

METAPHOR AND THE POWER OF STORYTELLING

*A
Cognitive
Linguistic
Approach*

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Question 1

Do you
recognize
this image?

Yes / No



Take a few minutes
to chat with a partner.

If you recognized
the image, discuss
what you think
it has to do with
today's lecture theme.

If you didn't
recognize it, guess!

If one of you recognized it
and one of you didn't,
share what you know and
brainstorm together
about why you think
I chose it!



LIFE IS A JOURNEY

conceptual metaphor



THREE TYPES OF METAPHORS

conceptual
ontological
orientational

LIFE IS A JOURNEY

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copyright restrictions.

*Journey
to the West*

Dragon Quest

Monster Hunter

LIFE IS A JOURNEY

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copyright restrictions.

Fate/Zero

*King Arthur
and the Knights
of the Round Table
with the Holy Grail*

Buddha

“Metaphor is for most people a device of the poetic imagination and the rhetorical flourish—a matter of extraordinary rather than ordinary language.... Most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.”

George Lakoff & Mark Johnson
in *Metaphors We Live By*
(1980/2003), p. 3

“Our ordinary conceptual system,
in terms of which we both think and act,
is fundamentally metaphorical in nature.”

“Metaphor helps a speaker find ways to describe themselves, their experiences and their feelings.”

