
The Routledge Handbook of Metaphor and Language

*Edited by Elena Semino and
Zsófia Demjén*

Contents

<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>Acknowledgements</i>	xi
<i>Contributors</i>	xii
Introduction: metaphor and language <i>Zsófia Demjén and Elena Semino</i>	1
PART I	
Theoretical approaches to metaphor and language	11
1 Conceptual metaphor theory <i>Zoltán Kövecses</i>	13
2 Figurativeness, conceptual metaphor, and blending <i>Barbara Dancygier</i>	28
3 Relevance theory and metaphor <i>Robyn Carston</i>	42
4 Metaphor, language, and dynamical systems <i>Raymond W. Gibbs, Jr.</i>	56
PART II	
Methodological approaches to metaphor and language	71
5 Identifying metaphors in language <i>Gerard Steen</i>	73

Contents

6	Finding systematic metaphors <i>Robert Maslen</i>	88
7	From linguistic to conceptual metaphors <i>Alice Deignan</i>	102
8	Corpus-linguistic approaches to metaphor analysis <i>Heli Tissari</i>	117
9	Analysing metaphor in gesture: a set of metaphor identification guidelines for gesture (MIG-G) <i>Alan Cienki</i>	131
10	Analysing metaphors in multimodal texts <i>Elisabeth El Refaei</i>	148
PART III Formal variation of metaphor in language		163
11	Metaphor and parts-of-speech <i>Tina Krennmayr</i>	165
12	Textual patterning of metaphor <i>Aletta G. Dorst</i>	178
13	Genre and metaphor: use and variation across usage events <i>Rosario Caballero</i>	193
14	Creative metaphor in literature <i>Marco Caracciolo</i>	206
15	Conventional and novel metaphors in language <i>Gill Philip</i>	219
16	Metaphor and diachronic variation <i>Wendy Anderson</i>	233
17	Metaphor in translation <i>Christina Schäffner</i>	247
18	Metaphor in sign language <i>Michiko Kaneko and Rachel Sutton-Spence</i>	263

PART IV	
Functional variation of metaphor in language	281
19 Metaphor use in educational contexts: functions and variations <i>Jeannette Littlemore</i>	283
20 Metaphor and the representation of scientific issues: climate change in print and online media <i>Nelya Koteyko and Dimitrinka Atanasova</i>	296
21 Metaphor and persuasion in politics <i>Andreas Musolff</i>	309
22 Metaphor and persuasion in commercial advertising <i>Laura Hidalgo-Downing and Blanca Kraljevic-Mujic</i>	323
23 Metaphor and story-telling <i>L. David Ritchie</i>	337
24 Metaphor, impoliteness, and offence in online communication <i>Zsófia Demjén and Claire Hardaker</i>	353
PART V	
Applications and interventions: using metaphor for problem solving	369
25 Using metaphor in healthcare: mental health <i>Dennis Tay</i>	371
26 Using metaphor in healthcare: physical health <i>Zsófia Demjén and Elena Semino</i>	385
27 Using metaphor as a management tool <i>Linda Greve</i>	400
28 Using metaphor in the teaching of second/foreign languages <i>Fiona MacArthur</i>	413
29 Using metaphor for peace-building, empathy, and reconciliation <i>Lynne Cameron</i>	426
30 Using metaphor to influence public perceptions and policy: how metaphors can save the world <i>Joseph Grady</i>	443

PART VI	
Language, metaphor, and cognitive development	455
31 Metaphor processing	457
<i>Herbert L. Colston and Raymond W. Gibbs, Jr.</i>	
32 Psycholinguistic approaches to metaphor acquisition and use	472
<i>Albert N. Katz</i>	
33 Metaphor acquisition and use in individuals with neurodevelopmental disorders	486
<i>Gabriella Rundblad</i>	
34 Metaphor comprehension and production in a second language	503
<i>Susan Nacey</i>	
Epilogue: metaphors for language and communication	517
<i>Philip Eubanks</i>	
<i>Index</i>	529