

Is it true that all of us, not just poets, speak in metaphors, whether we realize it or not? Is it perhaps even true that we live by metaphors? In Metaphors We Live By George Lakoff, a linguist, and Mark Johnson, a philosopher, suggest that metaphors not only make our thoughts more vivid and interesting but that they actually structure our perceptions and understanding. Thinking of marriage as a "contract agreement," for example, leads to one set of expectations, while thinking of it as "team play," "a negotiated settlement," "Russian roulette," "an indissoluble merger," or "a religious sacrament" will carry different sets of expectations. When a government thinks of its enemies as "turkeys or "clowns" it does not take them as serious threats, but if they are "pawns" in the hands of the communists, they are taken seriously indeed. Metaphors We Live By has led many readers to a new recognition of how profoundly metaphors not only shape our view of life in the present but set up the expectations that determine what life will be for us in the future. (from introduction in The Conscious Reader)

"Metaphors We Live By" by George Lakoff and Mark Johnson

Our selection comprises chapters 1, 2, 3, and part of 4 of Metaphors We Live By (1980).

CONCEPTS WE LIVE BY

Metaphor is for most people device of the poetic imagination and the rhetorical flourish--a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.

The concepts that govern our thought are not just matters of the intellect. They also govern our everyday functioning, down to the most mundane details. Our concepts structure what we perceive, how we get around in the world, and how we relate to other people. Our conceptual system thus plays a central role in defining our everyday realities. If we are right in suggesting that our conceptual system is largely metaphorical, then the way we think what we experience, and what we do every day is very much a matter of metaphor.

But our conceptual system is not something we are normally aware of. In most of the little things we do every day, we simply think and act more or less automatically along certain lines. Just what these lines are is by no means obvious. One way to find out is by looking at language. Since communication is based on the same conceptual system that we use in thinking and acting, language is an important source of evidence for what that system is like.

Primarily on the basis of linguistic evidence, we have found that most of our ordinary conceptual system is metaphorical in nature. And we have found a way to begin to identify in detail just what the metaphors are and how they structure how we perceive, how we think, and what we do.

To give some idea of what it could mean for a concept to be metaphorical and for such a concept to structure an everyday activity, let us start with the concept ARGUMENT and the conceptual metaphor ARGUMENT IS WAR. This metaphor is reflected in our everyday language by a wide variety of expressions:

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.

It is important to see that we don't just talk about arguments in terms of

It is important to see that we don't just talk about arguments in terms of war. We can actually win or lose arguments. We see the person we are arguing with as an opponent. We attack his positions and we defend our own. We gain and lose ground. We plan and use strategies. If we find a position indefensible, we can abandon it and take a new line of attack. Many of the things we do in arguing are partially structured by the concept of war. Though there is no physical battle, there is a verbal battle, and the structure of an argument--attack, defense, counter-attack, etc.---reflects this. It is in this sense that the ARGUMENT IS WAR metaphor is one that we live by in this culture; its structures the actions we perform in arguing. Try to imagine a culture where arguments are not viewed in terms of war, where no one wins or loses, where there is no sense of attacking or defending, gaining or losing ground. Imagine a culture where an argument is viewed as a dance, the participants are seen as performers, and the goal is to perform in a balanced and aesthetically pleasing way. In such a culture, people would view arguments differently, experience them differently, carry them out differently, and talk about them differently. But we would probably not view them as arguing at all: they would simply be doing something different. It would seem strange even to call what they were doing "arguing." In perhaps the most neutral way of describing this difference between their culture and ours would be to say that we have a discourse form

structured in terms of battle and they have one structured in terms of dance. This is an example of what it means for a metaphorical concept, namely, ARGUMENT IS WAR, to structure (at least in part) what we do and how we understand what we are doing when we argue. *The essence of metaphor is understanding and experiencing one kind of thing in terms of another.* It is not that arguments are a subspecies of war. Arguments and wars are different kinds of things--verbal discourse and armed conflict--and the actions performed are different kinds of actions. But ARGUMENT is partially structured, understood, performed, and talked about in terms of WAR. The concept is metaphorically structured, the activity is metaphorically structured, and, consequently, the language is metaphorically structured.

Moreover, this is the ordinary way of having an argument and talking about one. The normal way for us to talk about attacking a position is to use the words "attack a position." Our conventional ways of talking about arguments presuppose a metaphor we are hardly ever conscious of. The metaphors not merely in the words we use--it is in our very concept of an argument. The language of argument is not poetic, fanciful, or rhetorical; it is literal. We talk about arguments that way because we conceive of them that way--and we act according to the way we conceive of things.

