Conceptual Metaphor

A case study: Spatial Construals of Time
Conceptual metaphor: Space - Time

- Everyday abstraction and Spatial construals of Time: The role of language
- The psychological reality of Time construals: Priming experiments
- Universals, and cultural variations: The Aymara and the Yupno way
- Exploring neural basis: an fMRI study
Conceptual metaphor: Space - Time

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“The hell with the past—I’d like to put the future behind us.”

“The hell with the past—I’d like to put the future behind us.” (One man talking to another.)

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Spatial construals of Time

- Investigating conceptualization (rather than perception and psychophysics)
- Cognitive Linguistics
  - Waaaay *back* in the 50s …
  - The week *ahead* of us …
  - We are *coming* to the end of the quarter …
  - It is 20 minutes *ahead* of 1 o’clock
  - Halloween is almost *here*
  - Spring *follows* winter …

- … (and, beyond words: illustrations)
… at my hotel room in Tokyo …

susumu: advance, move forward
modoru: go back, return, backward

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1. 目覚まし時刻を入力する。 （赤色ランプ消灯）
   - Turn alarm switch “OFF”.

2. 目覚まし時刻を見ながら、
   - ▲ UP (進む) ▼ DOWN (戻る) ボタンを押して時刻を合わせる。
     (AM (午前)とPM (午後)を間違えないで下さい。)
   - Please “TIME ADJUST” buttons to set alarm time.
     ▲ UP ……… Forward Time
     ▼ DOWN ……… Backward Time

3. アラームスイッチを（ON）にする。（赤色ランプ点灯）
   - 目覚まし時刻表示の上に "q(q)" が表示され、セット完了です。
   - Turn alarm switch “ON”.
   - The “q(q)” sign will appear and the alarm lamp will shine red.

2. 目覚ましアラーム鳴り止め
   - アラームスイッチを（OFF）にする。
     - Turn alarm switch “OFF”, “q(q)” and lamp will disappear.

NOTE: If the time display is incorrect, please contact the front desk.
Spatial constructions of Time

**IMPULSO PARA O FUTURO**

O ensino de nível médio prepara o jovem para os desafios do mundo do trabalho e o exercício da cidadania
Time As Unidimensional Space
An initial taxonomy

- Two main conceptual metaphors (Criterion: What moves?) (Clark, 1973, Lakoff, 1993; Gentner, 2001)

1. “Ego-moving”
   - We’re coming to the end of the year

2. “Time-moving”
   - Thanksgiving is approaching
1.- Ego-moving Mapping

Source Domain
1-D Space

- front of ego
- behind ego
- ego’s location
- ego’s motion

Target Domain
Time

- future
- past
- present/now
- passing of time
2.- Time-moving Mapping

Source Domain
1-D Space

front of ego
behind ego
ego’s location
motion of objects

Target Domain
Time

future
past
present/now
passing of time
Moving-Ego, Moving-Time?
Further refinement

- *The class meetings are too close together*
  - [no motion]

- *It is 20 minutes ahead of 1pm*
  - [Ego is not the RP]

- *Spring follows Winter*
  - [no Ego, no “Now”, no present]