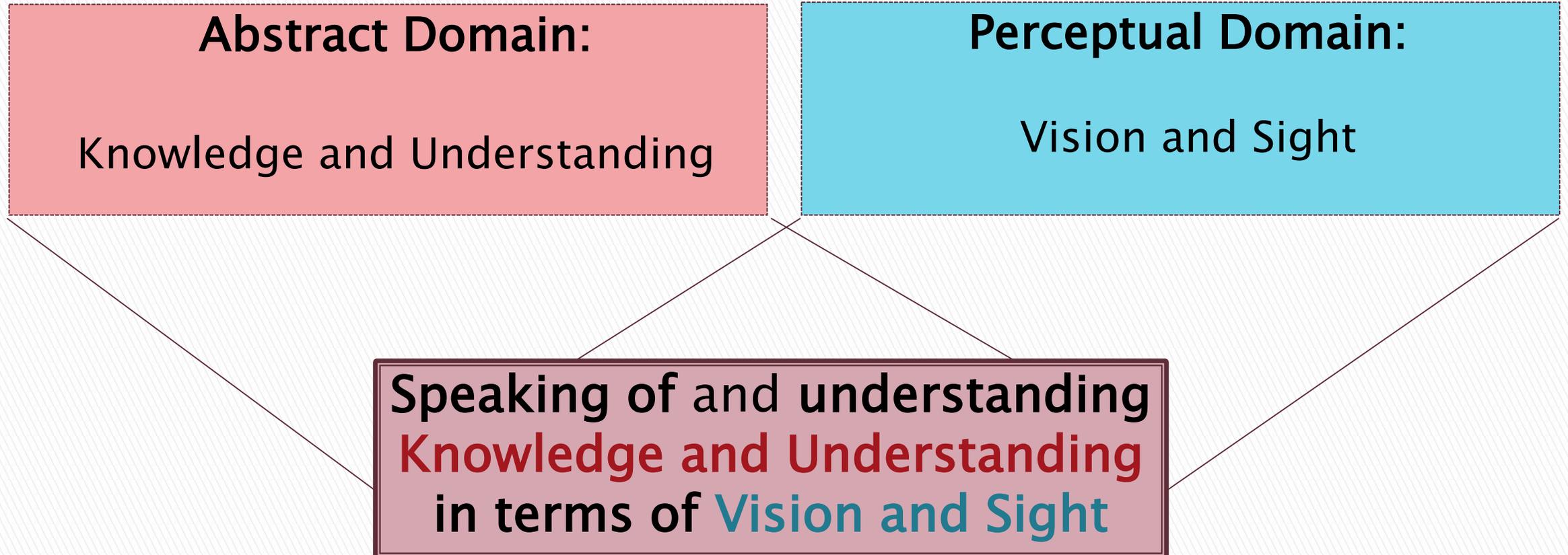
## ▶ To gain knowledge:

- Shed some light
- Take a closer look
- Gain perspective
- Have our eyes opened
- Clear it up
- Scales fall from eyes
- Lightbulb moment



*google image search for "idea"*

# Conceptual Metaphor Theory



# SIGHT IS KNOWLEDGE: A Conceptual Metaphor

- ▶ Examples from Etymology (the origin and history of words):

**Illuminate**: from Latin *lumen*, “light”

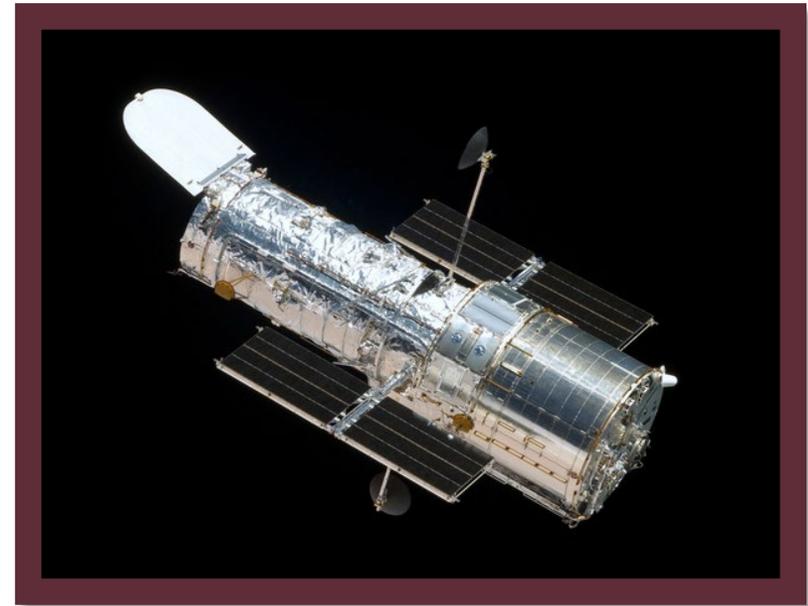
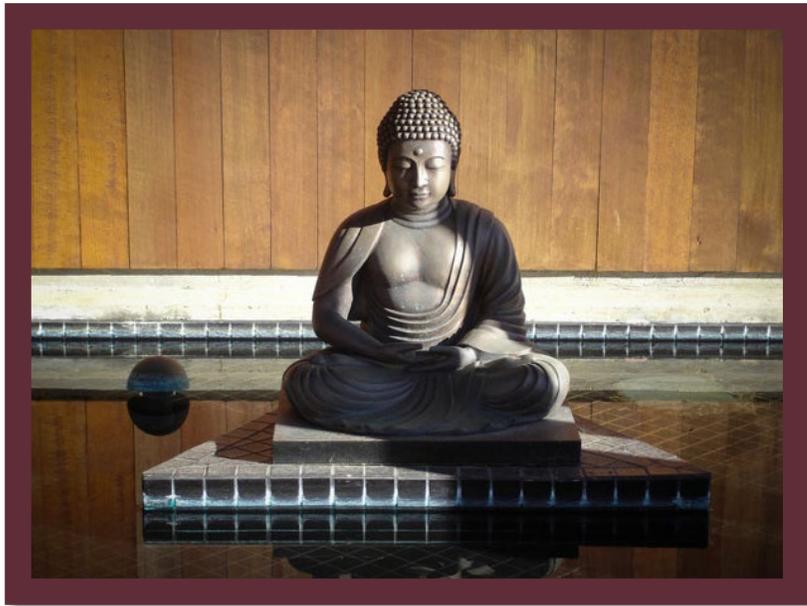
**Elucidate**: from Latin *lux or luc-*, “light”

