

Sources of Variation in 'Embodied Metaphor': Theoretical and Real-world Consequences

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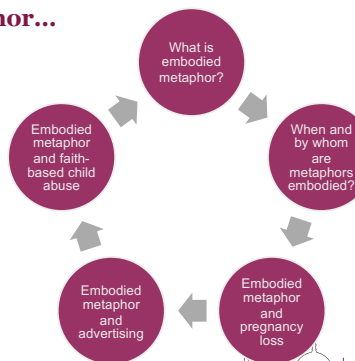
This process of *moving through his death*, and *the life we had already built* around his too-short existence, is our own to deal with; I know this. But like all of us, I look for insight; *some key that will unlock the endless hallway of doors now closed in front of me*.

The problem is, *I don't actually look at grief as a series of doors to unlock over time*. Rather, it feels much more like *I'm standing behind a wall*.

It's *a wall without a door and without a key*.

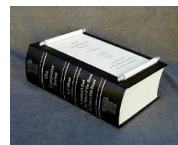
<https://whatsyourgrief.com/loss-of-identity-after-stillbirth/>

Variation in the experience of metaphor...



What is embodied metaphor?

- ☐ Importance is weight
- ☐ Resemblance is proximity
- ☐ Morality is cleanliness



Pride	Duty
Anger	Meekness

Schneider et al (2011); Casasanto (2008); Zhong & Lilienquist (2006).

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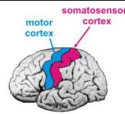


Pride	Duty
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Schneider et al (2011); Casasanto (2008); Zhong & Lilienquist (2006).

What is embodied metaphor?



Triggers sensorimotor responses

- **Grasp** the handle/**grasp** the concept
- **Kick** a ball/**kick** a habit
- She had a **bad** day vs. she had a **rough** day

(Boulenger, Hauk, & Pulvermüller, 2009; Lacey et al. 2012)

Gestural evidence for embodied metaphor

CHANGE IS MOTION, ORGANIZATION IS PHYSICAL STRUCTURE, EMOTIONAL INTIMACY IS PROXIMITY, PRECISION IS TIGHTNESS...

(Cienki and Mueller, 2008)



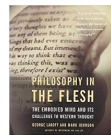
'Next Wednesday's meeting has been moved forward by two days'
(Jamalian and Tversky, 2012)

Incongruent gestures cause more disruption to thought/comprehension processes (in EEG) than congruent gestures (Ibáñez et al., 2011)



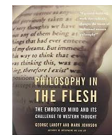
What is embodied metaphor?

If you are normal human being, you inevitably acquire an enormous range of primary metaphors just by going about the world constantly moving and perceiving
(Lakoff and Johnson, 1999; 57).

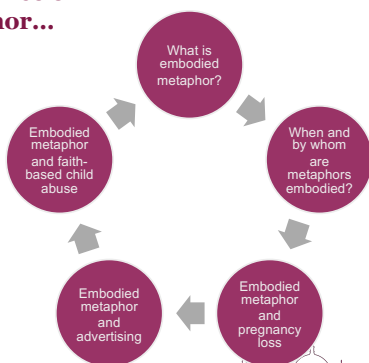


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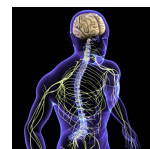
Variation in the experience of metaphor...



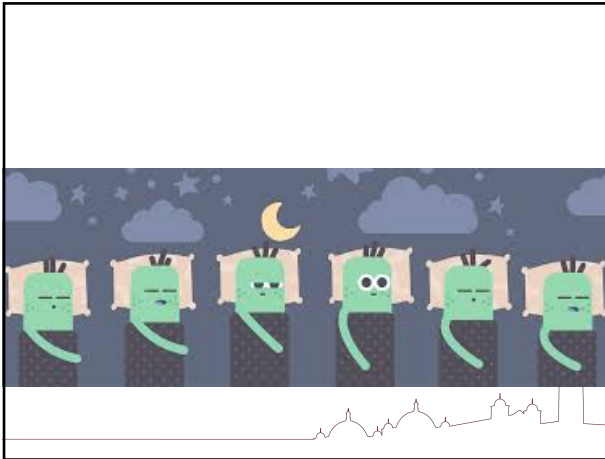
When and by whom are metaphors embodied?



I've got your back!

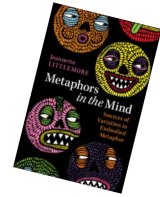


Samur et al. (2015); Cacciari et al. (2011); Huette et al. (2014); Blomberg & Zlatev (2015)



When and by whom are metaphors embodied?

