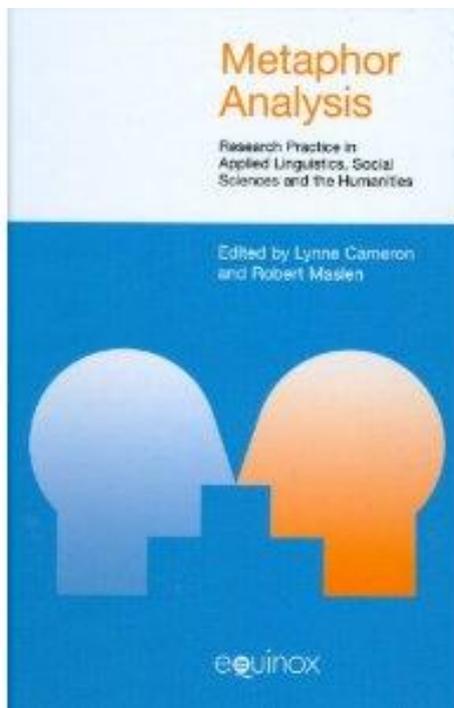




Cameron, L., & Maslen, R. (Eds.). (2010). *Metaphor Analysis: Research Practice in Applied Linguistics, Social Sciences and the Humanities*. London: Equinox. 306 pages. 978-1845534479



This book is a thorough summary of the project named “Metaphor Analysis: Theoretical and Methodological Challenges in using Discourse Data”, which was supported by the UK National Centre for Research Methods. There is also a parallel website from the Open University introducing the main research intention, theoretical background, as well as some empirical studies discussed in the book.

As is stated in the preface, the crucial point made in this book is that metaphor can be regarded not only as a “research object” but also a “research tool” (vii). The latter one has been explained in detail in the book, which is named by researchers as “metaphor-led discourse analysis” (vii). Some studies have been done by applying this method to analyse spoken data.

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This book contains four sections and one concluding part. There are 15 chapters altogether distributing unevenly into the five sections.

Section 1 and Section 2 deal with the motivation and theoretical approaches on metaphor analysis. Section 1 provides an overarching view on metaphor analysis, explains the powerfulness of metaphor being used as a tool to do discourse analysis with an empirical study done by Cameron who put forward the discourse dynamics approach to metaphor (cf. Cameron, 2003, 2007a; Cameron et al., 2009) which has been depicted in details in Section 2 Chapter 5. Meanwhile, some studies have been chosen to illustrate how metaphor analysis can be implemented in practice, comments on these studies are also provided with the purpose of providing some reference for the readers of the book to carry out their own research. Section 1 contains two chapters. Chapter 1 was contributed by Lynne Cameron, and Chapter 2 was co-written by Zazie Todd and Graham Low. Chapter 1 was written to argue that metaphor is crucial in human communication, understanding and conveying feelings. Therefore, metaphor-led discourse analysis has great potentiality and feasibility in doing discourse analysis. Cameron uses Burke's (1945) quotation to simply define metaphor. On the one hand, she points out the core of metaphor: using two different concepts to express one in terms of the other for better understanding. On the other hand, she puts forward the multidimensional nature of metaphor. In other words, a more adequate understanding on the phenomenon of metaphor needs to involve "linguistic, embodied, cognitive, affective, socio-cultural, dynamic" (p.1) considerations. To explain the linguistic aspect of metaphor in this book, Cameron first gives the working definitions of 'discourse' and 'discourse events'.

Discourse is termed as the "social interactions" (p.1) which involve the use of language, discourse events relate to the "specific instances" (p.1) of social interaction. Metaphor in discourse is the key concept used in the book both as a tool and as an object. The use of 'linguistic metaphors' captures "metaphors that are found in language use"(p.2), which is different from the notion of 'conceptual metaphor' in conceptual metaphor theory. That is to say, the words or phrases which are incongruous in discourse constitute the 'vehicle terms' of metaphor. In this sense, linguistic metaphor here involves both novel metaphors and conventional metaphors. The embodied aspect of metaphor refers to physical experiences metaphor represents, for example, gestural metaphors which are the focus of Chapter 11 in this book. The conceptual nature of metaphor has been discussed in greater detail in conceptual metaphor theory. In this book, Cameron also admitted the contribution of conceptual metaphor theory, especially its emphasis and innovation on the systematic categorizations of conventional metaphors. But the discourse approach to metaphor is the concern of the book. Metaphor can also help people to reveal feelings or convey their opinions. In social interaction, metaphor exists both in the broad sense of communities' communication across a period of time, and in personal conversation over a few turns. People share and co-construct the use of metaphor, the patterns or clusters of metaphor. Therefore, metaphor is dynamic as well. Towards the end of the chapter, Cameron presented an example

