

Veredas

Metáfora na Linguagem e no Pensamento

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This Veredas Linguistic Studies Journal edition contemplated 17 scientific articles from works presented at the III Congress about Metaphors in Language and Thoughts, promoted by Linguistics PostGraduation Program and by the Academic Masters Course in Applied Linguistics, in October, 2008 both of the State University of Ceará. The event focused on themes as: discussion, metaphor and teaching; metaphor, cognition and cultures; metaphor and computational models; metaphor in language typology; interaction between metaphor in language and metaphor in thoughts.

In “Spatial ‘metametaphors’ concerning life: A cognitive holistic approach”, Vicente Santos Mendes shows how different paradigms present in Cognitive Linguistics deal with metaphor and suggest a more schematic dimension for the phenomena: the metametaphorical level.

Gabriela del Carmen González, in “Metaphors: instruments for understanding and tolerating geological risk” shows how people use metaphors to understand and tolerate the geological risk in Colima State, Mexico, which has an active volcano and is located in an area with the most seismic activities in the country. These metaphors contribute on hiding the geological reality in which people live, giving them a subjective immunity.

Graziela Zamponi’s article, “Of coins and ice: ‘melting’ as a recurrent metaphor in Economy field”, examines a metaphorem that emerged as the result of a global economic problem, adding linguistic, conceptual and socio-cultural aspects to an specific content with affective and pragmatic values.

Giuseppe Mininni e Amelia Manuti, in the article named “Metaphor as diatextual yeast of organizational identity” show, by means of a corpus composed of empirical data gathered and based in an organizational/professional context, how metaphors improve the discourse, highlighting the dialogical tension between enunciation and/or reception “text” and “context”.

In “The centrality of metaphor in the teaching of mathematics”, Martyn Quigley supports that the metaphor is the math teachers’ main tool to lead the students to construct his/her own concept regarding the subject.

In the article “Metaphor in textualization of the Physics scientific article”, Adriano Dias de Andrade explores the metaphors incidence in a Physics scientific article, adopting a discursive-cognitive perspective to suggest treatment ways and phenomena analysis.

Gunnar Bergh, in the article “Football is war: a case study of minute-by-minute football commentary”, argues that the metaphor SOCCER IS WAR is intensified by means of the vocabulary that the commentators use, that depicts the emotional tension in their speech throughout the games broadcasting.

In the article “Botafogo’s roots: The construction of multiple meanings in European Portuguese”, Hanna J. Batoréo observes how the construction of multiple meanings of “fogo” and of ‘bota-fogo’ and “Botafogo” derived words is done based on linked processes of metaphor and metonym represented in sequence.

In “Acquisition and construction of the metaphorical sense”, Rosângela Gabriel, Onici Claro Flôres, Lilian Cristine Scherer e Jorge Alberto Molina aim to show that the metaphorical thought is not present from the birth, postulating a categorical progression that is based on the comprehension and on the linguistic use of the literal meaning towards to complexity increasing levels.

In “Semantic changes and category expansions in the Brazilian Portuguese lexicon: the case of an “animal” frame, Genezpabla Albergaria e Neusa Salim Miranda have as research goal the metaphorical superlative use of the frame “animal” (lexical items ‘animal’, ‘bug’, ‘beast’, ‘monster’ and ‘giant’). The gathered results points out to the hypothesis that the semantical and categorical changing process of the frame ‘animal’ lexical items involves the projection of this source-domain in a target-domain: the position frame in a scale.

As in “The contribution of metaphors to the comprehension of first names (anthroponyms) and the lexical and grammatical treatment forms (axionyms) – private nominal pro forma”, Kilpatrick Campelo proposes two paths of metaphorization: the lexical one, regarding any names in anthroponyms; a conceptual one, based on the general names’ choice that are in general treatment forms used to restructure the private nominal pro forma’s frame.

The article “The verb-pictorial in idioms”, from Languisner Gomes, discusses cognitive processes generated from conceptual and humoristic metaphors present in the following idioms: The good kid don’t shout (FERNANDES, 2001) and Swallow frog (BALLARDIN; ZOCCHIO, 1999). It is postulated that such idioms are motivated by the same metaphor: Acquiescing is swallowing (GRADY, 1997).

As in the article “Metaphor and grammaticalization: a study about verb ‘to arrive’ (chegar)”, Ediene Pena Ferreira investigates the grammaticalization process by which the construction arrive at + infinitive, observing a metaphoric base that motivates the use of this verb in different communication situations.

Márcia Teixeira Nogueira, in the article “Appositive Construction and metaphoric recategorization”, advocates that the use of appositives can be a textual-discursive expedient to metaphoric recategorization, revealing opinions and attitudes. It also shows that, despite the fact that metaphors organize thoughts, it gives argumentative orientations to the narrative.

Natália de Sousa Aldrigue and Luciene Espindola, in “Linguistic metaphoric expressions as an argumentative source in tourist brochures”, make a qualitative analyses on metaphoric expressions found in the investigated gender, arguing that the conceptual metaphor is a cognitive activity form, in which concepts are metaphorically based in terms of others; while the licensed expressions constitute an updating on the conceptual metaphors in a linguistic-discursive level.

Another article “Categorization and images in the Essay about blindness”, by Elizabeth Del Nero Sobrinha, compares the construction of senses given by critics and ordinary readers of Saramago’s book Essay about blindness, under a cognitive linguistics perspective.

Editors:

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