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Contextual Metaphor's Problem

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Abstract

According to the article, metaphors are one kind of language aberration that causes foregrounding and defamiliarization. But when the results of Conceptual Metaphor Theory are taken into account, the presumption that these breaches are purposefully employed to highlight their position as violations becomes problematic.

Key Words: *metaphor, conceptual, concept, structure, phenomenon, linguistic expressions.*

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Introduction

Metaphor occurs at the level of culture, social interactions, and personal here-and-now experience, claim Lakoff and Johnson [4, 44]. According to Lakoff, metaphor originates from the way we conceptualize one mental area in terms of another, not from language per se. It is now widely acknowledged that metaphors serve a structurally important purpose in structuring our conceptual frameworks, as opposed to being employed for aberrant rhetorical effects. However, it is worthwhile to briefly review the conventional metaphorical suppositions as follows:

- Every word used in daily speech is literal; none is figurative. Without the need for metaphor, any ideas requiring complete comprehension may be realized literally. It can only be true in literal terms.

The conceptual metaphor's discovery is the basis for the difference in significance between this old view and modern tenets. Our conceptual framework uses the same system of metaphor heavily in day-to-day living, mostly for abstract notions. There are many examples in all languages that are required and organic in daily living, but not for rhetorical effect.

The function of metaphor in language and broader cognitive processes has undergone a dramatic reevaluation in recent years. Metaphor was formerly thought to be a minor and occasionally abnormal or abnormal phenomena, but it is now understood to be essential to the structuring and formation of mental framework. According to this

viewpoint, language is essentially metaphorical, and metaphor plays a crucial part in the formation of conceptual structure. The concept that the conceptual metaphors systematically frame the understanding of various domains has now been applied to explain a variety of phenomena, including the meaning of idioms [2, 137-138] and the nature of emotion concepts [3, 77]. A conceptual metaphor is a generalization to an inferred system of thinking that may be drawn from various surface forms of language [1, 107].

Conceptual metaphors usually use a more real or physical idea as their source and a more abstract concept as their objective. For instance, metaphors such as 'the days - the more abstract or target concept-ahead' or 'giving my time' rely on more concrete concepts, thus expressing time as a -more concrete-path into physical space or as a substance -that can be handled and offered as a gift. Different conceptual metaphors tend to be invoked when the speaker is trying to make a case for a certain point of view or course of action. For instance, we associate 'the days ahead' more with leadership, and 'giving my time' more with bargaining - if time is a substance, clearly, it should be treated for things of substance, and this metaphor makes that more obvious than the path metaphor. Selection of such metaphors tends to be directed by a subconscious or implicit purpose, in the mind of him or her who chooses them.

A conceptual domain is any coherent organization of experience. To see these target domains by

making use of such source domains as war, journey, food, it is worth considering some classic examples of each from Lakoff and Johnson. The small capitals for the statement of conceptual metaphors and italics for metaphorical linguistic expressions [4, 102-103]:

AN ARGUMENT IS WAR.

Your claims are indefensible.

He attacked every weak point in my argument.

His criticisms were right on target.

I demolished his argument.

If you use that strategy, he'll wipe you out.

He shot down all of my arguments.

LOVE IS A JOURNEY.

Look how far we've come.

We're at a crossroads.

We'll just have to go our separate ways.

We can't turn back now.

I don't think this relationship is going anywhere.

Where are we?

This relationship is a dead-end street.

We're just spinning our wheels.

Our marriage is on the rocks.

We've gotten off the track.

THEORIES ARE BUILDINGS.

Is that the foundation for your theory?

The theory needs more support.

We need to construct a strong argument for that.

We need to buttress the theory with solid arguments.

So far we have put together only the framework of the theory.

IDEAS ARE FOOD.

All this paper has in it are raw facts, half-baked ideas, and warmed-over theories.

There are too many facts here for me to digest them all.

I just can't swallow that claim.

That's food for thought.

She devoured the book.

Let's let that idea simmer on the back burner for a while.

Let me stew over that for a while.

Conclusions

Summing up of all what has just been said we can conclude that conceptual structure is not merely a matter of the intellect - it involves all the natural dimensions of our experience, including aspects of our sense experiences: colour, shape, texture, sound, etc.

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