

# A PRAGMATIC ACCOUNT ON METAPHOR: THEORY AND EMPIRICAL SUPPORT – 5 Creds.

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## Contents

There's a gap between the meaning *encoded* by an expression and the meaning *communicated* by use of that expression on a particular occasion. The goal of pragmatics is to explain how hearers bridge the gap.

The literature on pragmatics distinguishes several types of pragmatic processes, corresponding to different ways in which the meaning communicated by use of an expression may differ from the concept encoded. The course will be an overview of the different types of pragmatic processes needed to get the speaker meaning and focuses on one of them: the pragmatic process involved in obtaining metaphorical derived meanings.

An account of the interpretation of metaphorical utterances is one of the most important challenges in pragmatic theories and we will survey the main approaches. In addition, we will examine the experimental evidence available by assessing the methodologies used and the validity of the arguments used. Then, we will study the characteristics of metaphor interpretation in different types of discourse such as science, literature, etc. and more particularly in advertising. Finally, visual and multimodal metaphor will be explained by Charles Forceville.

## Course assessment:

**Reading and participation:** reading of articles provided by the teacher and active participation by means of a questionnaire for one of the sections (they will be assigned in class) which should be uploaded in “zonas comunes” (SWAD) without the answers and with the answers in “mis trabajos” (DEADLINE to be provided in class). These questions will be answered by all the students and discussed in class **(20%)**.

**Final essay:** 3,500-4,000 words, due May 5, 2017.

Each student will choose some example or examples of a metaphorical utterance, and say what conclusions s/he have drawn about the characteristics of metaphor in a certain type of discourse as a result of the course take these examples as corpus. S/he will make a **PRESENTATION (20%)** of her/his ideas (due April 15, 2017) and after the comments of other students and the teacher, the final version of the essay **(60%)** should be provided.

Topics for the essay: The student is free to write on any topic covered by the course. A critical discussion of one or two specific examples or points raised in the course will be expected. I am looking for evidence of independent thinking and reading, and an ability to set out essays professionally (with adequate bibliography, etc.).

## Lesson planning

<b>Session 1</b>	An Introduction to pragmatics: Some preliminary notions Linguistic meaning vs speaker meaning
<b>Session 2</b>	Underdeterminacy of linguistic meaning Pragmatic processes: saturation, unarticulated constituents, modulation
<b>Session 3</b>	Discussion of readings
<b>Session 4</b>	An introduction to theories of metaphor
<b>Session 5</b>	Discussion of readings
<b>Session 6</b>	Metaphor identification and interpretation: Romero & Soria
<b>Session 7</b>	Empirical tests
<b>Session 8</b>	Novel metaphor in different types of discourse
<b>Session 9</b>	Novel metaphor in advertising
<b>Sessions 10-12</b>	Multimodal metaphor (Forceville)
<b>Sessions 13-14</b>	Presentations

**Lectures and Reading:** Copies of the lectures and of the reading are available via the course website (SWAD) or from the photocopies provided by the teacher.

## Bibliography:

### On Pragmatics

- Grice, P. (1989) "Utterer's Meaning, Sentence-Meaning, and Word-Meaning". In *Studies in the Way of Words*, edited by Paul Grice, 117-137. Cambridge: Harvard University Press.
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- Horn, L. (2004) "Implicature" In *The Handbook of Pragmatics*, eds. Laurence R. Horn and Gregory Ward, 3-28. Oxford: Blackwell.
- Recanati, F. (2004) *Literal Meaning*, Cambridge University Press. (Introduction and section 1.3 and chapter 2)
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- Romero, E. y B. Soria (2010) "Introduction: Explicit Communication and Relevance Theory Pragmatics" in Soria, B. and Romero, E. *Explicit Communication: Essays on Robyn Carston's Pragmatics*. London: Palgrave Studies in Pragmatics, Language and Cognition, 1-25.
- Sperber, D. y Wilson, D. (1986/1995) *Relevance. Communication and Cognition*, Basil Blackwell Ltd. Oxford.

### On Metaphor

- Black, M. (1954) "Metaphor." *Proceedings of the Aristotelian Society* 55: 273-94.
- Black, Max (1979). "More about metaphor." In: Andrew Ortony (ed.), *Metaphor and thought*, Cambridge: Cambridge University Press, 19-43 (second edition: 1993).
- Forceville, C. (1996), *Pictorial Metaphor in Advertising*, London/New York: Routledge
- Forceville, C. (2002) "The identification of target and source in pictorial metaphors." *Journal of Pragmatics* 34/1: 1-14.
- Kittay, E. F. *Metaphor* (1987) Oxford: Clarendon Press. (Chapter 2)

- Lakoff, G. and M. Johnson (1980) "Conceptual Metaphor in Everyday Language." *The Journal of Philosophy*, vol. 77.8: 453-486.
- Romero, E, and B. Soria, (1998) "Stylistic Analysis and Novel Metaphor". *Pragmalingüística* 5: 374-378.
- Romero, E. y B. Soria (2005) "Cognitive metaphor theory revisited." *Journal of Literary Semantics* 34/1-20.
- Romero, E. y B. Soria. (2007) "A View of Novel Metaphor in the Light of Recanati's Proposals." In M.J. Frápolli (ed.), *Saying, Meaning and Referring. Essays on Francois Recanati's Philosophy of Language*. New York: Palgrave Studies in Pragmatics, Language and Cognition, 145-159.
- Wilson, D. and R. Carston. (2006) "Metaphor, Relevance and the 'Emergent Property' Issue." *Mind and Language* 21/3: 243-79.
- Romero, E. and B. Soria (2013), "Anomaly in novel metaphor and experimental tests", *Journal of Literary Semantics* 42/1: 31-57.

#### On the discourse of advertising

- Cook, G. (1992) *The Discourse of Advertising*. Londres: Routledge.
- Gregory, M. and S. Carroll (1978) *Language and situation. Language varieties and their social contexts*. Londres: Routledge and Kegan Paul.
- Leech, G. N. (1972 [1966]) *English in Advertising*. Londres: Longman.
- García Uceda, M. (1995) *Las Claves de la Publicidad*, Madrid: ESIC Editorial.
- Moliné, M. (1991) *La Comunicación Activa*. Bilbao: Ediciones Deusto.
- Myers, G. (1997 [1994]) *Words in Ads*. Londres: Arnold.
- Ries, A. and J. Trout (1990) *Posicionamiento*. Madrid: McGraw-Hill.
- Romero, E. and B. Soria (1993) "Publicidad y metáfora". *Actas del I Encuentro Interdisciplinar sobre Retórica Texto y Comunicación*, 259-271.
- Romero, E, and B. Soria, 2000: "Análisis del uso simultaneo de la metáfora y otros recursos lingüísticos en el discurso publicitario" en *Panorama actual de la lingüística aplicada: conocimiento, procesamiento y uso del lenguaje*, 1: 349-359.

