



Sveučilište u Zadru

Odjel za anglistiku

najavljuje predavanje

Conceptual metaphors in language and thought: a view from 2012

koje će održati

doc. dr. sc. Mateusz-Milan Stanojević

gost s Odsjeka za anglistiku Filozofskog
fakulteta u Zagrebu

Predavanje će se održati u dvorani 143 na IV. katu,
u petak 7. prosinca 2012. u 12:00 sati.



Conceptual metaphors in language and thought: a view from 2012

Conceptual metaphors have played a major role in the description of language ever since they were made famous in Lakoff and Johnson's *Metaphors We Live By* (1980). Rather than being only a "rhetorical flourish" – part of poetic language – Lakoff and Johnson see metaphors as being pervasive "in language and thought" (Lakoff and Johnson 1980:3). This means that they should be seen as "conceptual" – i.e. part of the human conceptual system. For instance, there are many examples where UNDERSTANDING is conceptualized in terms of LIGHT (e.g. we say, for instance, *I see what you mean*; *light dawned* 'begin to understand'; we use a picture of a light bulb to show that someone has an idea). In this presentation I will explore four crucial issues of the conceptual metaphor theory: (1) Why are there conceptual metaphors?; (2) What is the importance of conceptual metaphor?; (3) Can any two domains be connected by means of conceptual metaphors?; and (4) What is the role of creativity in conceptual metaphors? These issues will be illustrated on everyday examples from English, and the theoretical discussions will be based on recent advances in the conceptual metaphor theory (e.g. Steen 2011; Kövecses 2011; Stanojević 2009).

References

- Kövecses, Zoltán. 2011. "Recent development in metaphor theory: are the new views rival ones?" *Annual Review of Cognitive Linguistics* 9 (1): 11–25. doi:10.1075/ml.9.1.02.kov.
- Lakoff, George, and Mark Johnson. 1980. *Metaphors We Live By*. Chicago and London: University of Chicago Press.
- Stanojević, Mateusz-Milan. 2009. "Konceptualna metafora u kognitivnoj lingvistici: pregled pojmova." *Suvremena lingvistika* (68): 339–369.
- Steen, Gerard. 2011. "The contemporary theory of metaphor now new and improved!" *Review of Cognitive Linguistics* 9 (1): 26–64. doi:10.1075/rcl.9.1.03ste.