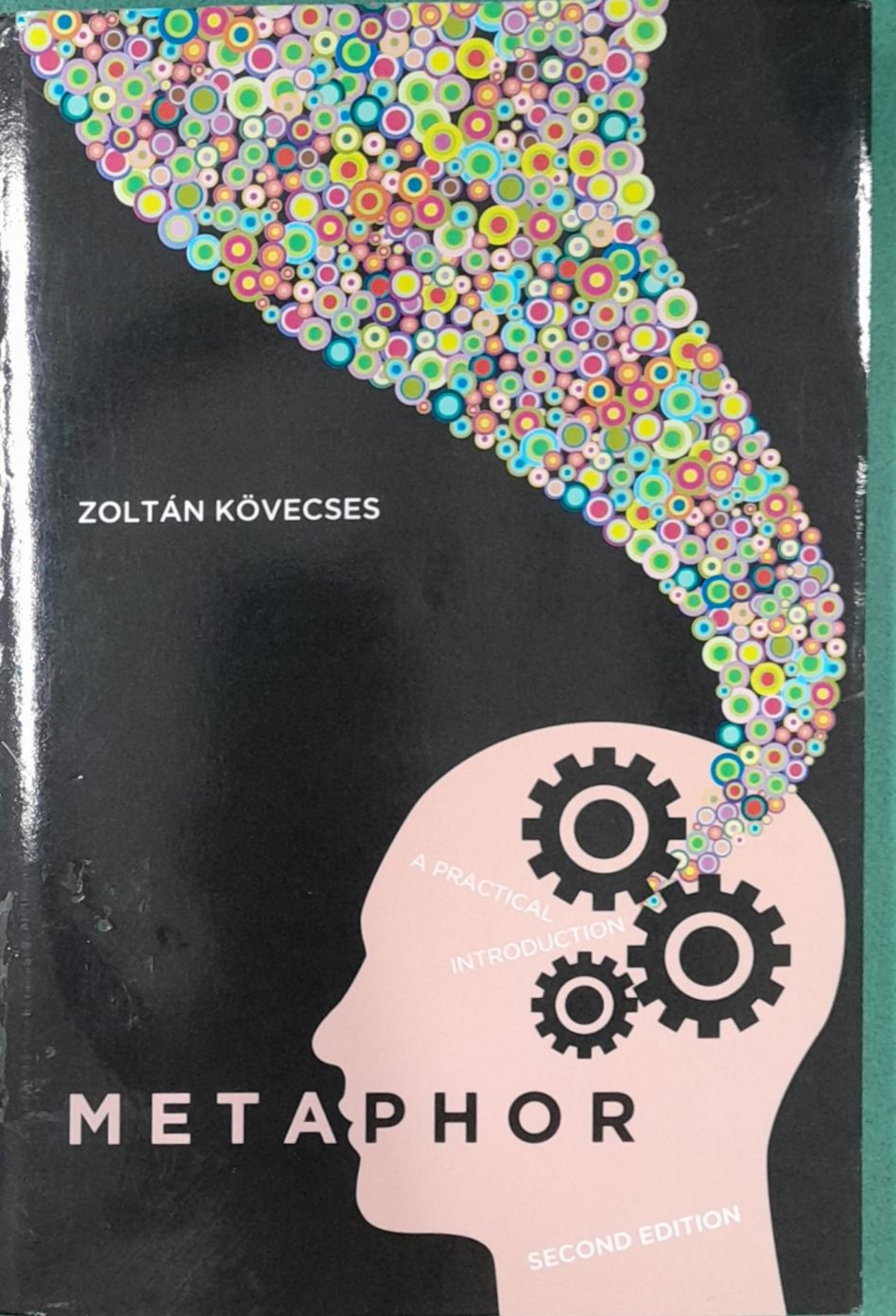
ZOLTÁN KÖVECSES
A PRACTICAL INTRODUCTION
METAPHOR
SECOND EDITION

METAPHOR

A Practical Introduction

Second Edition

ZOLTÁN KÖVECSES

Exercises written with

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Preface to the Second Edition

In the past six to ten years the theory of conceptual metaphor has become the most influential and widely used theory of metaphor. Some of the new developments can be found in such diverse areas of research as

the neural theory of metaphor
the theory of conceptual integration
metaphor in discourse
the relationship between embodiment and metaphor
the embeddedness of metaphor in cultural context
the nature of mappings
metaphor in gestures
the study of multimodal metaphor
metaphor identification
metaphor processing
the corpus linguistic study of metaphor
emotion metaphors
the theory of metonymy
metaphor in foreign language teaching
metaphor in the study of grammar
and others.

All of these areas are now discussed in this second edition of *Metaphor: A Practical Introduction*, and two of them, the embodiment of emotion metaphors and metaphor in discourse, have received their own independent chapters. The two new chapters are chapter 8, "Cognitive Models, Metaphors, and Embodiment," and chapter 18, "Metaphor in Discourse." In the last chapter of the book, by studying a single example, I have made an attempt to investigate the relationships among various strands of what is commonly called "conceptual metaphor theory."

I have also tried to update the literature throughout as fully as I could. In addition, all figures have been redrawn, thus providing the reader with a

more uniform, more esthetically pleasing, and more illuminating visual representation of sometimes complex ideas.

Last but not least, dozens of new exercises have been added to the old ones, we hope, making the book even more "user-friendly" and more fun to study from.

At the same time, however, several of the new additions reflect exciting, often challenging, and sometimes controversial recent research findings that, at least my hope is, give food for thought not only for interested students but also for researchers and teachers alike.

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