The most important claim we have made so far is that metaphor is not just a matter of language, that is, of mere words. We shall argue that, on the contrary, human thought processes are largely metaphorical. This is what we mean when we say that the human conceptual system is metaphorically structured and defined. Metaphors as linguistic expressions are possible precisely because there are metaphors in a person's conceptual system. Therefore, whenever in this book we speak of metaphors, such as ARGUMENT IS WAR, it should be understood that metaphor means metaphorical concept.

THE SYSTEMATICITY OF METAPHORICAL CONCEPTS

Arguments usually follow patterns; that is, there are certain things we typically do and do not do in arguing. The fact that we in part conceptualize arguments in terms of battle systematically influences the shape argument stake and the way we talk about what we do in arguing. Because the metaphorical concept is systematic, the language we use to talk about that aspect of the concept is systematic.

We saw in the ARGUMENT IS WAR metaphor that expressions from the vocabulary of war, e.g., attack a position, indefensible, strategy, new line of attack, win, gain ground, etc., form a systematic way of talking about the battling aspects of arguing. It is no accident that these expressions mean what they mean when we use them to talk about arguments. A portion of the conceptual network of battle partially characterizes the concept of an argument, and the language follows suit. Since metaphorical expressions in our language are tied to metaphorical concepts in a systematic way, we can use metaphorical linguistic expressions to study the nature of metaphorical concepts and to gain an understanding of the metaphorical nature of our activities.

To get an idea of how metaphorical expressions in everyday language icons give us insight into the metaphorical nature of the concepts that structure our everyday activities, let us consider the

metaphorical concept TIME IS Money as it is reflected in contemporary English.

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? That 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.

You need to budget your time.

Put aside aside some time for ping pong.

Is that *worth your while*?

Do you have much time *left*?

He's living on I *borrowed* time.

You don't use your time, *profitably*.

I *lost* a lot of time when I got sick.

Thank you for your time.

Time in our culture is a valuable commodity. It is a limited resource that we use to accomplish our goals. Because of the way that the concept of work has developed in modern Western culture, where work is typically associated with the time it takes and time is precisely quantified, it has become customary to pay people by the hour, week, or year. In our culture TIME IS MONEY in many ways: telephone message units, hourly wages, hotel room rates, yearly budgets, interest on loans, and paying your debt to society by "serving time." These practices are relatively new in the history of the human race, and by no means do they exist in all cultures. They have arisen in modern industrialized societies and structure our basic everyday activities in a very profound way. Corresponding to the fact that we act as if time is a valuable commodity--a limited resource, even money--we conceive of time that way. Thus we understand and experience time as the kind of thing that can be spent, wasted, budgeted, invested wisely or poorly, saved, or squandered.

TIME IS MONEY, TIME IS A LIMITED RESOURCE, and TIME IS A VALUABLE COMMODITY are all metaphorical concepts. They are metaphorical since we are using our everyday experiences with money, limited resources, and valuable commodities to conceptualize time. This isn't a necessary way for human beings to conceptualize time; it is tied to our culture. There are cultures where time is none of these things.

The metaphorical concepts TIME IS MONEY, TIME IS A RESOURCE, and TIME IS A VALUABLE COMMODITY form a single system based on sub-categorization, since in our society money is a limited resource and limited resources are valuable commodities. These sub categorization relationships characterize entailment relationships between the metaphors: TIME IS MONEY entails that TIME IS A LIMITED RESOURCE, which entails that TIME IS A VALUABLE COMMODITY.

We are adopting the practice of using the most specific metaphorical concept, in this case TIME IS MONEY to characterize the entire system. Of the expressions listed under the TIME IS MONEY metaphor, some refer specifically to money (spend, invest, budget, probably cost), others to limited resources (use, use up, have enough of, run out of), and still others to valuable commodities (have, give, lose, thank you for). This is an example of the way in which metaphorical entailments can characterize a coherent system of metaphorical concepts and a corresponding coherent system of metaphorical expressions for those concepts.

The very systematicity that allows us to comprehend one aspect of a concept in terms of another (e.g., comprehending an aspect of arguing in terms of battle) will necessarily hide other aspects of the concept. In allowing us to focus on one aspect of a concept (e.g., the battling aspects of arguing), metaphorical concept can keep us from focusing on other aspects of the concept that are inconsistent with that metaphor. For example, in the midst of a heated argument, when we are intent on attacking our opponent's position and defending our own, we may lose sight of the cooperative aspects of arguing. Someone who is arguing with you can be viewed as giving you his time, a valuable commodity, in an effort at mutual understanding. But when we are preoccupied with the battle aspects, we often lose sight of the cooperative aspects.