- ☐ Novelty
- ☐ Emotion
- ☐ Action
- ☐ Perspective
- ☐ Foregrounding



Novelty and Emotion

'I'm running on this soapy conveyor belt with people throwing wet sponges at me and I've got this sodding great elastic band attached to my back'

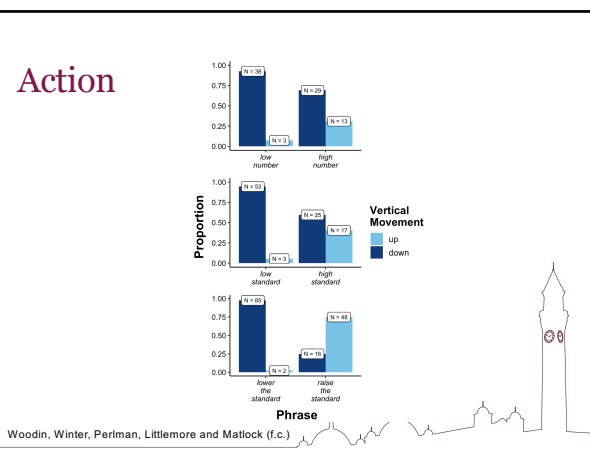
(Cacciari et al., 2011; Cardillo et al., 2012; Desai et al., 2011; Samur et al., 2015)

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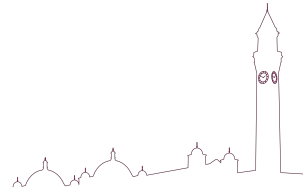
Action

Woodin, Winter, Periman, Littlemore and Matlock (f.c.)

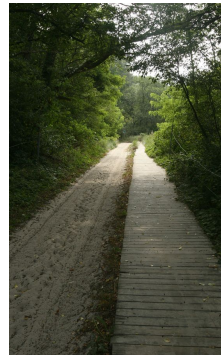


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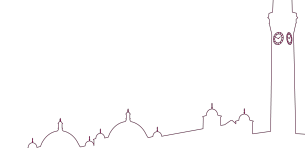
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Perspective

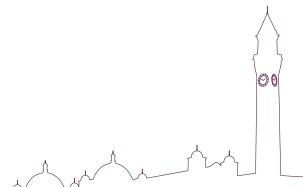


Blomberg and Zlatev (2015)



When and by whom are metaphors embodied?

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Foregrounding



Or I suppose you could think of it
as a piano
This is the
left hand of the piano
Keeping the old beat going
the keys going

And this bit could be
the fancy fiddly bits
at the right hand side
on the right hand side
the right hand of the piano

high notes

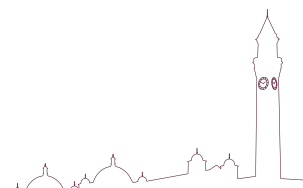


Mueller and Tag (2010)
'Activated metaphoricity'

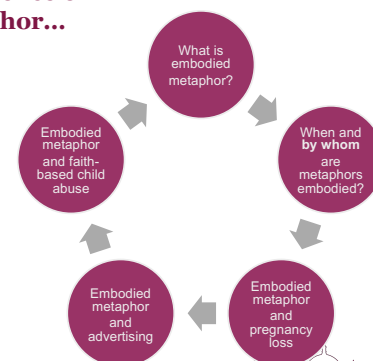


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Variation in the experience of metaphor...



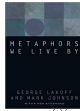
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(Lakoff and Johnson, 1999; 57)

'prototypical person' (p. 132), the 'normal conceptual system' (p. 115) 'natural kinds of experience' (p. 117).

(Lakoff and Johnson, 1980/1993)



How does the experience of metaphor vary across individuals?

□ Handedness



□ Religious beliefs



□ Cultural and linguistic background



How does the experience of metaphor vary across individuals?

- Gender
- Sensory deficits and surpluses
- Stress and Depression
- Autism
- Schizophrenia and other forms of mental illness
- Personality type
- Religion
- Ideology
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- Intelligence
- Age

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Which has more power?

KING

SERVANT

(Schubert 2005)

Valence

HAPPY

SAD

(Meier & Robinson 2004)

Valence



(Crawford et al. 2006)

Power

KING

Which has more power?

SERVANT

(Schubert 2005)

Gender

! Frequency effects stronger for male participants

Male teacher

Which has more power?

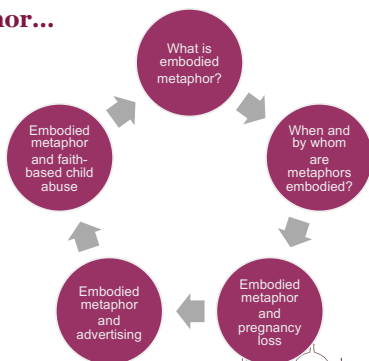
Female pupil

Duffy, S., Littlemore, J., Winter, B. and Heritage, F. (f.c.). Gender and the social hierarchy.

When and by whom are metaphors embodied?

