



ISSN: 2663-8118 (Online) | ISSN: 2074-9554 (Print)

Journal of Al-Frahedis Arts

Available Online: <http://www.jaa.tu.edu.iq>

Tikrit University

J.F.A

Journal of Al-Frahedis Arts

College of Arts

Ma'aly Sattar Namiq *

E-Mail: maalina93@gmail.com

Mobile: 07704508876

Department of English Language *
College of Education for Humanities
Tikrit University
Salahuddin / Tikrit
Iraq

Asst.Prof. Dr. Hasan

Sha'aban Ali ¹

E-Mail: hasanshali7392@yahoo.com

Mobile: 07718688216

Department of English Language ¹
College of Education for Humanities
Tikrit University
Salahuddin / Tikrit
Iraq

Keywords:

- Conceptual Metaphor
- Structural Metaphor
- Ontological Metaphor
- Orientational Metaphor

ARTICLE INFO

Article history:

Received: 08/05/2019
Accepted: 09/06/2019
Available Online: 27/08/2019

A Cognitive Linguistic Study of Food Proverbs in English

A B S T R A C T

Conceptual Metaphor Theory represents the output of a cognitive process by which readers could understand one domain in terms of another. This study aims at: Investigating the role of metaphor in everyday communication in proverbs of food in English and showing the role of embodiment theory in conceptualizing food proverbs in English. The hypotheses of this study are: (i) Conceptual metaphor occurs randomly in food and drink proverbs in English and Iraqi Arabic, (ii) The higher level of processing embodiment theory is grounded in the organism sensory and motor experiences in food proverbs in English. The procedures of this study are presenting a theoretical framework of cognitive linguistics and conceptual metaphor theory in English and making use of the most famous model of the conceptual metaphor theory which is Lakoff and Johnson's "Metaphor We live by" (2003) in order to analyze proverbs of food in English. Another model is used as a support for the first one which is Newman's (1997) "Eating and Drinking as a Source of Metaphor in English". Examine types and functions of metaphor in English. Concerning the levels of analysis, this study is dealing with the semantic level. The semantic level is the most important one because it is the core of the subject in analyzing the data. The data are collected from dictionaries that are associated with food proverbs. Five samples are chosen for the analysis. In each sample more than three items have been analyzed metaphorically. The conclusions arrived at though this study is as follows: (i) Conceptual metaphors do not occur randomly and they have a basis in context, human's physical experience and cultural experience and they are unconscious process. They occur unconsciously through conversations.

© 2019 J.F.A, College of Arts | Tikrit University

* Corresponding Author: Ma'aly Sattar Namiq | Department of English Language / College of Education for Humanities / Tikrit University / Salahuddin - Tikrit / Iraq | E-Mail: maalina93@gmail.com / Mobile: 07704508876

1. Introduction:

This study investigates the conceptual metaphors of food proverbs in English. Also, it stimulated seemingly abundant presence of food proverbs in English and understanding the metaphorical meaning. Mainly, focusing on mapping across conceptual domain as a distinct feature of the metaphor theory. It is considered as a problematic task for learners to understand, interpret and render the exact conceptual meaning of English proverbs. As a result, there will be different types of metaphors and different ways of rendering them in these cultures. It holds a number of connotative meanings and conveying these meanings is not an easy task for speakers and writers English Languages.

Cognitive linguistics is primarily concerned with investigating the relationship between language, mind and socio-physical experience (Evan, 2007: iv). Cognitive linguistic studies have proved that metaphor is an important aspect of the human thought and plays an important role in the human conceptual system. Lakoff and Jonson challenged the deeply entrenched view of metaphor by claiming that it is pervasive in everyday life, not just in language but in thought and action.

1. The Concept of Cognition:

Cognitive Theory can be described as mental manufactures in the mind of individuals (Richards and Schmidt, 2010:93). Fauconnier (1997:10) shows that cognition represents the operations that create grammar, conceptualization and thought. He also emphasizes that there is a strong relation between language and thought. Cognitive Linguistics represents an approach to the study of language, mind and embodied experience (Evans, 2007: vi). It is primarily concerned with investigating the relationship between language, mind and socio-physical experience.

2. Conceptual Metaphor Theory:

Lakoff and Johnson (2003:16) state that metaphor is pervasive in everyday life, not in language but also in thought and action. Our ordinary conceptual system, in which we both think and act, is fundamentally metaphorical in nature. The concepts that govern our thought are not just matters of intellect. They also govern our every-day functioning, down to the most mundane details.