A far more subtle case of how a metaphorical concept can hide an aspect of our experience can be seen in what Michael Reddy has called the "conduit metaphor." Reddy observes that our language about language is structured roughly by the following complex metaphor:

IDEAS (Of MEANINGS) ARE OBJECTS.

LINGUISTIC EXPRESSIONS ARE CONTAINERS.

COMMUNICATION IS SENDING.

The speaker puts ideas (objects) into words (containers) and sends them (along a conduit) to a bearer

who takes the idea/objects out of the word/containers. Reddy documents this with more than a hundred types of expressions in English, which he estimates account for at least 70 percent of the expressions we use for talking about language. Here are some examples:

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.

When you *have* a good idea, try to *capture* it immediately in words.

Try to *pack* more thought into fewer words.

You can't simply *stuff* ideas *into* a sentence any old way.

The meaning is right there *in* the words.

Don't *force* your meanings *into* the wrong words.

His words *carry* little meaning.

The introduction has a great deal of thought *content*.

Your words seem *hollow*.

The sentence is *without* meaning.

The idea is *buried in* terribly dense paragraphs.

In examples like these it is far more difficult to see that there is anything hidden by the metaphor or even to see that there is a metaphor here at all. This is so much the conventional way of thinking about language that it is sometimes hard to imagine that it might not fit reality. But if we look at what the conduit metaphor entails, we can see some of the ways in which it masks aspects of the communicative process.

First, the Linguistic EXPRESSIONS ARE CONTAINERS FOR MEANINGS aspect of the conduit

metaphor entails that words and sentences have meanings in themselves, independent of any context or speaker. The MEANINGS ARE OBJECTS part of the metaphor, for example, entails that meanings have an existence independent of people and contexts. The part of the metaphor that says LINGUISTICS EXPRESSIONS ARE CONTAINERS FOR MEANING entails that words (and sentences) have meanings, again independent of contexts and speakers. These metaphors are appropriate in many situations--those where context differences don't matter and where all the participants in the conversation understand the sentences in the same way. These two entailments are exemplified by sentences like

The meaning is right there in the words,

which, according to the CONDUIT metaphor, can correctly be said of any sentence. But there are many cases where context does matter. Here is a celebrated one recorded in actual conversation by Pamela Downing:

Please sit in the apple-juice seat.

In isolation this sentence has no meaning at all, since the expression "apple-juice seat" is not a conventional way of referring to any kind of object. But the sentence makes perfect sense in the context in which it was uttered. An overnight guest came down to breakfast. There were four place settings, three with orange juice and one with apple juice. It was clear what the apple-juice seat was. And even the next morning, when there was no apple juice, it was still clear which seat was the apple-juice seat.

In addition to sentences that have no meaning without context, there are cases where a single sentence will mean different things to different people. Consider:

We need new alternative sources of energy.

This means something very different to the president of Mobil Oil from what it means to the president of Friends of the Earth. The meaning is not right there in the sentence--it matters a lot who is saying or listening to the sentence and what his social and political attitudes are. The CONDUIT metaphor does not fit cases where context is required to determine whether the sentence has any meaning at all and, if so, what meaning it has.

These examples show that the metaphorical concepts we have looked at provide us with a partial understanding of what communication, argument, and time are and that, in doing this, they hide other aspects of these concepts. It is important to see that the metaphorical structuring involved here is partial, not total. If it were total, one concept would actually be the other, not merely be understood in terms of it. For example, time isn't really money. If you spend your time trying to do something and it doesn't work, you can't get your time back. There are no time banks. I can give you a lot of time, but you can't give me back the same time, though you can give me back the same amount of time. And so on. Thus, part of a metaphorical concept does not and cannot fit.

On the other hand, metaphorical concepts can be extended beyond the range of ordinary literal ways of thinking and talking into the range of what is called figurative, poetic, colorful, or fanciful thought and language. Thus, if ideas are objects, we can dress them up in fancy clothes, juggle them, line them up nice and neat, etc. So when we say that a concept is structured by a metaphors we mean that it is partially structured and that it can be extended in some ways but not others.

ORIENTATIONAL METAPHORS

So far we have examined what we will call structural metaphors, cases where one concept is metaphorically structured in terms of another. But there is another kind of metaphorical concept, one that does not structure one concept in terms of another but instead organizes a whole system of concepts with respect to one another. We will call these *orientational metaphors*, since most of them have to do with spatial orientation: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. These spatial orientations arise from the fact that we have bodies of the sort we have and that they function as they do in our physical environment. Orientational metaphors give a concept a spatial orientation; for example, happy is up. The fact that the concept HAPPY is oriented up leads to English expressions like "I'm feeling up today."

