Metaphor is *pervasive* in natural language:

(1) a. The theory of relativity *gave birth to* an enormous number of ideas in physics.

b. A new influx of investment helped to *resuscitate* Wall Street today.

c. Ford was *hemorrhaging* in 1990, with losses of over $1.2 billion.

d. Try to *pack* more thought *into* fewer words.

e. We will be *going deeply* into the nature of metaphor.

f. I’m going to *plow through* a lot of material in this course.
Metaphorical Systems

Argument is War

• Your claims are *indefensible*.
• He *attacked every weak point* in my argument.
• His criticisms were *right on target*.
• I *demolished* his argument.
• I’ve never *won* an argument with him.
• You disagree? Okay, *shoot*!
• If you use that *strategy*, he’ll *wipe you out*.
• He *shot down* all of my arguments.
Argument is War

- We win or lose arguments.
- The other person is an opponent.
- We attacked others’ positions and defend our own.
- We gain and lose ground.
- We plan and use strategies.
- If we find a position indefensible, we abandon it and take a new line of attack.
Metaphor

- The essence of metaphor is *understanding and experiencing one thing in terms of another*.  
  – Reasoning by analogy

- The language of argument (for example) is not poetic, fanciful, rhetorical, etc: It is literal

- Nonetheless, metaphorical mapping is always *partial*, highlighting similarities while concealing differences
Time is Money

- You’re wasting my time.
- This gadget will save you hours.
- I don’t have the time to give you.
- How do you spend your time these days?
- The flat tire cost me an hour.
- I’ve invested a lot of time in her.
- I don’t have enough time to spare for that.
- You’re running out of time.
Time is Money

Things we do with time:

- Spend it
- Waste it
- Budget it
- Invest it (wisely or poorly)
- Save it
- Squander it
Partiality

The mapping between domains is only partial. For instance, we don’t:

• Put time in our pockets
• Take back time spent or given
• Store it in a (physical) bank
Our Language About Language

Structured by the following complex metaphor:

- Ideas (or meanings) are objects
- Linguistic expressions are containers
- Communication is sending

The Conduit Metaphor:

- It’s hard to get that idea across to him.
- I gave you that idea.
- Your reasons came through to us.
- It’s difficult to put my ideas into words.
- His words carry little meaning.