

Book Review: *Metaphor: Embodied Cognition and Discourse*  
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The book under review presents a comprehensive investigation into Metaphor theories from perspectives of embodied cognition and discourse. After sketching dimensions and dynamics of contemporary metaphor theories in the first part, it presents and evaluates metaphor in cognition by analyzing sources and target of the primary metaphor theory, the hierarchical structure of mental metaphors, metaphorical directionality and body schema in metaphorical cognition. Investigations of sign systems, modalities, contextualized discourse interaction patterns, embodied metonymy are included in the third part. And metaphor in discourse in detailed research with multiple related topics is in the fourth part. The embodied and discourse views of metaphor are highlighted in the epilogue, and it points out that one's preferred level of analysis argues against the relevance of other perspectives on metaphor performance by using different methods.

*Keywords:* metaphor, embodied cognition, discourse

This innovative volume provides a useful and extensive guide to metaphor research and lays essential groundwork for the further study. It presents an overall picture on metaphor in embodied cognition and discourse, displaying more comprehensive dimensions and dynamics of contemporary theory. Reading this book is likely to be a fruitful experience for researchers in the field of metaphor and discourse.

This well-organized collection contains 17 chapters. An introductory chapter by Beate Hampe first sets the scene by sketching dimensions and dynamics of contemporary metaphor theory. Surveys are given about "how research from the social-sciences and cognitive-science perspective on metaphor has been brought together". The remaining 16 chapters are grouped into four parts, corresponding to a wide variety of themes in more divergent ways in metaphor investigation.

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Part I (Chapters 2-6) presents and evaluates metaphor in cognition by analyzing sources and target of the primary metaphor theory, the hierarchical structure of mental metaphors, metaphorical directionality, body schema and body image in metaphorical cognition. Joseph and Giorgio begin with illustration in the second chapter by their looking back and thinking forward to the sources and targets in primary metaphor theory. This session suggests a new avenue for future research on aspects of the neural organization/function, asking whether there may be neural correlates of “sourceness” and “targetness” that imply distinct processing profiles for the two sets of concepts, and suggesting plausible directions where such distinctions might be identified. The third chapter focuses on the hierarchical structure of mental metaphors. Daniel uses HMMT theory to account for three important questions concerning mental metaphors. Chapter four mainly introduces that verbal metaphors are directional, and Conceptual Metaphor Theory attributes such directionality to an underlying unidirectional “conceptual mapping” between respective domains. Yesheyayahu and Roy maintain that the CMT that Lakoff and Johnson proposed is of great importance, and they try to reevaluate some of Lakoff and Johnson’s foundational claims by pointing out and addressing a challenge to Lakoff and Johnson’s CMT: while verbal metaphors tend to be unidirectional in their mapping from metaphorical source to target, their pre-linguistic counterparts are not. Chapter five notes that the notion of “body schema” is frequently employed by scholars from different fields. Scholars had made useful attempt on the definitions of this notion while Shaun Gallagher clarified the terminological and conceptual confusion by proposing the clear distinction between “body schema” and “body image”. Valentina firstly introduces the role of the body in cognition, then explains the definitions of body schema and body image as well as their differences respectively. Finally, two levels of embodied body image are illustrated: one is invisible: the body schema as a source domain while the other is visible: body image as source domain. In chapter six, Bodo and Teenie mainly elaborate that primary metaphors are both cultural and embodied. This chapter is made up of four sections. In the first section, it is pointed out that metaphors are far from rhetorical tools and are everywhere in our daily lives. In this book, both of them focus on three primary metaphors: MORE IS UP, SOCIAL DISTANCE IS PHYSICAL DISTANCE, and SIMILARITY IS PROXIMITY to argue for a more active role of external representations in individual organizations. And it is fruitful to focus on the interactions between different modalities of metaphorical expression, as well as interactions between different metaphors.

Part II (Chapters 7-9) explores “more than metaphor”. Chapter 7 presents that oral communication combines various sign systems more than language use. Irene and Gina have laid out the foundations of a frame-based account gestural action and argue that the basic action frames and source actions we have presented may function as bodily sources of meaning, experience, and understanding in multimodal discourse where speech, gestures, and other modalities contextualizes one another. Looking at metaphor from a more basic cognitive process, Chapter 8 addresses other cases of interaction between cognitive operations involving metaphor, simile, hyperbole and irony. By doing that, it has identified distinct interaction patterns for each of those figures and shown how they give rise to conceptual complexes of various kinds. Chapter 9 focuses on how metonymy is motivated by embodied cognition. It argues that metonymy is embodied in a different way. The role of embodied cognition in metonymy creation is influenced by features of genre (communicative purposes, staging, and discourse community membership) and the register (field, tenor, and mode).