In cognitive linguistic view, metaphor is defined as understanding one conceptual domain (A) in terms of another conceptual domain (B). The fact that conceptual domain (A) is conceptual domain (B) which is regarded as conceptual metaphor, in which the domain (B) from which we draw metaphorical expression to understand the conceptual domain (A) which is called the source domain, while the domain (B) is the understanding in the way that is called the target domain (Koveceses, 2004:4). Thus, the conceptual correspondence between the two domains is called mapping (Croft and Cruse, 2008:194). Hence, mapping correspondence between entities inhering in regions of the conceptual system. Mapping governs the way in which part of an

attention pattern are mapped onto parts of the scene described by a linguistic utterance (Evans, 2007:130).

3. Types of Conceptual Metaphors:

Conceptual Metaphors have unique types. Lakoff and Johnson (2003,24) explain these types as follows:

1.Structural Metaphors: Lakoff and Johnson (2003:14) refer to the structural metaphor as "cases where one concept is metaphorically structured in terms of another". In this kind of metaphor; Kovecses(2002:3) claims that the source domain provides a relatively rich knowledge structure for the target concept. Knowles and Moon (2006:17) illustrate that the source domains in this type of metaphor supply frame work for target domains and this will determine the ways in which we think and talk about abstract entities and activities which the target domain refer. For example, the concept of **Time** is structured according to **Motion**, in the following example:

1) TIMES ARE MOTION.

One can understand the term TIME as the following element, physical objects, their locations and their motion. Hence the following mapping will take place as follows:

- Times are things.
- The passing of time is motion.
- This gadget will save you hours.

2- Ontological Metaphors: Lakoff and Johnson (2003: 25) state that 'ontological metaphors arise when our experience of physical objects and substance provides a further basis knowledge for understanding concrete ones'. Understanding our experiences in terms of objects and substances allows us to pick out parts of our experience and treat them as discrete entities or substances entities or substances of a uniform type. Ontological metaphors explain the abstract notions such as time, ideas, inflation and emotion in terms of objects and substances. The conceptual metaphor is represented in the following example:

2) INFLATION IS AN ENTITY.

- Inflation is lowering our standard of living.
- If there is much more inflation, we will never survive.
- We need to combat inflation.
- Inflation is hacking us into a corner.
- Our biggest enemy right now is inflation (Lakoff and Johnson, 2003:26).

3. Orientational Metaphors:

Orientational metaphors do not structure one concept in terms of another, but instead organizes as a whole system of concepts with respect to another and "spatial orientational" arise from the fact that we have bodies of the sort and they function as they do in our physical environment (Li,2010:14).

Lakoff and Johnson (2003:26) state that the cognitive function of

this type of metaphor is to make metaphorical expressions as a set of target concepts coherent in our conceptual system. The most orientational metaphors have some relationships with spatial orientation, such as up-down, in-out, front-back, off-on, deep-shallow and ect. The following examples illustrate the orientational metaphor.

3) HAPPY IS UP.

4) SADI S DOWN.

5. Data Analysis:

5.1 Sample No.1:

-The big fish eat the little fish (Speare, 2004: 25).

i.General Meaning: The general meaning of the proverb indicates the predatory nature of humans and the vicious cycle of exploitation that exists in the business world; where the rich and powerful people or organizations will exploit, swallow up or destroy those who are weaker, poorer and less powerful (Speare, ibid).

ii.Metaphorical Meaning: This proverb is metaphorically used to express a fact and give a piece of advice. The CM of this proverb is: EATING IS DOMINACE. It means that justice belongs to the stronger. Men like fish the powerful ones devour the small (i.e. small or insignificant people tended to be swallowed up by those who are more powerful). Here, the word 'big fish' stands for powerful and rich people, the word 'eating' stands for 'dominate' and the word 'little fish' stands for powerless and poor people. The type of metaphor is structural, because one term is structured in terms of another one. It consists of two main domains: the source is (eating) and the target is (dominate). Thus, the conceptual mapping of this proverb is as follows:

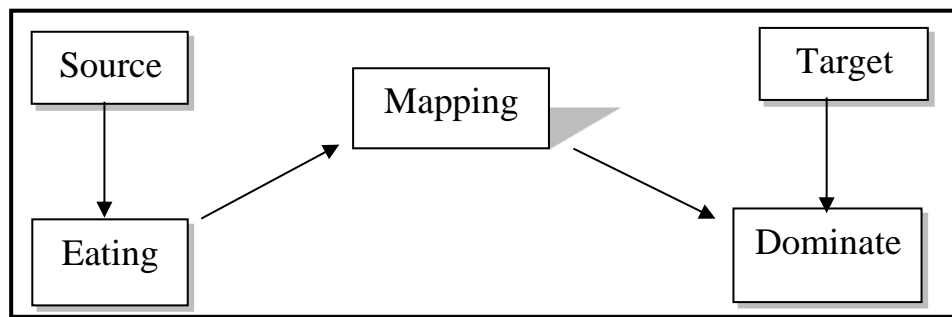


Figure (5.1): The Conceptual Mapping of Food in English Proverb No.1

These two domains provide extra information for understanding the use of this proverb in everyday life. The food domain (the source) and its components are listed on the left; meanwhile the experiential domain (the target) and its components are listed on the right, see the following table:

Table (5.1): Food Domain which Extended to the Experiential Domain

Food Domain	Experiential Domain
Hunger	The rich and powerful men eat the poor men's right
Intake of food	Destroying the poor people is the same as eating food
Swallowing	Poor people tended to be swallowed up by those who are greater and powerful
Mastication	---
Digestion	---
Nourishment	By stealing others, power people got nourished
Enjoyable gustation	Powerful people further enjoy doing so

5.2 Sample No.2:

-A hungry man is a danger man (Strauss, 1997:55).

i. General Meaning: The general meaning of this proverb means if someone is hungry, s/he is not going to be happy (Strauss, *ibid*).

ii. Metaphorical Meaning: This proverb is metaphorically used as stating and warning. The CM of this proverb is: A HUNGRY PERSON IS A DANGER PERSON. This proverb means if someone is deprived of basic necessity will not be easily placated. Here, the word "hungry person" stands for "dangers person". The type of metaphor in this proverb is ontological metaphor, in which the physical object provides further basis knowledge for understanding the target domain. It has two domains: the source domain is "hungry person" and the target domain is "danger person". Thus, the conceptual mapping of this proverb is as follows:

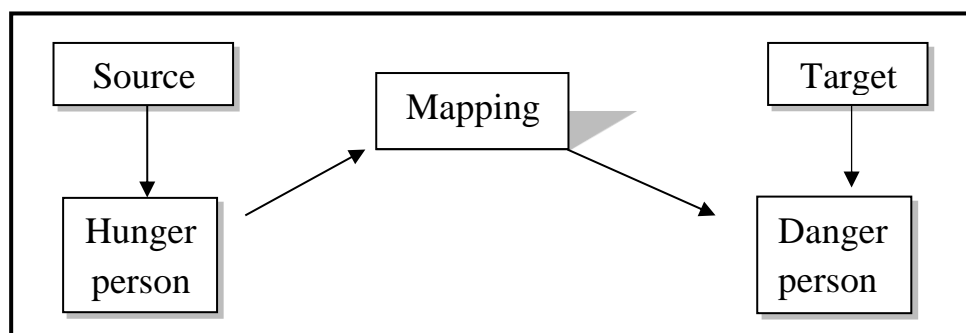


Figure (5.2): The Conceptual Mapping of Food in English Proverb No.2

These two domains provide extra information for understanding the use of the proverb completely in everyday life. The food domain (i.e. the source) and its components are listed on the left; meanwhile the personal domain (i.e. the target) and its components are listed on the right, see the following table:

Table (5.2): Food Domain which Extended to the Personal Domain

Food Domain	Personal Domain
Hunger	Hungry makes someone very danger
Intake of food	---
Swallowing	---
Mastication	---
Digestion	---
Nourishment	---
Enjoyable gustation	---

5.3 Sample No.3:

-Half of loaf is better than no bread (Speare, 2004: 140).

i.General Meaning: The general meaning of the English proverb is that getting something is better than nothing (Speare, *ibid*).

ii.Metaphorical Meaning This proverb is metaphorically used as giving advice. The CM of this proverb is: HALF A THING IS SATISFACTION. It means getting something is better than nothing, even if it is less than what one wants. Additionally, it is said about a situation in which one must accept less than what the other want. Here, the word 'bread' stands for complete thing and 'half of loaf' stands for half of thing. It is an ontological metaphor in which the physical object and substance are used to pick out the experience and treat them as discrete entities. It has two domains: the concrete domain which is the source (half-bread) and the abstract domain which is the target (satisfaction). Thus, the conceptual mapping of this proverb is as follows:

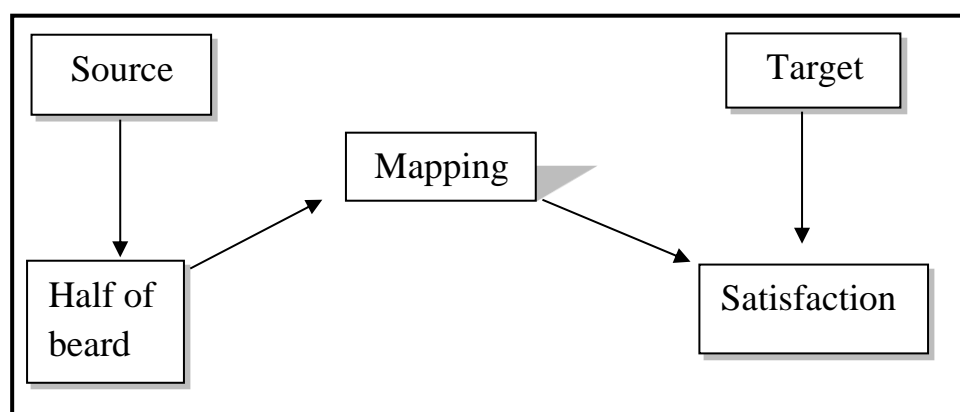


Figure (5.3): The Conceptual Mapping of Food in English Proverb No.3

These two domains provide extra information for understanding the use of the proverb in everyday life. The food domain (i.e. the source) and its components are listed on the left, meanwhile the life's experiences domain (i.e. the target) and its components are on the right, see the following table:

Table (5.3): Food Domain which Extended to the Life's Experience Domain

Food domain	Life's Experience domain
Hunger	Human needs even half thing to grow up
Intake of food	----
Swallowing	----
Mastication	----
Digestion	----
Nourishment	Even something very little is better than nothing
Enjoyable gustation	

5.4 Sample No.4:

-The grapes are sour (Attia, 2004: 71).

i. General Meaning: In fact, the origin of this proverb is a hungry fox which noticed a bunch of juicy grapes hanging from a vine. After several attempts to reach the grapes, the fox failed and gave up. After that, he insisted that he did not want them anyway because they were probably sour. So, the general meaning of this English proverb is that there is a desire of getting something, but unable to have it, so, s/he pretends that as s/he does not want it, but, in fact, s/he does (Attia, ibid).

ii. Metaphorical Meaning: This proverb is metaphorically used as mocking (irony) from somebody who is talking about the desire for something, but unable to get it. So, s/he gives justification for that thing and gives up from it, but in fact s/he does not. The CM of this proverb is: UNATTAINABLE THINGS ARE SOUR Here, the words 'sour' stand for unattainable thing and the word 'grapes' stands for aims something. It is an ontological metaphor in which the physical object provides further bases of knowledge for understanding the target domain. This proverb has two domains: the concrete domain which is the source (sour) and the abstract domain which is the target (unattainable thing). Thus, the conceptual mapping of this proverb is as follows:

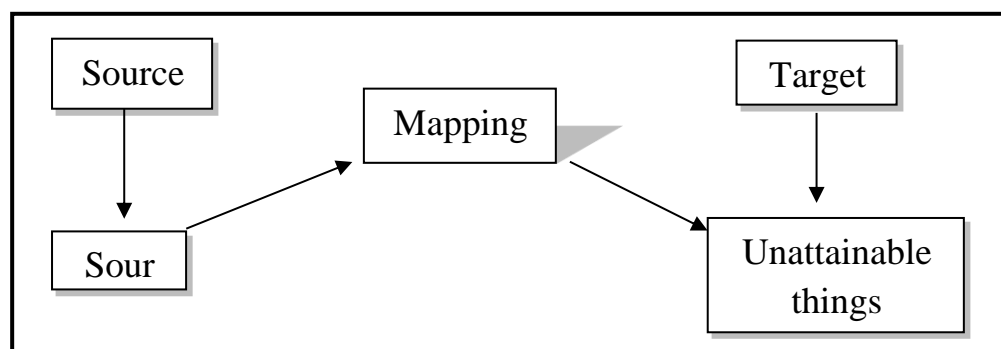


Figure (5.4): The Conceptual Mapping of Food in English proverb No.4

These two domains provide extra information for understanding the use of the proverb in everyday life. The food domain (the source) and its components are listed on the left; meanwhile the physical domain (i.e. the target) and its components are listed on the right, see the

following table:

Table (5.4): Food Domain which Extended to the Physical Domain

Food Domain	Physical Domain
Hunger	There is a desire to eat food the same as getting something
Intake of food	----
Swallowing	----
Mastication	----
Digestion	----
Nourishment	----
Enjoyable gustation	----

5.5 Sample No.5:

-The tree is known by it's fruit (Speare, 2004:314).

i. General Meaning: The general meaning of this proverb means the people are judged by what they do, not what they seem (Speare, ibid).

