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BOOK REVIEWS

E. Gola & F. Ervas (Eds.) (2016). *Metaphor and Communication*. Amsterdam: John Benjamins. 289 pp. ISBN 9789027202093 (hardback) /9789027267580 (e-book) <https://doi.org/10.1075/milcc.5>

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In “Metaphor and Communication”, Elisabetta Gola and Francesca Ervas offer fourteen papers as individual chapters, in addition to their own, selected from works presented at the Metaphor and Communication Conference organised by the Italian Association for Metaphor Studies and held at the University of Cagliari in 2014. The purpose of the volume is to discuss metaphor from cognitive linguistic and communicative perspectives. To this end, the editors pose two questions that structure the volume and guide the reader: first, what specific properties from the communicative dimension of metaphor are distinguishable from linguistic and cognitive dimensions; and second, how could the influence of communicative aspects of metaphor on linguistic and cognitive dimensions inform understanding? Sensibly, the papers contained in this volume are organised into two sections: Part I is devoted to the cognitive linguistic dimension of metaphor and the social situation of interaction; and Part II addresses the communicative dimension of metaphor in terms of functions in discourse including persuasion, instruction, and entertainment.

In their opening chapter, editors Gola and Ervas point out that they do not propose a divisive strategy of analysis for these three dimensions of metaphor but instead emphasise how each mutually shapes and influences the other. The structure of the volume is explained and each paper is briefly reviewed in the summary editorial. Following their lead, in terms of analysis strategy, this review will consider the publication based on (1) Structure, coherence, and language use: organisation, argument, and style of presentation, (2) Originality: innovative contribution to the field and presentation of substantive findings or interpretations, methodological, or theoretical approaches, (3) Significance: implications for associated fields of research or multidisciplinary application, (4) Methodical justification: appropriate, credible, and precisely described, and (5) Multidisciplinary awareness: engagement with other research in the field of study and appropriate extension. Overall, “Metaphor and Communication” provides an eclectic and interesting account of current metaphor research and purposefully contributes to the series “Metaphor in Language, Cognition, and Communication” (MiLCC).

1. Structure, coherence, and language use

The first section of the two-part volume opens with Barden's proposal of a theoretical approach to metaphor processing. This is followed by three chapters considering corpus data evidence in terms of cognitive-linguistic assumptions and their relationship to communication, and then by three chapters concerning speakers' behaviour as the basis for communication. In the second section, the communicative aspects of metaphor are the focus, and range across the diverse discourse domains of politics, media, advertising, education, signed poetry, and music. Each chapter provides a self-contained paper addressing a specific theoretical framework and/or subject of research. Useful figures and tables are incorporated in many of the chapters and the use of colour, particularly for the images, is an added bonus. The diversity of topics and compartmentalisation into a cognitive linguistic dimension and a communicative dimension enable readers to digest the volume according to their area of interest. Although the first chapter builds an imposing theoretical analysis, the volume is suitable as a specialist textbook for postgraduate courses in linguistics or communication more broadly. Given the relatively cohesive flow of the volume, it is unfortunate the editors chose not to pull the threads together in a summative chapter at the end. Instead, the reader emerges a little dazed from a fascinating but intensive immersion into one chapter on metaphor and signed poetry followed by another on musicology. Perhaps the conclusion of the editors' opening chapter could have been extended and relocated, along with the acknowledgements, to the end of the volume to fill this vacuum.

2. Originality

Through a developing dialogue, the volume makes an important and innovative contribution given the apparent conflation of Lakoff and Johnson's theory about metaphor in communication with those of metaphor in language and metaphor in cognition. The editors highlight the limited attention to and underutilisation of empirical data from the broad field of linguistics to these three interrelated dimensions and their associated properties and features. The compilation of papers from the international colloquium develops a consistent narrative whilst weaving together divergent perspectives of metaphor in communication. In doing so, practical approaches to research across varied discursive contexts are offered that are amenable to a multidisciplinary approach.

In Part I, the cognitive and linguistic dimensions of metaphor are tackled in the first paper from contributing author John Barnden, entitled "Metaphor

and simile: Categorizing and comparing categorization and comparison". Barn-den confronts the theoretical debate between metaphor and simile by approaching communication as an interactive behaviour. He introduces three dimensions – Target/Source Contribution Disparity, Target/Source Mediator Preservation Degree, and Target/Source Mediator Carefulness – to quell the ongoing comparison/categorisation debate with a new basis for systematic investigation and theorising. Barnden stresses however that there could be others. The focus here is on utterance form, source and target, and communicative contexts in particular. As the chosen opening paper, the author presents a dense, stimulating but challenging read.