**Illustrate**: from same Latin root as *luster*, “shine”

**Enlighten**: from Old English, intensifying “light”

# Generating New Metaphors

**“Buddhist Meditation is the Hubble Telescope of self-awareness”**  
*– Dr. David Hargreaves*



# Combining Conceptual Metaphors

“The young monks have almost reached enlightenment”

**SIGHT IS SPIRITUAL KNOWLEDGE**



**LIFE IS A JOURNEY**



# Combining Conceptual Metaphors

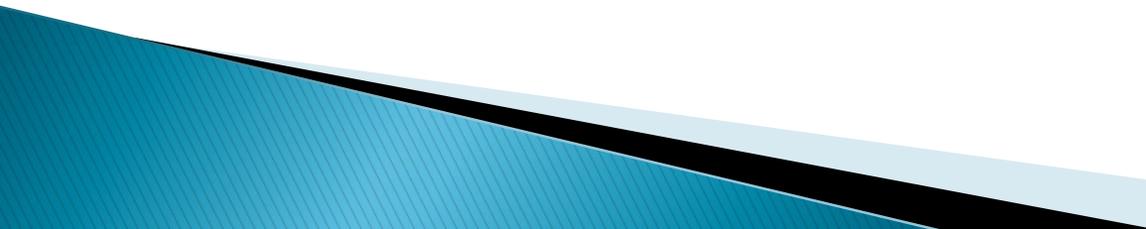
“The young monks have almost reached enlightenment”



# Just Scratching the Surface...

*“Metaphor is an integral part of our ordinary everyday thought and language. And it is irreplaceable: metaphor allows us to understand our selves and our world in ways no other mode of thought can”*

*-Lakoff and Turner*



# References:

## ▶ Photo Credit:

- [https://www.google.com/search?hl=en&site=img&tbm=isch&source=hp&biw=667&bih=589&q=idea&oq=idea&gs\\_l=img.3..0l10.941.1406.0.1759.4.4.0.0.0.69.186.4.4.0.msedr...0...1ac.1.64.img..0.4.183.oE52MkjkUI4](https://www.google.com/search?hl=en&site=img&tbm=isch&source=hp&biw=667&bih=589&q=idea&oq=idea&gs_l=img.3..0l10.941.1406.0.1759.4.4.0.0.0.69.186.4.4.0.msedr...0...1ac.1.64.img..0.4.183.oE52MkjkUI4)
- <http://upload.wikimedia.org/wikipedia/commons/3/3f/HST-SM4.jpeg>
- [http://news.stanford.edu/pr/2012/images/meditation\\_release.jpg](http://news.stanford.edu/pr/2012/images/meditation_release.jpg)
- [http://wallpoper.com/images/00/29/00/56/forest-path\\_00290056.jpg](http://wallpoper.com/images/00/29/00/56/forest-path_00290056.jpg)
- <https://vagabondurges.files.wordpress.com/2014/06/young-monks-in-myanmar-3.jpg>
- [http://www.authenticselfhealing.com/sites/default/files/content\\_images/two\\_monks\\_walking\\_with\\_bowls\\_in\\_mandalay\\_1.jpg](http://www.authenticselfhealing.com/sites/default/files/content_images/two_monks_walking_with_bowls_in_mandalay_1.jpg)

## ▶ Quotes:

- <http://www.merriam-webster.com/dictionary/metaphor>
- More than Cool Reason, George Lakoff and Mark Johnson