by applying metaphor analysis, aiming to provide a substantial picture of the research methodology for the readers. Chapter 2 presents the summaries of six journal articles across academic disciplines, from social sciences to humanities, with the focus on the methodologies used to provide some possible answers to the questions at the end of Chapter 1. Researchers can do metaphor analysis from a more general point of view, they can also do the analysis especially related to their research concern, they can focus on the framing of metaphor being used in a certain genre as well. As far as the amount of data is concerned, researchers normally concentrate on a relatively small set of data for a detailed analysis with their own concern as it is time-consuming to consider all the metaphors in a large amount of data. As regards to identification of metaphor, more technical procedures have received a lot of attention, such as the Pragglejaz Group (2007). Different coders have been used according to the various professional backgrounds. Agreements and disagreements on metaphorical items exist at the same time, but one rule is acceptable by all researchers: using the dictionary. To what extent metaphor and discourse context relate to each other attracts a lot of attention. It involves such issues as the relationship between the interlocutors, the frequencies of a certain metaphor used in a specific discourse context and salient examples or novel metaphors that appear in that situation. It also relates to the type of research, whether it is qualitative or not. Metaphor analysis can be part of qualitative research. The combination of different research methods also influence the use of metaphor analysis.

Section 2 starts with a critical review of conceptual metaphor theory, discusses both the importance of conceptual metaphor theory in its historical period and its unavoidable limitations. This is followed by Ritchie's argument on the necessity of a more advanced theory of metaphor with concerns on the specific metaphors or metaphorically used language used in discourse by using perceptual simulation theory and embodiment ideas. Then it moves on to the underlying principle of doing metaphor analysis, that is Cameron's discourse dynamic framework. Section 2 includes three chapters written by Alice Deignan, David Ritchie, Lynne Cameron respectively. Chapter 3 first presents an overview of conceptual metaphor theory which arose in 1980s and gradually became one important part of cognitive linguistics. The importance of conceptual metaphor theory lies in the fact that it shifted from the traditionally literary and philosophical research tendency to argue that metaphor is not a mere linguistic device but also a way of thinking. The chief representatives of conceptual metaphor theory are Lakoff and Johnson. There is also some limitation within conceptual metaphor theory, such as lack of linguistic evidence, and lack of consideration for the effects of discourse. Then this chapter goes on to discuss the developments and implications of conceptual metaphor theory. The notion of 'primary metaphors' has come into being due to the needs of theoretical studies on metaphor, which to some degree contributes to solve the problem of specificity at various levels. Metonymy, once mentioned but not gained enough prominence in conceptual metaphor theory, has received more attention recently. Such as the claim made by Barcelona that "all metaphor is grounded in metonymy" (p.50), which shares

the same underlying meaning with the idea that metaphor is embodied. While the differences between metonymy and metaphor exist in the mapping within the domain or across different domains, though sometimes it is difficult to clearly cut the boundary. The concept of blending is interesting but challenging in practice. Finally Deignan made the point that despite the limitation of conceptual metaphor theory, its historical contribution and value cannot be ignored. Ritchie in Chapter 4 combines Gibb's developments of conceptual metaphor theory by involving the notion of simulation and Barsalou's idea of activating perceptual simulation in understanding, furthermore illustrates how metaphor functions in people daily talk and how researchers detect and interpret metaphor use in people's daily talk with the consideration of the discourse context. Chapter 5 deals with the theoretical framework for metaphor-led discourse analysis. The difference between the discourse dynamics framework and conceptual metaphor theory is the contrast between metaphor in discourse and metaphor in conceptual structure which lacks of sufficient linguistic evidence. The discourse dynamics framework is derived from both "contemporary cognitive psychology and Vygotsyan sociocultural theory, as well as discourse analysis of various types" (p.77). Furthermore, it lays emphasis on "interconnectedness" (p.77) which exists at different levels, such as the various dimensions of metaphor, metaphors and discourse contexts and so on. It aims to depict and interpret how metaphor is used in social interaction and contributes to exchanging ideas, expressing attitudes and reflecting values. As the term "dynamics" indicates, discourse is not an end product of communication, but a online process involving many "systems" working together at both the temporal level and the social hierarchy level. These "systems" can help discourse analysts figure out the discourse event as well metaphors used in that particular discourse. The metaphors used in a certain discourse event could be conventional, meantime could also be novel. Therefore, the discourse dynamics framework does not deny the explanatory power or conceptual grouping of conceptual metaphor theory, but more emphasises the richness of metaphor use in discourse. As the discourse event moves on, metaphor also changes and gradually forms a connected pattern. This connected pattern of metaphor can be summarized by researchers as the systematic metaphor which can be used for discourse analysis and interpretation.

