IMAGE METAPHOR BEYOND IMAGE

AN ONOMASIOLOGICAL APPROACH TO NAMING NATURE

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• Image metaphor
  - static visual image (shape, colour)
  - maps conventional mental images onto other conventional mental images by virtue of their internal structure

An hourglass
1. One-shot mappings, as their name implies, are not used over and over again; that is, they are not conventionalized.

2. They are not used in everyday reasoning.

3. There is no system of words and idiomatic expressions in the language whose meaning is based on them.

4. **They map image structure instead of propositional structure.**

5. They are not used to understand the abstract in terms of the concrete.

6. They do not have a basis in experience and commonplace knowledge that determines what gets mapped onto what.
Resemblance metaphor

Grady within resemblance metaphors distinguishes between image and behaviour-based metaphors

- Based on the *perception* of common aspects in their behavior
- The source and target of the metaphor share some feature in a single perceptual domain, such as color or shape.
Ureña and Faber distinguish between the static and dynamic images in behaviour-based metaphors

- dynamic images in behaviour-based metaphors, e.g. sea wasp, archerfish
- static images in behaviour-based metaphors, e.g. hawkfish, garden eel
- dynamicity in image metaphors (changing shape or colour), e.g. chameleon fish

A mental image

- cross-cuts any sensory mode and embodies our perceptual and imagistic awareness.
- need not refer to a ‘mental picture’, but can also refer to sensory images or image simulations in different sensory modes.
- to discuss resemblance metaphor in naming (names for natural organisms) from an onomasiological perspective, i.e. on the basis of an onomasiological word-formation model

- to suggest why a metaphoric expression may be given preference over a literal one

- to demonstrate that resemblance metaphor may be triggered by other types of sensory perception but vision, such as smell, taste, and sound; i.e. to prove Ureña and Faber’s claim that a mental image cross-cuts any sensory mode
ONOMASIOLOGICAL PERSPECTIVE

• Metaphors are mostly discussed from a semasiological perspective, i.e. decoding or understanding metaphorical expressions. Cf. the terms source domain and target domain

• Onomasiology – from referent to name, i.e. the starting point is perception of features which then leads to a search for a linguistic expression the starting point is the target domain

• The advantage of names for natural organisms in the study of onomasiology lies in the fact that we are able to find a number of synonymous terms denoting an identical referent across languages.
Onomasiological Model

- Perceptual level
- Onomasiological level
- Onomatological level
PERCEPTUAL LEVEL

- Global and local features
  - Global features – categorization
  - Local features – distinguishing

- Local feature
  - static / quality
  - dynamic / relation
PERCEPTUAL LEVEL

- metonymical structure of the local feature
- static feature
  - double metonymy

**ASPECT / PART (QUALITY) FOR THE WHOLE**

black-headed gull, redbreast
soap-scented toadstool, soap toadstool
earth-colored tricholoma, grey t.
blue tit
tailor / ocasatka (tail-suff.)
variegated toadstool
PERCEPTUAL LEVEL

- Dynamic / relational feature
- determining / determined

  tree creeper
  rind bird
  creeper
ONOMASIOLOGICAL AND ONOMATOLOGICAL LEVELS

**in search of**

a linguistic expression for the perceived features

(members of the internal structure)

we may find a literal (if possible)

or a metaphorical expression (in a different domain)
IN SEARCH OF LITERAL VS METAPHORICAL

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<td>vlašovka černá</td>
<td>чумичка</td>
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<td>noir</td>
<td>(black swallow)</td>
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WHY METAPHORICAL?

Economy of expression

- EN purple-and-yellow agaric
- EN black-headed gull
- EN treecreeper
- EN plums and custard
- EN masked gull
- EN hooded maw
- EN tree mouse
- EN squirrel bird

Ineffability (impossibility of a literal expression)

shape, smell, taste, sound
TYPES OF RESEMBLANCE METAPHOR IN NAMING NATURE

• visual
  • static
  • dynamic

smell
hearing
VISUAL PERCEPTION

lion's mane mushroom
monkey head mushroom
bearded tooth mushroom
satyr's beard
AUDITORY PERCEPTION - SOUND

catbird

Other examples:  
  barker (bird)  
  sharp saw (bird)  
  laughing bird
the miller (mushroom)
fish guts (plant)
skunkweed (plant)
soap-scented toadstool (mushroom)
anise-scented clitocybe, anise cap (mushroom)
TASTE PERCEPTION

- consider wine tasting
CONCLUSION

• instances of resemblance metaphor can be found in other perceptual domains but vision
• mental image should be understood