ii. Metaphorical Meaning: The proverb is metaphorically used as stating a fact and giving a piece of advice. The CM of this proverb is: TRUTH IS FRUIT. This proverb means if someone wants to judge a person, s/he has to judge not by his speech or appearance, but by his actions in adversity. Here, the word 'tree' stands for person and 'its fruit' stand for truth. The type of metaphor in this proverb is an ontological metaphor. It consists of two main domains: the source domain is (fruit) and the target is (truth). Thus, the conceptual mapping of this proverb is as follows:

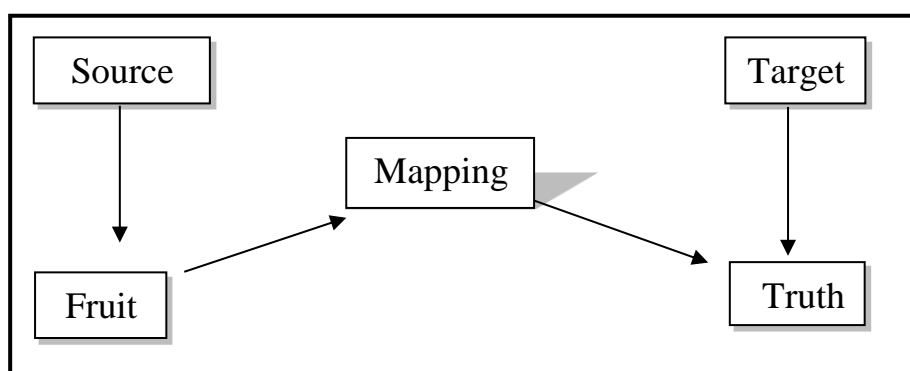


Figure (5.5): The Conceptual Mapping of Food in English Proverb No.5

These two domains provide extra information for understanding the use of proverb. The food domain (i.e. the source) and its components are listed on the left; meanwhile the personal domain (i.e. the target) and its components are listed on the right, See the following table:

Table (5.5): Food Domain which Extended to the Personal Domain

Food Domain	Personal Domain
Hunger	Eating the fruit the same as saying the truth
Intake of food	Intake of fruit the same as someone can Distinction the good or bad taste
Swallowing	----
Mastication	----
Digestion	----
Nourishment	----
Enjoyable gustation	----

4. Conclusions:

The study reaches the following conclusions:

- 1) Conceptual metaphor does not occur randomly in food proverbs in English. It has a basis in context, human's physical experience and cultural experience. Also, it is a systematic process.
- 2) Conceptual Metaphors are unconscious process. They occur unconsciously through conversations.
- 3) Proverbs are conventional in food proverbs in English.

7. References:

- 1- Attia, M. (2004). **Dictionary of Common English Proverbs**.Pdf.
- 2- Croft, W. and Cruse, D. (2004). **Cognitive Linguistics**. Cambridge: Cambridge University Press.
- 3- Evans, V. (2007). **A Glossary of Cognitive Linguistics**. Edinburgh University: Edinburgh University Press.
- 4- Fauconnier, G. (1997). **Mappings in Thought and Language**. Cambridge: Cambridge University Press
- 5- Knowles, M. and Moon, R. (2006). **Introductory of Metaphor**. London: Routledge press.
- 6- Kovecess, Z. (2005). **Metaphor in Culture University and Variation**. Cambridge: Cambridge University Press.
- 7- Kovecses, Z. (2002). **Metaphor: A Practical Introduction**. Oxford: Oxford university press.
- 8- Lakoff and Johnson, M. (2003). **Metaphors We Live By**. 2nd ed. Chicago: Chicago University press.
- 9- Li, X. (2010). **Conceptual Metaphor Theory and Teaching of English and Chinese Idioms** in Journal of Language Teaching and Research (Vol. 1). Finland: Academy publisher. P.P.206 - 210.
- 10- Mieder, W. (2004). **Proverbs: A Handbook**. London: Green Wood Press.
- 11- Newman, J. (1997). **Eating and Drinking as a Sources of Metaphor in English**. Cuadernos de Filologia Inglesa Special Volume on Cognitive Linguistics. No. 6.p.p 213-231.
- 12- Richards, J. C. and Schmidt, R. (2010). **Longman Dictionary of Language Teaching and Applied Linguistics**. 4th ed. New York: Longman press.
- 13- Speake, J. (2004). **Dictionary of Proverbs**. Oxford: Oxford University Press.
- 14- Strauss, E. (1997). **Concise Dictionary of English Proverbs**. New York: Routledge. ISBN 0-451-16050-2