Section 3 is the core part of the book as it provides the detailed steps for using metaphor as tool to analyse discourse. The first two chapters in Section 3, that is Chapter 6 and 7 introduce how to find metaphors and group or summarize the metaphor patterns used in discourse. The next chapter, Chapter 8 presents the effectiveness of using metaphor to interpret and produce discourse which include both text and talk. The following two chapters focus on the use of techniques for the analysis of large amounts of data, such as corpus linguistics. The last chapter in this section, Chapter 11 puts forward a quite interesting perspective on metaphor analysis, that is gestural metaphor which can be categorized into multimodality of metaphor. Section 3 is divided into 6 chapters. Chapter 6 was contributed by Lynne Cameron and Robert Maslen, and mainly deals with the identification of metaphor

in discourse. One unavoidable issue is the reliability of the identification procedure. Cameron and Maslen believe the large amount of data such as the corpus tool and clear classification categories with consistent norms, in addition to the use of corpus based dictionary will make the result more favourable and acceptable. As the data used in this book is spoken discourse, transcriptions are necessary as the first step. Next an appropriate method for identifying metaphor is required. Then comes training the people to familiarize with the method as well as the data. One important thing to bear in mind is to be consistent and clear with the identification. Finally, re-checking the samples is a must. These procedures are explicitly illustrated in the following chapters. Chapter 7 was written by Lynne Cameron, Graham Low and Robert Maslen. Systematic metaphor is actually used by the researchers for discovering metaphor patterns in the discourse. On the whole, systematic metaphor classification is the core part of metaphor analysis as it refers to the topics and contributes to the understanding of the discourse event. The method starts from the identification of linguistic metaphors. It is followed by categorizing the linguistic metaphors into the same vehicle group. Then summarizes the topics. This chapter puts forward the systematic nature of metaphor use in discourse. And this systematic nature exists in different way at various levels, such as "metaphor framing" and "metaphor narratives" (p.137). Cameron in Chapter 8 discussed the importance of discourse activity which guarantees the feasibility of metaphor analysis. On the one hand, the discourse topics are closely related to the systematic metaphors depicted by the researchers; on the other hand, the discourse analysis methodology also helps detect the interaction between discourse action and metaphors. The discourse dynamic framework takes an inductive approach to analysis. The identification of linguistic metaphor, together with the grouping and labelling the systematic metaphors and analysing the discourse structure work together to get a better understanding of people's ideas, attitudes and beliefs. Chapter 9 was co-written by Alice Deignan and Elena Semino. It deals with the technical tools in metaphor analysis. It presents how to apply corpus in doing metaphor analysis. Metaphor researchers could use corpora to describe the frequency of specific metaphorically used words. The development of Wmatrix makes it possible to do semantic annotation and categorization according to semantic fields. Towards the end of the chapter, the authors emphasised the importance and implications of a corpus-based approach to metaphor analysis. Robert Maslen in Chapter 10 continued to illustrate doing metaphor with large amount of data by using an empirical study. Section 4, which includes Chapter 12, Chapter 13 and Chapter 14, echoes the earlier chapters as it summarizes the guidelines for doing metaphor research and uses two empirical studies to demonstrate the advantages and feasibilities of metaphor analysis in either small scale studies or large scale projects in social science.

In the concluding part, the editors once again emphasize the importance of metaphor due to its position in human cognition and its role in discourse as well as its dynamic feature. The editors also advocate a multimodal perspective on metaphor. Furthermore, they point out further directions for doing metaphor analysis, that is the use of modern technologies which

have gained more attention and definitely will bring more proof together with more new problems. The appendix attached to the end of the book includes the sample data discussed in the book for the readers to make reference while reading or to do some hands-on exercise during the process of digesting the methodology proposed in the book. A concise and clear index besides the list of references is also provided at the end the book.

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