

Researching and Applying Metaphor: From fundamental to applied research and back again

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In this talk I will sketch some developments of metaphor research since the cognitive turn at the end of the seventies, with the publication of Ortony's (1979) *Metaphor and Thought* and Lakoff and Johnson's (1980) *Metaphors We Live By*. After a decade of cognitive-linguistic and psycholinguistic groundwork, the mid nineties saw the rise of an applied perspective on metaphor, which was most notably represented by the first Researching and Applying Metaphor meeting, in December 1996 in York, UK. This led to the publication of Cameron and Low's (1999) *Researching and Applying Metaphor* as well as to a series of conference meetings under the same title, which went from Copenhagen and Tilburg via Tunis and Paris to Leeds and Cacères, with the next meeting being planned for Amsterdam 2010. It also led to the foundation of the scholarly association RaAM, which is the international organization for the study of metaphor and other forms of figurative language in the real world.

The fruits of these developments are now beginning to be reaped in such diverse areas as language acquisition, language teaching, interaction, as well as intercultural communication. But they have also reinforced critical questions about the original idea that metaphor is always or necessarily a matter of thought (e.g. Steen, 2007, 2008). In this talk I will offer my own view of this crucial question, against the background of these applied developments, and I will sketch out a new horizon for metaphor research which will have novel fundamental as well applied challenges.

References

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