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THE ROLE OF CONTEXT IN METAPHOR RECONSIDERED

Vortrag am 24.05.2017 um 18 Uhr c.t.
in Raum S007 / Schellingstraße 3 (VG)

Surprisingly, in the cognitive linguistic literature on metaphor the issue of context has not received much attention despite the crucial role it plays in the creation and use of metaphors in real discourse. In the talk, first, I introduce the fundamental notions required in metaphorical meaning making and communication. Following this, I take stock of some common contextual factors that motivate the use of metaphors in discourse. I propose that contextual factors not only play a role in the comprehension of metaphors, but they are also responsible for their creative production: many metaphors are “context-induced,” and do not exist previously. Furthermore, I contend that context involves more than just the situational and linguistic context. Finally, I discuss the role of context in metaphor in relation to the issue of the experiential grounding of human cognition.

Suggested reading:

Kövecses, Zoltán. 2015. Where metaphors come from. Reconsidering context in metaphor. Oxford and New York: Oxford University Press. (paperback edition: November, 2016)