Such metaphorical orientations are not arbitrary. They have a basis in our physical and cultural experience. Though the polar oppositions up-down, in-out, etc., are physical in nature, the orientational metaphors based on them vary from culture to culture. For example, in some cultures the future is in front of us, whereas in others it is in back. We will be looking at up-down spatialization metaphors, which have been studied intensively by William Nagy, as an illustration. In each case, we will give a brief hint about how such metaphorical concept might have arisen from our physical and cultural experience. These accounts are meant to be suggestive and plausible, not definitive.

HAPPY IS UP; SAD IS DOWN.

I'm feeling up. That boosted my spirits. My spirits rose. you're in high spirits. Thinking about her always gives me a lift. I'm feeling down. I'm depressed. He's really low these days. I fell into a depression. My spirits sank.

physical basis: Drooping Posture typically goes along with sadness and depression, erect posture with a positive emotional state.

CONSCIOUS IS UP; UNCONSCIOUS IS DOWN

Wake up Wake up. I'm up already. He rises early in the morning. He fell asleep. He dropped off to sleep. He's under hypnosis. He's under hypnosis. He sank into a coma.

Physical basis: Humans and most other mammals sleep lying down and stand up when they awaken.

HEALTH AND LIFE ARE UP

SICKNESS AND DEATH ARE DOWN

He's at the peak of health. Lazarus rose from the dead. He's in top shape. As to his health, he's way up there. He fell ill. He's sinking fast. He came down with the flu. His health is declining. He dropped dead.

Physical basis: Serious illness forces us to lie down physically. When you're dead, you are physically down.

HAVING CONTROL OR FORCE IS UP

BEING SUBJECT TO CONTROL OR FORCE IS DOWN

I have control over her. I am on top of the situation. He's in a superior position. He's at the height of his power. He's in the high command. He's in the upper echelon. His power rose. He ranks above me in strength. He is under my control. He fell from power. His Power is on the decline. He is my social inferior. He is low man on the totem pole.

Physical basis- Physical size typically correlates with physical strength, and the victor in a fight is typically on top.

MORE IS UP; LESS IS DOWN

The number of books printed each year keeps going up. His draft number is high. My income rose last year. The amount of artistic activity in this state has gone down in the past year. The number of errors he made is incredibly low. His income fell last year. He is underage. If you're 100 hot, turn the heat down.

Physical basis: If you add more of a substance or of physical objects to a container or pile, the level goes up.

FORESEEABLE FUTURE EVENTS ARE UP (AND AHEAD)

All upcoming events are listed in the paper. What's coming up this week? I'm afraid of what's up ahead of us. What's up?

Physical basis: Normally our eyes look in the direction in which we typically move (ahead, forward). As an object approaches a person (or the person approaches the object), the object appears larger. Since the ground is perceived as being fixed, the top of the object appears to be moving upward in the person's field of vision.

HIGH STATUS IS UP; LOW STATUS IS DOWN

He has a lofty position. She'll rise to the top. He's at the peak of his career. He's climbing the ladder. He has little upward mobility. He's at the bottom of the social hierarchy. She fell in status.

Social and physical basis: Status is correlated with (social) power and (physical) power is up.

GOOD IS UP; BAD IS DOWN

Things are looking up. We hit a peak last year, but it's been downhill ever since. Things are at an all-time low. He does high-quality work.

Physical basis for personal well-being: Happiness, health, life, and control--the things that principally characterize what is good for a person--all are up.

VIRTUE IS UP; DEPRAVITY IS DOWN

He is high-minded. She has high standards. She is up right. She is an up-standing citizen. That was a low trick. Don't be underhanded. I wouldn't stoop to that. That would be beneath me. He fell into the abyss of depravity. That was a low-down thing to do.

Physical and social basis: GOOD IS UP for a person (physical basis), together with SOCIETY IS A PERSON (in the version where you are not identifying with your society). To be virtuous is to act in accordance with the standards set by the society/person to maintain its well-being. VIRTUE IS UP because virtuous actions correlate with social well-being from the society/person's point of view. Since socially based metaphors are part of the culture, it's the society/person's point of view that counts.

RATIONAL IS UP; EMOTIONAL IS DOWN

The discussion fell to the emotional level, but I raised it back up to the rational plane. We put our feelings aside and had a high-level intellectual discussion of the matter. He couldn't rise above his emotions.

Physical and cultural basis: In our culture people view themselves as being in control over animals, plants, and their physical environment, and it is their unique ability to reason that places human beings above other animals and gives them this control. CONTROL IS UP thus provides a basis for MAN IS UP and therefore RATIONAL IS UP.