Lynne J. Cameron

in *Metaphor and Reconciliation:*

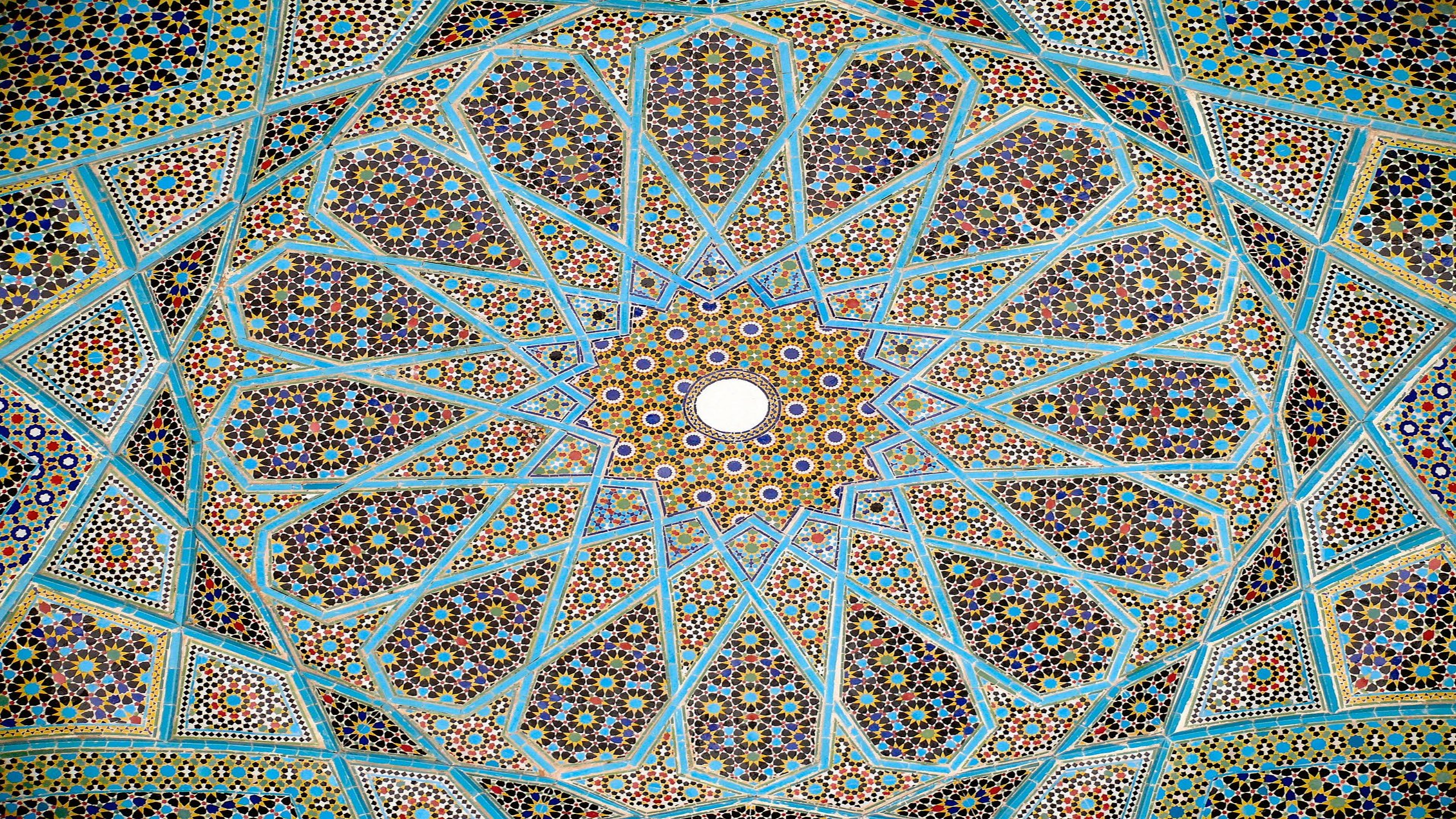
The Discourse Dynamics of Empathy in

Post-Conflict Conversations (2012), p. 40

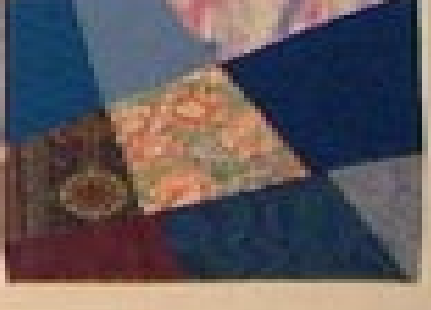
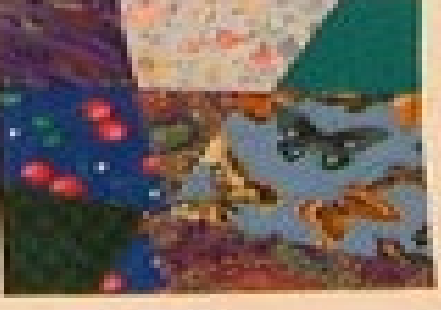
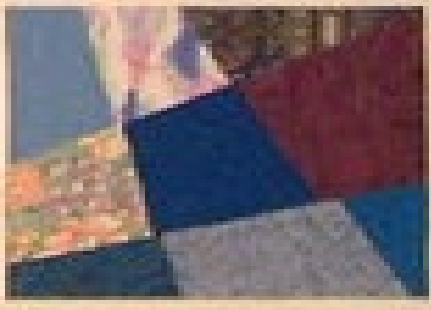
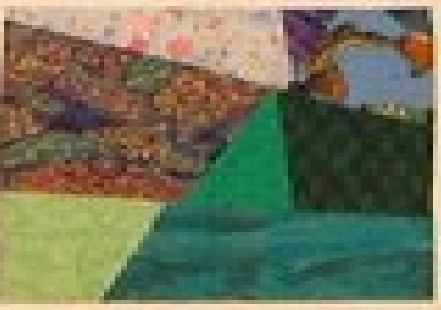
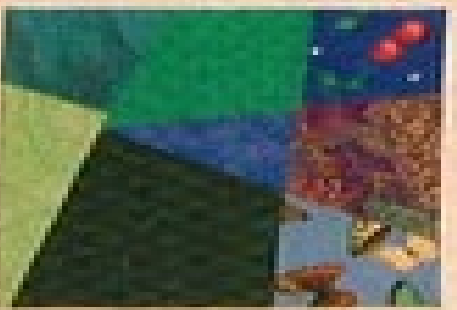
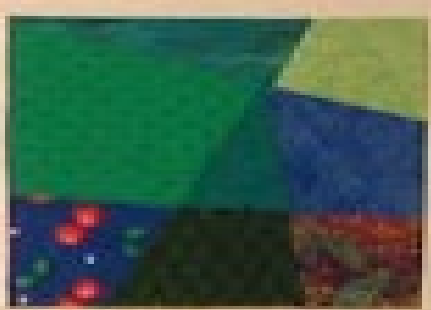
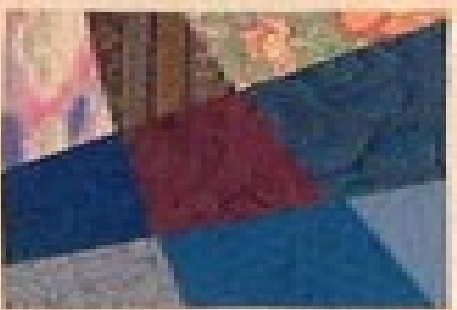
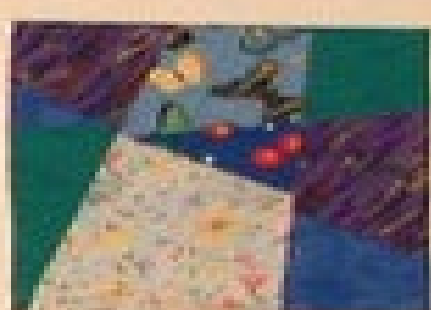
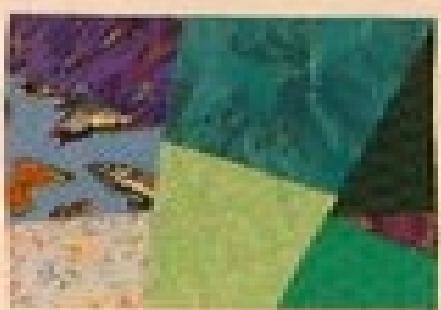
ONTOLOGICAL METAPHORS