Next, three papers are presented arising from corpus-based studies that test cognitive-linguistic dimensions of metaphor and relationships to communication. Irene Ronga addresses taste and linguistic synaesthesias in her chapter "Taste synaesthesias: Linguistic features and neurophysiological bases". The aim of her study is to determine the nature of synaesthetic pairings and she draws from a corpus of promotional texts related to food and drink to explore the communicative properties of synaesthesia in terms of their cognitive dimensions associated with the experience of tasting food. Crucially, Ronga points out the difference between linguistic perceptual synaesthesia before explicating taste synaesthesia with useful examples that in turn highlight the multisensory nature of gustatory vocabulary (e.g., olfaction, taste, and texture). Where the main sensory modality was taste (i.e., *a taste head*), it was frequently paired with touch, dimension, and olfaction-related modifiers (e.g., *a delicate, fresh taste*). In contrast, pairing of *taste heads* with visual and auditory modifiers was infrequent. Her findings indicate that taste synaesthetic pairings are experientially grounded rather than arbitrary and causal, with their widespread use in promotional texts due to their communicative power driven by literal sensory experiences that are cognitively grounded.

In the second paper, "Selling and buying, killing and wounding", Sandra Handl takes a cognitive linguistic approach with a twist to metaphors in the semantic fields of COMMERCIAL TRANSACTION (i.e., *buy* and *sell*) and BODILY HARM (i.e., *beat, attacked, wounded, died, and killed*). She demonstrates the influence of high and low-level mappings on the conventionality of metaphors from these fields. To do so, Handl utilises Verhagen's (2005) notion of intersubjectivity which emphasises communication to link the two dominant cognitive linguistic approaches – conceptual metaphor theory and conceptual blending theory – to more fully account for these different degrees of conventionality. Her empirical study was conducted with data from the British National Corpus to demonstrate the interaction and contribution of conventional and more novel metaphors in successful communication that rests upon cognitive coordination involving known and shared conventions and pragmatic aims and effects.

In the final paper using corpus data, Simone Mueller challenges the Lakoffian assumption that the conceptual metaphor *TIME IS MONEY* is an imposed Western concept. In her chapter, “Time is money – everywhere? Analysing time metaphors across varieties of English”, Mueller conducts an examination of linguistic realisations of the metaphor in the International Corpus of English from Western and non-Western countries where English is used as a first, national, official, or secondary language. Her analysis centres on the Lakoff and Johnson (1980), list of metaphors and makes use of the WordSmith Concordancer, followed by manual coding of verbs with and without time expressions that were figurative and non-figurative. Frequency comparisons were followed by distribution and country-specific variation being made for the most frequent verbs: *spend*, *save*, and *waste*. The finely detailed discussion was facilitated by partitioning the analysis into expressions at the corpus, text type, and individual level, followed by a summary of results for these specific *TIME IS MONEY* instantiations. Mueller concludes that this metaphor is not as predominant as Lakoff and Johnson suggest in countries where English is a second language, indicating “Westernisation has not been completed yet” (p.103).

The next three chapters address communication by way of speakers’ behaviour. The section begins with Mariana Bolognesi who highlights the complexity of and difference between native speaker and foreign learners processing of concepts and word meanings. In her chapter, “Metaphors, bilingual mental lexicon and distributional models”, Bolognesi introduces the distributional approach and argues for the role of linguistic information in word comprehension – literal and metaphorical – and its impact on participant lexical representations and judgments. Two predictions are made and a detailed procedure recounted that includes an appendix of stimuli motion verbs and psychological verbs. The experiment enables Bolognesi to draw attention to the necessity of the communicative dimension (extralinguistic and pragmatic information) to sufficiently model meaning.

Continuing the narrative of metaphorical understanding, Bipin Indurkha contrasts propositional and imagistic aspects of metaphorical meaning in his chapter, “Towards a model of metaphorical understanding”, emergent from the work of Carston (2010). Indurkha provides a concise description of propositional and imagistic understanding and then observes their differences by extrapolating a sensorimotor account for the latter. Utilising relevant studies conducted over the past decade, he provides a fascinating window for the novice to sensorimotor representations in language comprehension. In the final chapter in Part I of the volume, Indurkha extends the conversation to the role of perceptual features with Amitash Ojha in their chapter “On the role of perceptual features in metaphor comprehension”. Together they present three experimental studies involving

metaphor comprehension facilitated by verbal primes with explicit perceptual images that afford the proposition of a perception-based model of metaphor processing. This dense but detailed chapter will likely appeal to research students familiar with the work of Barsalou (e.g., *Perceptual symbol systems*, 1999) who seek current research design information for future studies of multimodal metaphor with a psycholinguistic methodological focus.

