

The Value of Deliberate Metaphor

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The Project

Metaphors are all around us in our daily lives: we *defend* a thesis, we live *in* 2012, and Dutch politician Geert Wilders speaks of a *tsunami* of Islamization.

Most people will recognize the last expression as metaphorical but not the first two. People thus do not always seem to be aware of the presence of metaphors in language use.

This project aims to find out what the difference is between deliberate (i.e. rhetorical) and non-deliberate (i.e. unconscious, automatic) metaphor.

It is the goal of this project to rehabilitate rhetorical and communication-oriented approaches to metaphor.

What is Deliberate Metaphor ?

Deliberate metaphor is the use of metaphor as metaphor in order to alter the addressee's perspective on a current discourse referent or topic.

(cf. Steen 2008, 2010, 2011)

The Value of Deliberate Metaphor: Phases of Analysis

MIPVU

Linguistic forms

Deliberate
vs.
Non-deliberate

Distinction deliberate /
non-deliberate

5-Step
method

Conceptual structures

Functional
analysis

Communicative
values

Quantitative
analysis

Distribution

Experiment

Processing

How to Distinguish between Deliberate and Non-Deliberate Metaphor ?

Goal: Develop a formal, systematic procedure to identify deliberate metaphor in discourse

Characteristics of deliberate metaphor

- Presence of a signal (like, as, metaphorically speaking, "...")
- Novel metaphor (contextual sense not in dictionary)
- Direct metaphor (e.g. similes)
- Word play
- Clustering of metaphor

An Example of Deliberate Metaphor

After all, Mancunians and visitors to the Manchester conurbation are going to have to look at these **mechanical millipedes** for well into the twenty-first century (A3M-fragment02)

References

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The Metaphor Lab



The Metaphor Lab is an internationally unique expertise center for Metaphor Studies. Its mission is to stimulate interdisciplinary collaboration, innovation, and application in all areas of metaphor research inside and outside academic communities.

The Metaphor Lab performs fundamental research on metaphor in language, cognition, and communication is combined with applied research on metaphor in varied domains of discourse such as media use, organization, management, health etc.

The lab specializes in linguistics and discourse studies, psycholinguistics and cognitive science, sociolinguistics and social science, and applied linguistics. It seeks to develop new products and services for the non-academic community, to improve self-awareness, monitoring, training and testing of metaphor use in design, management, communication, and interaction.

