

Contents

<i>Preface and Acknowledgments</i>	page xi
------------------------------------	---------

1	Introduction: Metaphor and the Issue of Universality	1
	<i>The Main Issue: Universality and Variation in Metaphor</i>	2
	<i>Components of the Cognitive Linguistic View of Metaphor</i>	5
	<i>A New Look at the Issue of Universality and Variation in Metaphor</i>	10

PART I: UNIVERSAL METAPHORS

2	Metaphor: From Language to Body, and Back	17
	<i>Metaphor in the Body</i>	18
	<i>Metaphor in the Brain</i>	23
	<i>Metaphor in Thought</i>	26
	<i>Metaphor in Language</i>	32
	<i>Why Are Metaphors Universal?</i>	34
3	Universality in Metaphorical Conceptualization	35
	<i>The Case of Emotions</i>	35
	<i>The Event Structure Metaphor</i>	43
	<i>Time</i>	47
	<i>Inner Life</i>	54
	<i>Which Metaphors Are Universal, and Why?</i>	63

PART II: DIMENSIONS OF METAPHOR VARIATION

4	Cross-Cultural Variation	67
	<i>Congruent Metaphors</i>	68
	<i>Alternative Metaphors</i>	70

	<i>Preferential Conceptualization</i>	82
	<i>Unique Metaphors</i>	86
5	Within-Culture Variation in Metaphor	88
	<i>The Social Dimension</i>	89
	<i>The Ethnic Dimension</i>	92
	<i>The Regional Dimension</i>	93
	<i>The Style Dimension</i>	95
	<i>The Subcultural Dimension</i>	97
	<i>The Diachronic Dimension</i>	103
	<i>The Developmental Dimension</i>	105
	<i>The Individual Dimension</i>	106
	<i>Breaking Down the Boundaries of Dimensions</i>	111
PART III: ASPECTS OF METAPHOR INVOLVED IN VARIATION		
6	How Components of Conceptual Metaphor Are Involved in Variation	117
	<i>Source and Target</i>	118
	<i>The Relationship Between Source and Target</i>	121
	<i>Mappings</i>	123
	<i>Entailments</i>	127
	<i>Blending</i>	128
	<i>Metaphor Variation: Where Are We Now?</i>	130
7	Conceptual Metaphors and Their Linguistic Expression in Different Languages	131
	<i>The Expression of the Same Figurative Meaning</i>	132
	<i>The Expression of Abstract Meaning Across Languages</i>	143
	<i>Cross-Linguistic Differences in the Expression of the Same Conceptual Metaphor</i>	151
	<i>Cultural-Ideological Background</i>	155
	<i>How Do Our Four Questions Get Answered?</i>	160
8	Metaphor in Social-Physical Reality	163
	<i>How Can Conceptual Metaphors Be Realized in Social Practice?</i>	163
	<i>American Studies and Cognitive Science</i>	167
	<i>Metaphorical Aspects of American Culture</i>	170
	<i>Is the American Mind Static and Monolithic? The Case of Emotions in America</i>	177
	<i>Individual Variation in Metaphor</i>	182
	<i>Metaphor at the Heart of American Culture: LIFE AS A SHOW</i>	184
	<i>What Does This Mean for the Study of American Culture?</i>	189
	<i>Toward a New Cultural Studies</i>	192

9	Metaphors and Cultural Models	193
	<i>Central Metaphors and Cultural Models</i>	194
	<i>Does Metaphor Reflect or Constitute Cultural Models?</i>	200
	<i>The Relationship Between Conceptual Metaphors and Cultural Models in Real Discourse</i>	223
	<i>How Do Cultural Models Emerge?</i>	227

PART IV: CAUSES OF METAPHOR VARIATION

10	Causes of Variation in Metaphor	231
	<i>Differential Experience</i>	232
	<i>Differential Cognitive Preferences and Styles</i>	246
	<i>Further Causes of Metaphor Variation?</i>	258
11	Creativity: Metaphor and Blending	259
	<i>Metaphorical Creativity</i>	259
	<i>Creativity Through Blending</i>	267
	<i>Differential Application of Universal Creative Processes</i>	282
12	Culture, Coherence, Conflict	283
	<i>Metaphor and Culture</i>	283
	<i>Coherence</i>	285
	<i>Conflict</i>	288
	<i>Universality and Variation in Metaphor: The Overall Picture</i>	292
	References	295
	Index	307