

28.02.06 METAFORA

Webová stránka našeho kurzu: <www.novemberfund.org/cogling.htm>: rozvrh, úkoly, handouty, odkazy

Dnes na hodině:

- Jak vypadá metaforické mapování? Něco o blendingu.
- Rekapitulace několika klíčových pojmů v MKŽ.
- Úvod do takzvaných představových schémat.

Úkol:

• Na nedávném summitu mladých manažerů V. Havel je vyzval k tomu, aby si přestali plést ekonomiku s účetnictvím: "Neplést si ekonomiku s účetnictvím. To by měl být cíl perspektivních manažerů, kteří budou řídit hospodářství svých zemí". Co Havel chtěl tím říct (jinak řečeno: jak jeho metafoře rozumíte Vy)? Je to orientační, strukturní nebo ontologická metafora? Jakou to má zkušenostní bázi? Identifikujte zdrojovou oblast a cílovou oblast. V čem spočívá mapování? Hrají tu nějakou roli představová schémata? Jaké má tato metafora "logické" důsledky (*what emergent meaning is there in the blended space*)?

• Čtení a prezentace:

- Uspenský, V. A. 1979. "O vešných konnotaciach abstraktnych suščestvitelnych" (146-52) [handout, rusky].
- Lakoff, G. 1986. "The Meanings of Literal" (291-6) [handout].
- Wierzbicka, A. 1986. "Metaphors Linguists Live By: Lakoff & Johnson contra Aristotle [recenze MWLB]" (287-313) [handout].

Příští týden:

- Diskuse Havlovy metaforoy: ekonomika a účetnictví.
 - Prezentace: Uspenský, Lakoff, Wierzbicka.
 - Víc podrobností o představových schématech.
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1. *Invariance Principle* (Lakoff 1993): "Metaphorical mappings preserve the cognitive topology [for example, the image-schema structure] of the source domain in a way that is consistent with the inherent structure of the target domain".

2. *Event-Structure Metaphor* (Lakoff 1993): "Various aspects of event structure — including notions like states, changes, processes, actions, causes, purposes, and means — are characterized cognitively via metaphor in terms of space, motion, and force".

- STATES ARE LOCATIONS

On byl v vostorge (rusky)

- CHANGES ARE MOVEMENTS (in and out of discrete regions)

On prišol v vostorg (rusky)

Situacija došla do absurda (rusky)

- ACTIONS ARE SELF-PROPELLED MOVEMENTS

We've covered lots of ground, but still have a long way to go

- PURPOSES ARE DESTINATIONS

The end of the project is in sight: I see the light at the end of the tunnel!

- MEANS ARE PATHS (to destinations)

He is really treading on thin ice with that radical proposal

He flew through his work / He crawled through his work

- DIFFICULTIES ARE IMPEDIMENTS TO MOTION

It's an uphill battle, and I don't know if we'll ever get there
- PURPOSEFUL ACTIVITIES ARE JOURNEYS
LOVE, CAREER

3. Metonymie v myšlení na základě psycholingvistických pokusů (Gibbs 1994, kapitola 7). Vztah mezi metaforou a metonymií. Více podobností o roli metonymického myšlení v následujících oblastech: *tautologies* ("Boys will be boys", "Politics is politics": GENERAL CATEGORY for SALIENT ATTRIBUTES); *eponyms* ("He did a Nixon for the picture"); *reasoning by prototype* (if sparrows — a prototypical bird — on a certain island get a disease, then the ducks will also, but not the reverse); *conversational implicature* ("How did you get to the airport?" "I called my friend"); *gestures* ("And then we went off to go [...] fishing"); *indirect speech acts* ("Could you lend me 10 dollars?").

4. Představová schémata: "A schema is a recurrent pattern, shape, and regularity in, or of, our everyday activities. These patterns emerge as meaningful structures for us chiefly at the level of our bodily movements through space, our manipulation of objects, and our perceptual interactions"; "An image schema is a recurring, dynamic pattern of our perceptual interactions and motor programs that gives coherence and structure to our experience" (Johnson).

- VERTICALITY: "The VERTICALITY schema, for instance, emerges from our tendency to employ an UP-DOWN orientation in picking out meaningful structures of our experience. We grasp this structure of verticality repeatedly in thousands of perceptions and activities we experience every day, such as perceiving a tree, our felt sense of standing upright, the activity of climbing stairs, forming a mental image of a flagpole, measuring our children's heights, and experiencing the level of water rising in the bathtub. The VERTICALITY schema is the abstract structure of these VERTICALITY experiences, images, and perceptions" (Johnson).

- CONTAINER (*vytáhnout z někoho pravdu*), PATH (*rozloučit se starým rokem*), NEAR-FAR (*být daleko od pravdy*), SURFACE (*mít povrchní znalosti ruštiny*), BALANCE (*udržet si [duševní] rovnováhu*), LINK (*jak to s tím souvisí?*), FULL-EMPTY (*to jsou jen prázdné řeči*), CONTACT (*být s někým v kontaktu*), FORCE (*vyvést někoho z klidu*), PART-WHOLE, CENTER-PERIPHERY, PROCESS, ITERATION, BLOCKAGE...

Literatura:

- Gibbs, R. 1994. *The Poetics of Mind: Figurative Thought, Language, and Understanding*, Cambridge UP. [metaphor and metonymy in a psychological perspective]
- Johnson, M. 1987. *The Body in the Mind: The Bodily Basis of Meaning, Imagination, and Reason*. Chicago UP.
- Lakoff, G. 1993. "The Contemporary Theory of Metaphor," in *Metaphor and Thought* (second edition), Cambridge UP. [Invariance Principle, Event-Structure metaphor]