

Love is a Journey

Source domain → Target domain
Journey → *Love*

travelers	→	lovers
destination	→	goals
vehicle	→	relationship
impediments	→	difficulties

Expressions of the metaphor

Our relationship has hit a ***dead-end street***.

Look how ***far we've come***.

It's been a ***long, bumpy road***.

We can't ***turn back*** now.

We're at a ***cross-roads***.

We may have to ***go our separate ways***.

The relationship ***isn't going anywhere***.

We're ***spinning our wheels***.

The marriage is ***on the rocks***.

Argument is War

Source domain → Target domain
War → *Argument*

Expressions of the metaphor

Your claims are *undefensible*.

He *attacked* every weak point in my argument.

Her criticisms were right on *target*.

I *demolished* her argument.

I never *win* an argument with him.

Time is Money

Source domain → Target domain
Money → *Time*

Expressions of the metaphor

It's not **worth** my while.

I **spent** too much time on homework.

Computation is ?

Source domain → Target domain
? *Computation*

The nature of metaphor

- ❖ Metaphor is the main mechanism through which we comprehend abstract concepts and perform abstract reasoning.
- ❖ Metaphor allows us to understand a relatively abstract or inherently unstructured subject matter in terms of a more concrete, or at least more highly structured, subject matter.

The structure of metaphor

- ❖ Metaphors are mappings across conceptual domains.
- ❖ Each mapping is a fixed set of ontological correspondences between entities in a source domain and entities in a target domain.
- ❖ Mappings are not arbitrary, but grounded in the body and in everyday experience and knowledge.

Some aspects of metaphor

- ❖ The system of conventional metaphor is mostly unconscious, automatic, and used with no noticeable effort, just like our linguistic system, and the rest of our conceptual system.
- ❖ Our metaphor system is central to our understanding of experience and to the way we act on that understanding.
- ❖ Metaphorical mappings vary in universality; some seem to be universal, others are widespread, and some seem to be culture specific.