



METAPHORS DEAD AND ALIVE,  
SLEEPING AND WAKING



A Dynamic View

CORNELIA MÜLLER

UNIVERSITY OF CHICAGO PRESS  
CHICAGO AND LONDON

6M/EC 3765 7946

FOR CHRISTIAN



CORNELIA MÜLLER is professor of applied linguistics at European University  
Viadrina in Frankfurt (Oder). She is coeditor of several books, the journal *Gesture*  
and its accompanying book series, and is the author of *Co-verbal Gestures: Cultural  
History—Theory—Cross-linguistic Comparison*.

The University of Chicago Press, Chicago 60637  
The University of Chicago Press, Ltd., London  
© 2008 by The University of Chicago  
All rights reserved. Published 2008  
Printed in the United States of America

76/11951  
u

Universitätsbibliothek  
Europa - Universität  
Viadrina  
Frankfurt (Oder)

17 16 15 14 13 12 11 10 09 08 1 2 3 4 5  
ISBN-13: 978-0-226-54825-8 (cloth)  
ISBN-10: 0-226-54825-2 (cloth)

Library of Congress Cataloging-in-Publication Data

Müller, Cornelia, 1960-  
Metaphors dead and alive, sleeping and waking : a dynamic view / Cornelia Müller.  
p. cm.

Includes bibliographical references and index.  
ISBN-13: 978-0-226-54825-8 (cloth : alk. paper)  
ISBN-10: 0-226-54825-2 (cloth : alk. paper) I. Metaphor. I. Title.  
PN228.M4M87 2008  
808-dc22

2008025297

© The paper used in this publication meets the minimum requirements of the  
American National Standard for Information Sciences—Permanence of Paper for  
Printed Library Materials, ANSI Z39.48-1992.



CONTENTS

---

List of Illustrations	xi
Acknowledgments	xv
Typographical Conventions for Transcripts	xix
Introduction	i
0.1 Dead and Live Metaphors: Two Examples	2
0.2 Consequences: Sleeping and Waking Metaphors	8
0.3 Bridging Gaps: Realms of Metaphors in Language Use	12
0.4 Objective, Scope, and Structure of the Book	18
1. Metaphors and Cognitive Activity: A Dynamic View	22
1.1 Metaphors Are Based on a Cognitive Activity	23
1.2 Metaphors Are Based on a Triadic Structure	26
1.3 Metaphors Are Modality-Independent	32
1.4 Metaphors Are a Matter of Use	36
1.5 Summary: The Dynamic View	39
2. Metaphors in Thought and Language: Fundamental Issues	40
2.1 Metaphor, Reason, and Understanding? Epistemological Discrepancies	41
2.2 The Nature of Metaphor: Cognitive or Linguistic?	52
2.3 Conclusion: Establishment and Creation of Metaphoricity Is a Cognitive Process with Multimodal Products	58

## 3. Realms of Metaphors: Activation in Language Use 62

## 3.1 Conceptual Metaphors 63

3.1.1 An Example: Lakoff and Kövecses's Conceptual System of Anger 63

3.1.2 Primary and Complex Conceptual Metaphors 71

3.1.3 How Are Conceptual Metaphor Systems Activated during Speaking? 76

## 3.2 Verbal Metaphors 81

3.2.1 Weinrich's Image Fields (Bildfelder), and Lakoff and Johnson's Conceptual Metaphors 81

3.2.2 Activation of Verbal Metaphors 86

3.2.3 How Are Verbal Metaphors Activated during Speaking? 89

## 3.3 Verbo-gestural Metaphors 95

3.3.1 Gestural Metaphors and How They May Relate to Language 96

3.3.2 How Are Verbo-gestural Metaphors Activated during Speaking? 99

## 3.4 Verbo-pictorial Metaphors 103

3.4.1 Pictorial Metaphors and How They May Relate to Language 103

3.4.2 How Are Verbo-pictorial Metaphors Activated during Writing? 109

3.5 Conclusion: Dead Metaphors Are Alive during Speaking and in Writing 111

## 4. The Core of Metaphors: The Establishment of a Triadic Structure 114

## 4.1 Duality of Meaning 115

4.2 Triadic Structures in Historical Accounts: Constants and Variants 116

4.3 Conclusion: Activated Metaphors Establish a Triadic Structure 132

## 5. Mixed Metaphors: Selective Activation of Meaning 134

5.1 What Are Mixed Metaphors? How Linguistic and Conceptual Metaphor Theory Set the Stage 135

5.1.1 The "Butter-Mountain" Example from a Conceptual Metaphor Theory Point of View 143

5.1.2 Discussion 145

5.2 Why Mixed Metaphors Don't Make Sense! "Thinking Flaws" and Semantic Inconsistency 147

5.2.1 The Rope Example 148

5.2.2 The Put-on-the-Last Example 154

5.2.3 The Molting River Example 157

5.3 Why Mixed Metaphors Make Sense! Blending and Salience 160

5.3.1 Metaphor, Blending, and Conceptual Integration: The Butcher Example 161

5.4 Conclusion: Dead Metaphors Are Available for Conceptual Integration 175

## 6. Sleeping and Waking Metaphors: Degrees of Metaphoricity 178

6.1 The Dead versus Alive Distinction: A Critical Evaluation 178

6.2 The Dead and Alive Assumption: A New Proposal 188

6.3 Degrees of Metaphoricity and Salience 201

6.3.1 Verbal Level Only 202

6.3.2 Verbo-pictorial Metaphors 203

6.3.3 Verbo-gestural Metaphors 204

6.4 Conclusion: Dead Metaphors Vary in Activation and Salience 208

## 7. The Refutation of the Dead versus Alive Distinction: A New Approach and Some of Its Implications 210

Lieb's Sources 223

Appendix 227

Notes 229

References 243

Name Index 263

Subject Index 267