Introduction

The editorial board hopes with this special issue on metaphor to illustrate some tendencies in current metaphor research. In our 'Call for papers' we had originally signalled that we wanted contributions dealing with both linguistic and literary approaches. In the end we received only one paper on literary discourse (Enrico Monti). It is obvious that cognitive semantics and conceptual metaphor theory have first of all attracted linguists although cognitive-metaphoric analyses applied to literature are not difficult to find.[1] Metaphor has become a major aspect of the study of language and thought with the result that the nature of metaphor and the use of metaphor in different types of discourse are being investigated from a number of perspectives.

The first paper in this volume deals with terminology (Christina Alm-Arvius). It is interesting that we need metaphors to describe the state of a metaphor, such as if it is 'dead' or 'alive'. Although this distinction has been with us for a long time, a problem often arises when we are asked to label a figurative expression as either 'dead' or 'alive', or decide whether it is figurative or not. An example is 'foot' as in 'the foot of a mountain', which Lakoff & Johnson (1980) argue is a metaphor which we do not live by since "it does not interact with other metaphors." The interaction they are referring to has to do with the extent to which a number of words and idioms reflect systematic metaphorical concepts. According to Christina Alm-Arvius, 'foot' in the above example is a 'dead' metaphor, which is the same as saying that it is not a metaphor at all. The reason for this is that there is no longer a connection with the original source meaning, i.e. the body part sense of 'foot' is not activated in such a context.

In her terminological discussion of metaphors as linguistic expressions Christina Alm-Arvius sticks to three categories, 'live', 'moribund' and 'dead', which account for all those instances which are well recognized figurative uses but which are not yet so deeply entrenched in the lexicon that their metaphorical meaning has faded

[1] See e.g. Lakoff & Turner (1989); Gibbs (1994); Steen (1994); Freeman (1996); "Metaphor and beyond: New cognitive developments," *Poetics Today,* Vol. 20, No. 3, 1999; Gavins & Steen (2003); *Language and Literature* Vol. 11, No. 1, 2002 (Metaphor identification); *Language and Literature* Vol. 15, No. 1, 2006 (special issue on blending).

away. Whereas a dictionary would simply list figurative senses, a corpus study would show the distribution of metaphorical senses as compared with literal senses. At any one time the figurative sense of a polysemous word would have its place somewhere along the live-moribund-dead cline. Etymology would account for the lexicalized dead metaphors, but since etymology is something we cannot possibly all be aware of, the assessment of metaphoricity is context-dependent or individual, as Alm-Arvius rightly points out. Thus it is no surprise that there are overlaps at both ends of the metaphorical cline and that there is bound to be some indeterminacy in describing what is a metaphor.

Alm-Arvius focuses on the nature of metaphorical expressions but shares the cognitive view of most contributors. Three papers in this volume are based on recent dissertations (Tissari, Johansson Falck, Lundgren), all dealing in different ways with the relation between conceptualization, language and culture. Emotions represent a number of semantic domains which have attracted a great deal of attention by cognitive linguists. Thus Heli Tissari, in 'Justified pride? Metaphors of the word pride in English language corpora, 1418–1991', combines this interest with the diachronic perspective and methods used in corpus studies. She has used a number of corpora, including Corpus of Early English Correspondence Sampler (1418-1680), The Helsinki Corpus of English Texts (1500-1710), A Representative Corpus of Historical English Registers (1650-1990), Freiburg-LOB and Freiburg-Brown (both 1991). Tissari discusses a large number of examples from all the periods but focuses on shades of meaning and semantic shift rather than quantitative data. There are both positive and negative shades to pride. A meaning shift took place in the period 1700-1900, when there were increasingly positive interpretations of the term. Tissari also comments on differences that occur in the attitudes to pride expressed in different dictionaries, such as in the OED and Collins Cobuild English Dictionary.[2]

Metaphor has turned out to be needed in science and any area of human life to put into words phenomena which might have been difficult to express otherwise. Although we expect science to be precise, science

[2] An interesting ongoing project at the University of Glasgow is *Historical Thesaurus of English,* based on *The Oxford English Dictionary* and *Thesaurus of Old English* (http://www.arts.gla.ac.uk/SESLl/EngLang/ thesaur/ homepage. htm). It presents lexical items from Old English up to the present day showing the diachronic development but is also organized according to semantic fields.

needs metaphor and analogy to make us understand scientific description. The use of concrete images to illustrate abstract phenomena is a well known strategy. Some examples of analogies are 'the mind as a computer' and 'the atom as a solar system'. Marlene Johansson Falck deals with the influence of electricity on our ways of conceptualizing actions or emotions. According to Nye, "Americans made electricity a metaphor for mental power, psychological energy, and sexual attraction." (1990: 195) The impact of the electrical system on human personality shows up in numerous expressions, which Johansson Falck illustrates mainly by examples from The Oxford English Dictionary and Cambridge International Dictionary of English. Her examples include *switch on*/*off*, *blow a fuse*, and the word family *electric, electricity, electrify, electrified*, *electrifier*, and *electrifying*.