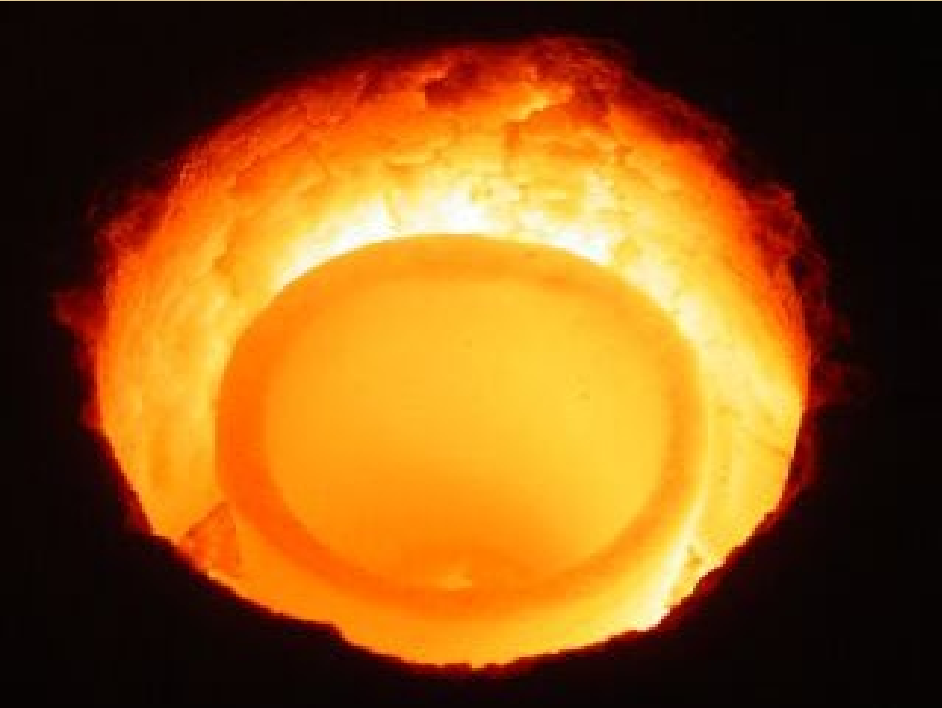
American society is...





