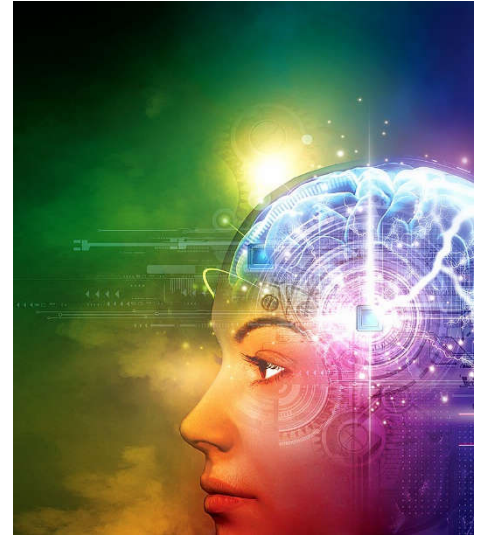
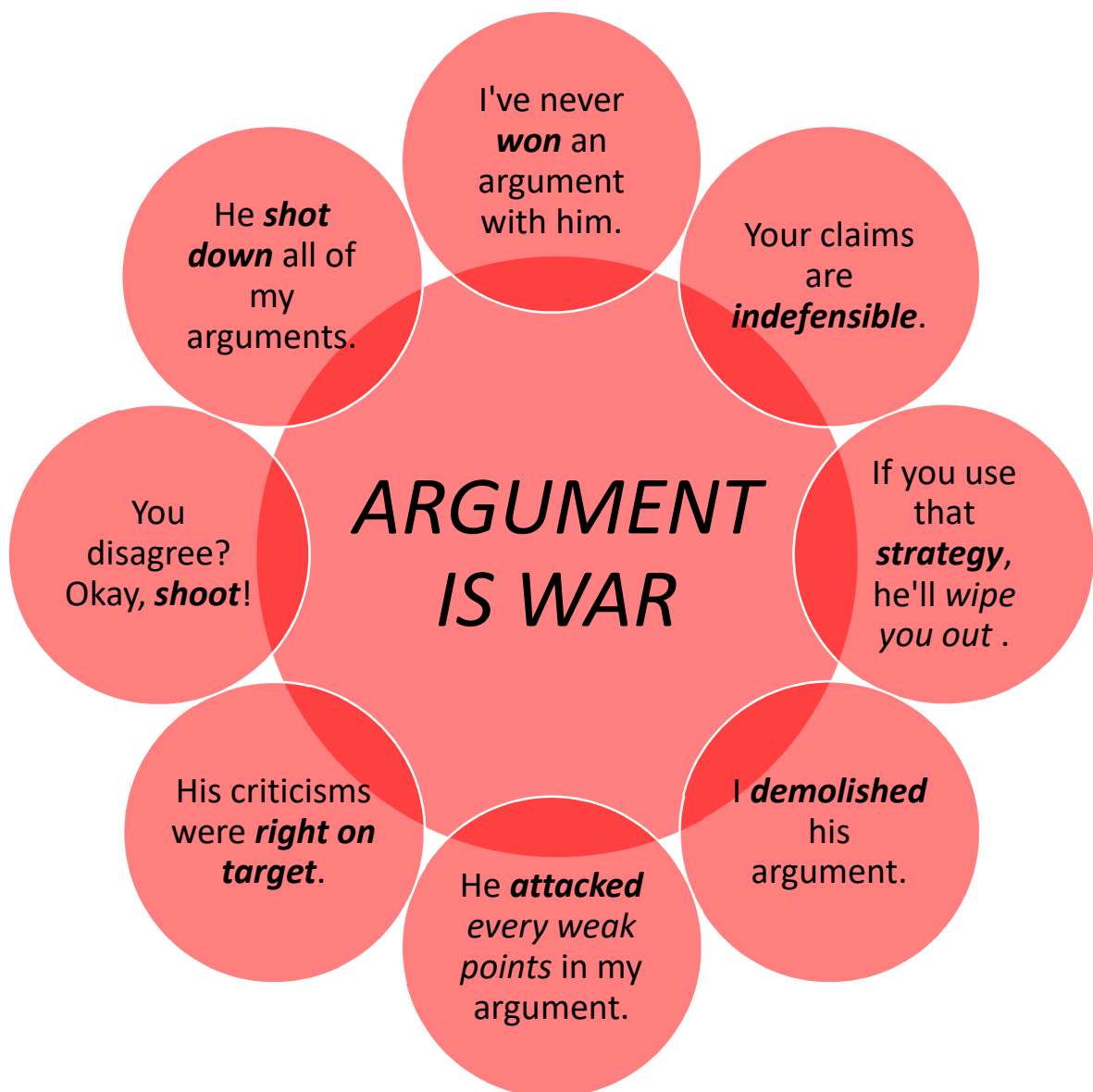


George Lakoff, a distinguished American cognitive linguist and philosopher, believes that Metaphor is not just a poetic device, a matter of extraordinary rather than ordinary language. On the contrary, metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we think and act, is fundamentally metaphorical in nature.



Let us consider a few metaphorical concepts as they are reflected in contemporary English:



Do you feel that your language is deeply metaphorical? Give your examples!



HAPPY IS UP

I'm feeling *up*.  
That boosted my spirits.  
My spirits *rose*.  
You're in *high* spirits.  
Thinking about her always gives me a *lift*.

I'm feeling *down*.  
I'm *depressed*.  
He's really *low* these days.  
I *fell* into depression.  
My spirits *sank*.

SAD IS DOWN