Conceptual metaphor theory (CMT) has also provided us with a tool to give a more varied view of idioms. Before the 1980's it was customary to regard idioms as fixed opaque lexical units, more or less identical in meaning to their literal paraphrases. Admittedly, there are still idioms which are completely frozen and which share nothing with metaphor (cp by and large), but at the other end of the cline we find numerous idiomatic expressions (cp spill the beans) which are still metaphorical, conveying meanings which cannot easily be rendered by literal means. Using advertisements from British magazines, Carita Lundmark, in her article 'The creative use of idioms in advertising', demonstrates how idioms can be exploited creatively, either by extension or by alteration, To account for such creative idioms, Lundmark has to go beyond CMT. She makes use of Fauconnier's blending theory, which has turned out to be a useful supplement to CMT, particularly in the on-line processing of discourse. Whereas CMT is based on the mapping of the source domain into the target domain, such as using knowledge of concrete situations to understand abstract phenomena, blending theory copes with relationships among more than two mental representations. Lundmark examines a selection of one-off creative cases in some detail, illustrating how blending theory can help to cope with their interpretation.

As regards the translation of metaphor, Peter Newmark argues, with some exaggeration, that "metaphor is at the centre of all problems of translation theory, semantics and linguistics" (1985: 324). Many metaphors are undoubtedly translated from the source text to the target text. On the other hand, problems may arise due to cross-cultural variation and

what Dagut calls "the 'institutionalized' semantic associations of the items in the lexicon" (1976: 32). In such cases metaphor loss, or rather metaphor avoidance, may be a necessary strategy, a way of avoiding a non-idiomatic target languge wording. However, in certain contexts metaphor avoidance may also have harmful effects. Thus Naciscione (2006) reports on a situation in Latvia where underlying prescriptive norms contribute to blocking the use of metaphor in legal terminology. The result is that the target text suffers through the loss of figurative meaning or even cognitive content.

Mall Stålhammar is concerned with the translation of the proposed constitution of the European Union from English into Swedish in her paper 'Grammatical metaphor/metonymy in the treaty establishing a constitution for Europe: a comparison between the English and Swedish versions.' The concept of 'grammatical metaphor', borrowed from Systemic Functional Linguistics, has been known for some time and has been used to label alternative ways of saying things, such as when nominalizations are used instead of verbal expressions. Mall Stålhammar coins the term 'grammatical metonymy' to stand for words like study, paper, report, used instead of reference to the authors of such works (e.g. 'the reports examine'). In a similar way, law, court, institution can represent the legislator (e.g. 'European law shall establish programmes'). The striking thing about this last example is that in the Swedish translation there was a strong preference for a construction with a passive verb and an adverbial ('program skall fastställas i europeiska lagar'), which is both a form which ignores the recommendations for translators and which deviates from regular usage in Swedish, which would be a congruent active verb form ('europeiska lagar fastställer program'). The translators have chosen to use more conservative wordings than one would have expected on the basis of the English source text.

Translators of legal and bureaucratic discourse are obviously faced with different problems than those translating literary discourse. The former have to cope with terminology and the packaging of information, whereas the latter are expected to be true to the textual world of the original, rendering the full range of linguistic features, preserving the cohesive effect of metaphors, but also sometimes consciously drawing attention to the use of language. Enrico Monti deals with the translation of William Gass's Novellas from English into Italian, focusing in particular on the way in which contextual constraints affect translatability

and linguistic choices. He argues that Gass's texts pose quite a challenge for the translator in the way they represent linguistic awareness (e.g. the use of alliteration) and rich imagery. Accordingly, like most of the contributors, Monti is interested in qualitative aspects rather than in quantity. Thus he illustrates his contextual approach commenting on a selection of brief passages from the original source texts and their Italian translations. The novellas are "conceived around the Cartesian themes of mind, matter and God." Just by chance, electricity metaphors like those described in detail by Johansson Falck crop up here as well, but this time used as extended metaphors in literary discourse.

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