

# Interactive Warm-Up: Image Schemas and Primary Metaphors

Metaphors help us to understand a concept in a relatively complex domain (called the target domain) by relating a concept in a more familiar domain (called the source domain)

Source domain  $\longrightarrow$  Target domain

Or we can say, target domain is source domain

E.g.

**The desktop metaphor:**

desktop computer (target domain) is like office desk (source domain).

**Bin metaphor:**

Recycle bin in computer desktop (target domain) is like dustbin near your desk (source domain).

**Quantity is Verticality metaphor:**

Increasing the volume is vertical sliding gesture up.

Decreasing the volume is vertical sliding gesture down.

Primary metaphors are fundamental units of knowledge, shared across a large range of people and can be retrieved subconsciously from memory. To generate primary metaphors, we can use **Image schemas** as source domain. Image schemas are recurring dynamic patterns of bodily interactions that structure our understanding of the world. Some example image schemas grouped by similarity:

Category	Image schemas
<b>Attributes</b>	Heavy-Light, Dark-Bright, Big-Small, Strong-Weak, Warm-Cold, Rough-Smooth, Clean-Dirty, Fast-Slow, Hard-soft, Good taste – Bad taste, Good smell – Bad smell
<b>Containment</b>	Container, In-Out, Surface, Full-Empty, Content
<b>Force</b>	Attraction, Compulsion, Balance-Imbalance, Blockage, Counterforce, Diversion, Enablement, Momentum, Removal of restraint, Resistance
<b>Spatial</b>	Up-Down, Front-Back, Left-Right, Near-Far, Scale, Centre-Periphery, Contact, Path, Straight-Curved, Location, Rotation
<b>Identity</b>	Face, Matching (colour, pattern or size)

Table 1: Image schemas grouped by similarity

Some examples of primary metaphors generated using image schemas:

### Attributes:

- Sad is *heavy*, Happy is *light*
- Positive is \_\_\_\_\_, Negative is \_\_\_\_\_
- Pleasant is \_\_\_\_\_, Unpleasant is \_\_\_\_\_

## Containment:

Country is a *container*.

people are *contents*, *inside* country, *outside* country, *border*, *surface*



Figure 1: Map of United Kingdom

- Nation state (or county) is a *container*
- \_\_\_\_\_ is a *container*
- \_\_\_\_\_ is a *container*

## Force:

- Emotions are *forces*, emotional *balance-imbalance*;
- In the context of relationships, force metaphor is used quite often, for example:
  - Love is a *physical force* (electromagnetic, gravitational, etc.).
  - They are \_\_\_\_\_ to each other.
  - When she cooks, he feels *compelled* to clean.
  - She has *blocked* him.
  - They have lost their *momentum*.
  - Work-life \_\_\_\_\_ is important for a healthy relationship.

## Spatial:

- Career is moving *uphill*
- Having control is *up*, being subject to control is *down*
- Life is a journey.

In this journey there are many *ups* and \_\_\_\_\_. Sometimes you are this *close* to success but fail. Sometimes you turn your \_\_\_\_\_ to the opportunities. Family is always at the *centre* to your plans and everybody else is *peripherally* considered. The *path* to success is not always a \_\_\_\_\_ line, but is full of *curves*, *twists* and *turns*. Life is dull if you stagnate at a *location* and stays exciting if you continue to *flow*.

## Identity:

- The ugly *face* of terror.
- She is just a pretty \_\_\_\_\_.
- They are not a good \_\_\_\_\_.
- To resemble or harmonize with, is *matching*. For e.g. The coat matches the dress.
- To set in comparison is *matching*. For e.g. beauty that could never be matched.
- To place in opposition or competition is *matching*. For e.g. She matched her skill against all comers.