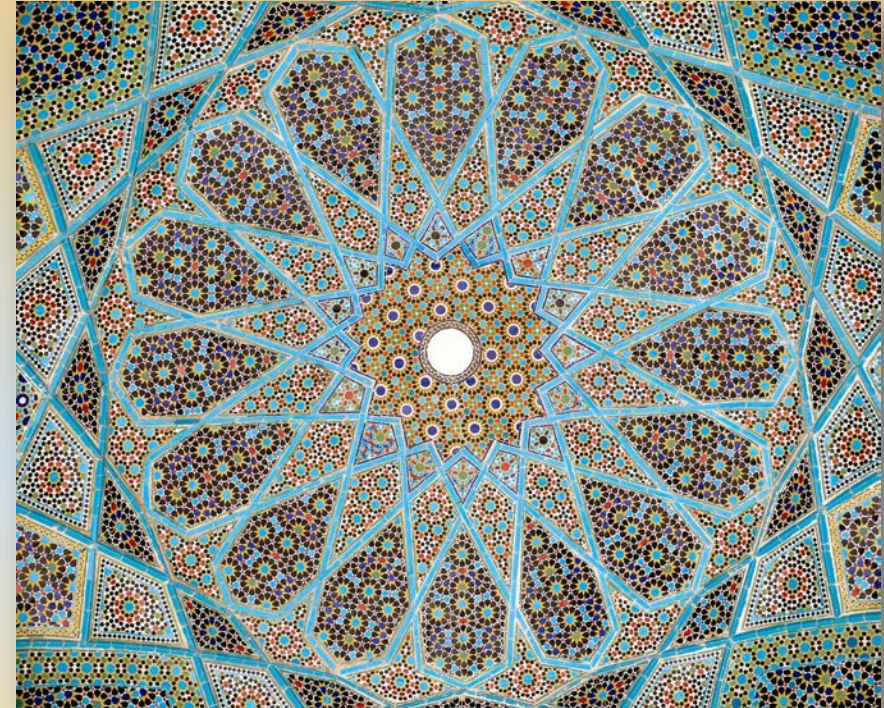






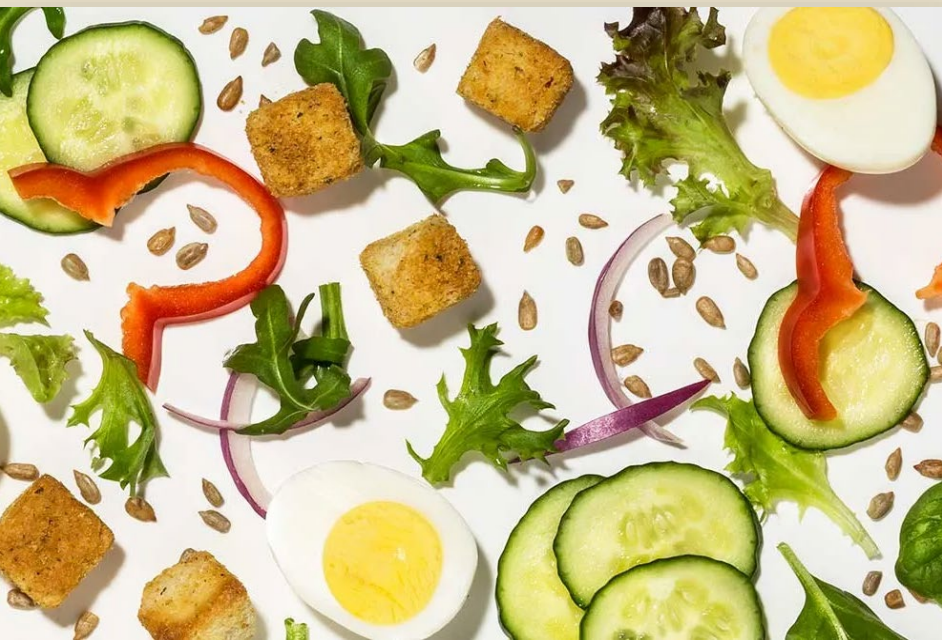
Melting pot
(Crucible)

Mosaic



Salad

Patchwork
quilt



The Rose

Lyrics: Amanda McBroom

Vocals: Bette Midler

Some say love, it is a river that drowns the tender reed

Some say love, it is a razor that leaves your soul to bleed

Some say love, it is a hunger, an endless aching need

I say love, it is a flower, and you its only seed



Question 2

Do you feel like
you now understand
at least the basic
difference between
conceptual and
ontological metaphors?

Yes / No



TWO MORE ONTOLOGICAL METAPHORS

THE MIND IS A CONTAINER

&

LIFE IS A THREAD



Kurozuka
(Adachigahara)



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We Are One Ok Rock

When you're standing
on the edge
So young and hopeless
Got demons in your head
(We are, we are)
No ground beneath your feet
Now here to hold you
Cause we are, we are
The colors in the dark



As I walked out the door toward the gate that would lead to my freedom, I knew if I didn't leave my bitterness and hatred behind, I'd still be in prison.

—*Nelson Mandela*





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Ghost in the Shell

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ORIENTATIONAL METAPHORS

happiness is up, sadness is down

heaven is above, hell is below

HAPPY
by Pharrell Williams

If you feel like a room without a
roof

Won't let anybody bring me down

UPTOWN FUNK
by Mark Ronson
ft. Bruno Mars

HEAVEN



HELL



Ukai: hakusho-kai.net,
Sakai Otomasa

Shunkan: Kanze Yoshimasa

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copyright restrictions.

CULTURAL RELATIVITY



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Question 3

Recall your favorite song, poem or other work of art. Does it contain any metaphors?

Yes / No

Thank You!

*Enjoy
metaphor
hunting!*



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