Whilst Part I of the volume focuses on cognitive and linguistic dimensions, Part II addresses the communicative dimension of metaphor in gesture and music in addition to the more traditional focus of written, spoken, and multimodal discourse across different domains of discourse. The first two chapters in Part II deal with persuasion in politics, followed by persuasion in media and advertising. Three papers concerning instruction and entertainment in education and arts conclude the volume. Political communication is a hot topic and attracts ongoing interest in metaphor research backgrounded by George Lakoff's extensive work and recent release concerning political framing, "Don't think of an elephant! Know your values and frame the debate" (2014). In his chapter "Adventure of a metaphor: Apian imagery in the history of political thought", Giovanni Damele analyses the beehive allegory and related metaphors of human society to argue that their persuasiveness in political discourse is reliant upon ambiguity and obscurity more than clarity of semantic features. Damele begins with an historical review of societal norms and values (e.g., conservative or progressive in political and/or ethical contexts) reflected in the metaphor, in the context of persuasive discourse, to demonstrate that communication as an exchange of information is "subordinated to the persuasive strategy of the speaker" (p.175). He goes on to point out that metaphor enables the possibility for the speaker to figuratively position "an image before the eyes of the audience" thereby informing their meaning making and profiting from implications that are not contradictory to purpose (p.185, as cited in Moran, 1996, p.395). As Hobbes acknowledges, human language enables people to multiply one untruth by another (1930/1650, p. 23).

Elisabeth Wheling's paper, "Moral disgust at its best", deliberates on the productivity and potency of political metaphors in Italian public debates (2003–2012) with moral types being classified as conservative and liberal said to reflect grounded or embodied meaning. For instance, conservatism equates with adverse responses to physical impurity and disease which play out in value judgements and metaphorical mappings such as the higher level IMMORALITY AS IMPURITY (Lakoff, 1996). Wheling draws from current literature to argue that lower level mappings favoured by Italian leader Berlusconi (e.g., IMMORALITY AS BODILY FILTHINESS – Left-wing leaders are *dirty* and they *stink*) in contrast are more specific and highly productive persuasive devices because of their degree of structural parallelism between source and target domains of knowledge. In a

similar vein, Michela Giordano presents her study of metaphors used in media text representations of an American politician in the chapter “The ultimate spinner”: Metaphors of evil in Hillary R. Clinton’s media coverage”. Giordano applies a critical discourse analysis to consider the influences on communicative style and behaviour of both the politician and the media. Her metaphor analysis centres on metaphors of evil and animals and is directed at language, politics, and gender. Her findings detail implications for women pursuing traditionally masculine roles or careers such as politics that facilitate and promote significantly negative stereotypes about women.

In the final chapter in this section, metaphor in the media turns to “Blending metaphors and arguments in advertising” by Sabrina Mazzali-Lurati and Chiara Pollaroli. They use an exploratory study to demonstrate that meaning making at the communicative level (i.e., argumentation in advertisements) arises from recognition of and inference from cross-domain mappings and metaphor structure. The chapter is particularly helpful in detailing theoretical and methodological foundations of the research undertaken as well as demonstrating resources such as the Pictorial Analogy Template with current products.

Part II of the volume concludes with three chapters that examine metaphorical language by focusing on communicative functions of instruction and entertainment in education, signed poetry, and music. To begin, M. Beatrice Ligorio, Marianna Iodice, and Stefania Manca report their study of a ten-week distance via computer conferencing system course in their paper “Metaphors and online learning”. They point out the strategic function of metaphor as a stimulus for relational, interpersonal, and emotional communication that is intrinsic to collaborative online learning where an active and complex knowledge building approach is advanced in contrast to passive, unidirectional transmission. For online educators such as me, the introduction, use, and assistance in virtual environments from metaphorical language (e.g., ‘gardening’ in cyberspace) coupled with identity construction indicates a powerful means to build a cohesive learning community.

