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Metaphor as a pragmatic instrument of power. Some notes on the conceptual metaphor in pragmatic and political linguistic contexts

1. What is metaphor and what is metaphORIZATION? Metaphor in literature, metaphor in language, metaphor in linguistics.
2. “Metaphors we live by”? ARGUMENT IS WAR? LOVE IS JOURNEY? THEORY IS BUILDING? ETC. ETC. How much awareness is involved in creating and understanding metaphoric expressions?
3. How do metaphoric expressions come into being: cognitive experience – conceptualization – linguistic realization. How do people process “abstract” concepts?
4. Conventional and non-conventional metaphors – “His theory has got weak foundations” vs. “His theory has thousands of rooms and long-winding corridors” – where does the “new meaning” come from? How can the new meaning be strategically applied? Metaphors as implicatures. “Cancellations” of metaphoric effects.
5. Conceptual metaphor as a pragmatic phenomenon. Three “illocutionary” forces of “pragmatic metaphORIZING”: stirring emotions, producing perplexity, invoking a bond of intimacy between the speaker and the hearer. The intimacy bond and the speaker’s credibility factor. Insights from sociopsychological research.
6. Metaphor and neutralization of meaning (in public/political discourse): “vertical insertions” and “surgical operations”. STATE IS PERSON: patterns of enemy conflation in the Gulf wars. Metaphors as rhetorical tools in public discourse: driving the audience’s attention away from “the literal”.
7. Conceptual metaphor in contemporary anti-terrorist discourse. Metaphoric “fairy-tales” (villain-victim-hero), states as “containers”. Symbolic shifts in political discourse space: the “us and them” configuration and the proximization mechanism. Soliciting legitimization of preventive measures to fend off the threat to the “US” “container”.

Please read before class:

Lakoff, G. 1991. Metaphor and war: the metaphor system used to justify war in the gulf. *Peace Research* 23: 25-32.

(available at <http://www.jstor.org/discover/10.2307/23609916?sid=21106104769353&uid=370635821&uid=70&uid=67&uid=62&uid=3&uid=3738840&uid=2129&uid=2&uid=370636201>
- as well as many other websites)

Background reading:

- Charteris-Black, J. 2004. *Corpus Approaches to Critical Metaphor Analysis*. Basingstoke: Palgrave Macmillan.
- Chilton, P. 2005. Discourse Space Theory: Geometry, brain and shifting viewpoints. *Annual Review of Cognitive Linguistics* 3: 78-116.
- Evans V. and P. Chilton (eds.). 2010. *Language, Cognition and Space: The State of the Art and New Directions*. London: Equinox.
- Fauconnier, G. and M. Turner. 2002. *The Way We Think: Conceptual Blending and the Mind’s Hidden Complexities*. New York: Basic Books.
- Gibbs, R., P. Lima and E. Francuzo. 2004. Metaphor is grounded in embodied experience. *Journal of Pragmatics* 36: 1189-1210.

- Lakoff, G. and M. Johnson. 1980. *Metaphors We Live By*. Chicago: University of Chicago Press.
- Lakoff, G. and M. Johnson. 1999. *Philosophy in the Flesh: The Embodied Mind and Its Challenge to Western Thought*. New York: Basic Books.
- Langacker, R.W. 2001. Discourse in Cognitive Grammar. *Cognitive Linguistics* 12: 143-188.
- Musolff, A. 2004. *Metaphor and Political Discourse: Analogical Reasoning in Debates about Europe*. Basingstoke: Palgrave Macmillan.
- Semino, E. 2008. *Metaphor in Discourse*. Cambridge: Cambridge University Press.
- Zinken, J. 2007. Discourse metaphors: The link between figurative language and habitual analogies. *Cognitive Linguistics* 18: 445-466.