Part III (Chapters 10-14) creatively studies metaphor in discourse. In chapter 10, Elena and Zsofia analyze the dynamic use of “THE CANCER CARD” and explains why contributors might use this metaphor in the way they would like to do. “THE CANCER CARD” is developed to express the idea that patients use their illness on their advantage and it is used to reflect a broader tendency to employ humor as a strategy for coping with adversity. Through the analysis, they propose that multiple interacting factors must be considered to account for the use of metaphor in online interactions. Two cases are illustrated in Chapter 11 to show how metaphor is used to talk about entities, relations and attributes in one domain by drawing one another—mapping and narrative in figurative communication. The first case analyzes “LIFE IS A JOURNAL”, involving different contexts—talk, text, picture and image. The second case provides a detailed analysis of two speeches about education. Chapter 12 deals with the contextual activation of story simulation in metaphor comprehension. L. David argues that story metaphor has the potential to activate a rich and extended context. And it induces and shapes both lexical elaboration and perceptual simulation. In addition, he believes that Context-Limited Simulation Theory provides a framework for the comprehension of story metaphor. Chapter 13 focuses on the force schema in animation films. Charles argues that the understanding and appreciation of these metaphors depends on image schema; and he also points out that the FORCE schema are used metaphorically only in primary metaphors while conceptual metaphors can occur both as primary and as complex metaphor and that emotion comes from the way metaphors function in interaction, not only with each other, but also with all aspects of folk knowledge. The study highlights the importance of highly specific context and specific audiences’ cognitive environment in metaphorical construction. In Chapter 14, Thomas explores how metaphor in discourse can be understood by using new theoretical insights from cognitive science, dynamic systems theory and metaphoricity which helps to distinguish metaphor as social or cognitive. He regards metaphoricity as the act of doing metaphor. In addition, this chapter demonstrates that metaphor emerges from the dynamics of human dialogue and that metaphoricity works as a gradable, interactively negotiated phenomenon which is connected with affective behaviors and situational affordances.

Part IV (Chapters 15-16) analyzes salient metaphor. In chapter 15, Ferardf firstly presents a brief description of DMT to suggest that there is a fundamental difference between deliberate and non-deliberate metaphor use which hinges on attention. This difference is later proved to have interactions in crucial ways with embodied cognition and social interaction. Then, Steen addresses the most important implications of DMT for research on CMT, and suggests in particular that the experimental evidence in favor of CMT can (a) be reinterpreted as evidence for DMT and (b) be given alternative explanations from the perspective of DMT, leading to new predictions about the diverging behavior of two groups of metaphor—deliberate versus non-deliberate metaphor. Chapter 16 involves the consciousness and the processing of metaphoricity. Presenting a micro-analysis of multimodal interaction in a dance class, this chapter shows that issues of vitality are aspects of discourse dynamics and embodied meaning-making, which proves that the vitality of metaphoric meaning is a matter of language in use and of speakers’ linguistic repertoires. Metaphoricity can be vitalized and become a focus of shared attention in an interaction as long as metaphoric expressions are transparent. Metaphors may thus dynamically shift between “sleeping and waking” (i.e. be more or less experienced and understood as metaphors).

The epilogue of book is the research from Raymond. This chapter focuses on the embodied and discourse views of metaphor. It summarizes some specific levels of analysis and points out that one's own preferred level of analysis argues against the relevance of other perspectives on metaphor performance by using different methods. Raymond ends this chapter (and this book) with the argument that the philosophical and methodological approaches used in studying metaphor have enormous implications for theories of metaphor.

On overall valuation, the contribution of this book is its extensive guide to metaphor research, drawing on different methodologies from a range of disciplines, and providing essential information with good accessibility. However, one slight limitation that may lessen the importance of the book is that it could be difficult for novice metaphor researchers, including researchers who may have come from disciplines outside those conventionally associated with metaphor.

### **Conclusion**

To summarize, this book offers a glimpse of metaphor use in “embodied cognition and discourse” with extensive investigations. It will definitely serve as the important and inspiring work for the future development of metaphor research. As noted in the introduction of this book, it “identifies obvious opportunities for real convergence and argues” with “multiple methodologies”.