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 *indefensible*.  
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.