The final two chapters venture into the aesthetic realm of visual imagery and metaphor in poetry with Rachel Sutton-Spence’s paper “Metaphor in sign language poetry” and concluding with Ewa Schreiber’s contribution “Metaphor and the concept of sound in contemporary music”. Sutton-Spence emphasises early in her chapter that although the ‘how’ of metaphor (and metonym) production is important for a manual language – handshakes, eye use, speed, space, and division – it is necessary to ascertain why particular metaphors are selected and presented by signing poets. All examples are drawn from the British Sign Language poems and full colour images facilitate her description and discussion. Moving from gesture to sound, Schreiber provides a window into musicology and the influence of metaphor on musical concepts through the eyes of three influential

twentieth-century European composers, Pierre Schaeffer (sonic object), Raymond Murray Schafer (the soundscape), and Gérard Grisey (the sound organism). She analyses written texts from the three composers, accorded three different conceptual metaphors of sound, to communicate musical concepts via innovative metaphorical imagery, gestures, and dimensions of time.

3. Significance

By addressing the phenomenon of metaphor as twice lived, Gola and Ervas paved the way for their contributing authors to approach the communicative dimensions and properties of metaphor without diminishing or separating it from the cognitive and linguistic dimensions. They have also achieved a rich resource for theoretical and methodological knowledge building as an introduction for researchers with a cross-cultural and experimental bent to their empirical research. Furthermore, in pointing out the limited attention given to an abundance of credible studies in linguistics and associated fields, their volume has implications for other research in fields including applied linguistics (e.g., Bolognesi; Ligorio, Iodice, & Manca), cognitive linguistics (e.g., Ronga; Wehling), gesture/sign, conversation, or discourse analysis (e.g., Damele; Sutton-Spence), psycholinguistics (e.g., Ojha & Indurkha), and argumentation and persuasion (e.g., Giordano; Mazzali & Poliaroli) to name just a few.

4. Methodological justification

The conceptual metaphor theory (CMT) of Lakoff and Johnson (1980) forms a strong foundation underpinning many of the chapters in the volume. In the opening editorial introduction, “Metaphors we live twice: A communicative approach beyond the conceptual view”, Gola and Ervas argue that with the roots of CMT in image schematic representations and matters of thought, communication has been conflated with language and cognition and explained by these same dimensions. Emboldened by Steen’s (2011) call for an “independent dimension of metaphor in discourse” (p.86), they consider metaphor in communication is not reducible to linguistic and conceptual aspects. They cite valuable approaches and empirical endeavours stimulated by, but diverging from, CMT that help us study and understand metaphor in communicative exchanges. Furthermore, the theoretical discussions nicely balance and inform the more methodological chapters. For instance, Bolognesi and Mueller provide detailed methodological maps for replication studies or divergent future research potential for the reader, whilst

Barnden and Indurkha contribute theoretical richness to inform and extend discussions arising from similar chapters.

Nevertheless, the variety of methods for metaphor identification showcased in this volume suggests there is a high degree of interpretation imbedded in many of the studies. This poses a problem for the novice researcher seeking valid, reliable, and replicable methods for metaphor identification and indicates for those more experienced that existing methods are either not meeting researcher needs or remain relatively obscure and unrecognised across our international linguistics community of scholars. Although no method or measure is perfect, a credible research design will adequately detail and justify choices that align with an individual researcher's philosophical (ontology and epistemology) assumptions. Thereby the methodology of the research endeavour is evident and consistent with the researcher who values objectivity (quantitative), subjectivity (qualitative), or endorses a subjective-objective stance.

5. Multidisciplinary awareness

The volume demonstrates an awareness of and appropriate academic engagement with other work in the broader field of linguistic study. The linguistic, cognitive, and communicative aspects of metaphorical language, their relationship, and the interrelatedness of specific properties are central to the purpose of the volume and the two questions posed by the editors. Gola and Ervas strive to offer a multidisciplinary approach to the experimental research of metaphor and their selection of papers for the volume are intended to push the boundaries of cognitive-linguistic and relevance-theoretical viewpoints. Their stated intention is largely successful although attention to methodology across the papers is inconsistent, thereby limiting the intended promotion of empirical research of metaphor. Nevertheless, metaphorical expressions in multiple forms of discourse were examined using different methods that link or integrate communicative dimension of metaphor in terms of "specific functions, structures, situated meanings, and social cues" (p. 3). In doing so, and to their credit, Gola and Ervas address Teun A. van Dijk's (1998, vii) acknowledgement of discourse research as a multidisciplinary field and raise awareness of other work on metaphor from cognitive-linguistic and communicative perspectives:

Discourse should be explicitly related to the structures and strategies of the personal and social mind, as well as to those of social situations, social interactions and societal structures. In the same way, also cognition should be linked with both discourse and society, thus serving as the necessary interface by which social structure can be explicitly related to discourse structure.

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