Variation across metaphors	Variation across individuals
Novelty Emotion Action Perspective Foregrounding	Gender Sensory deficits and surpluses Stress and Depression Autism Schizophrenia and other forms of mental illness Personality type Religion Ideology Cultural and linguistic background Intelligence Age

Variation in the experience of metaphor...



Depression following pregnancy loss



Death before Birth

Understanding, informing and supporting choices made by people who have experienced miscarriage, termination and stillbirth



Jeannette Littlemore, Danielle Fuller, Sheelagh McGuinness, Sarah Turner, Karolina Kuberska & Meera Burgess

Project Partners

- The Human Tissue Authority
- The Miscarriage Association
- Stillbirth and Neonatal Death Charity
- Antenatal Results and Choices
- The Federation of Burial and Cremation Authorities



Depression following pregnancy loss

- Difficult to empathise without experience
- When an experience is not widely shared with the rest of society, metaphor is often the only tool that people have to communicate with
- Intense emotional experiences tend to lead to more creative metaphor

(Gibbs, 2002; Semino, 2011)

Data

- Semi-structured 60-90-minute interviews
 - 35 women (and partners) who had experienced miscarriage, termination, and stillbirth
 - 18 people who provide support for the bereaved, the majority of whom had themselves experienced pregnancy loss
 - 18 bereavement midwives
 - 15 funeral directors
- Experiences of pregnancy loss, decision-making and communication

TOPICS

- (1) Receiving the diagnosis
- (2) Making decisions about the pregnancy
- (3) Making decisions about memorialisation

METAPHORS

- Being on a journey
- Being in a physical space
- Entering and leaving a physical space
- Falling apart
- Being invisible
- Moving up and down

Embodied experience

- we're all sort of left with *this emptiness inside of us* which is *very physical as well as emotional*
- It's not like losing a parent... I've lost grandparents and even friends that have died but it's NOT like that because *it's part of you and he's a part of me*. It's like I lost myself for a long long time and then you have to try and rebuild yourself

The Divided Self

- it'd been several weeks already and that *my body hadn't caught on* that I'd probably need to have some sort of induction
- *The body's* obviously very good at keeping hold of babies that it shouldn't do, because it did that four times
- *I knew my body could do what it had to do*

Attitudes towards the body

- My primary feeling, the first feeling was that **my body had failed me totally**
- There is a whole range of emotions from feeling **really angry with my body** and myself not knowing that it was happening and for **my body for letting me down**
- Mine stopped growing at six weeks but I was twelve to thirteen weeks pregnant cause **my body hadn't realised** that nothing was happening

Conceptions of time

As we watched the seconds turn into hours, days, weeks and even months, things for us felt hopeless.



Moving time vs moving ego

Being Outside the Timeline

- It's so hard because you come out of hospital and **the world is still carrying on but your world has stopped**
- In an instant, the whole world, your family and your life spiral out of your control. **You are a bystander to your fate and future**, with no power to help your loved ones.
- If the world is going round that's the world you know and then when you have a baby that's died you get off; you know the world is still going around and then as time goes on you know you might go round a couple of times and then get off again and get on again... and then gradually you'll get back on but you have to do it at your own pace so it's kind of dipping in and out you know (Midwife)

The compression of time

A: **We've had dad who always wanted beer, and he said I want a can of beer, dad and lad**, we've facilitated that

B: Yeah **he wanted a can of beer with his son and sadly his son was stillborn, so we let him have some beer in the family room with his baby**

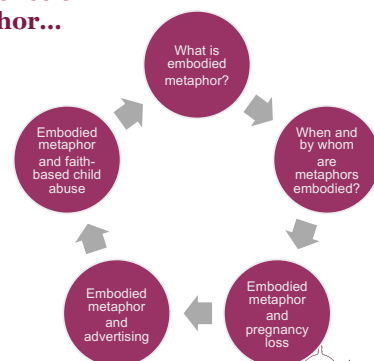
A: He dreamt the dream ... and that's his memory so I think from then we learned that this is the time to capture the memories, so now when I do speak to the families and say to them, **is there a dream that you're dreaming, let's do it**

Continued existence of baby

- I wanted to bury him with other babies **to keep him company**



Variation in the experience of metaphor...





**How powerfully
[metaphor]
engages people**

BIGCAT Anthony Tattum
Founder & CEO

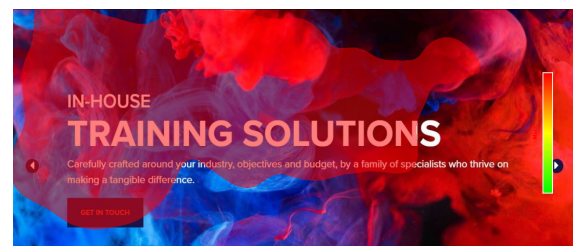
Metaphor engages people more powerfully when...

1. Novel
2. Presented from viewer's perspective
3. Involves action
4. Involves emotion and empathy

Metaphor engages people more powerfully when...

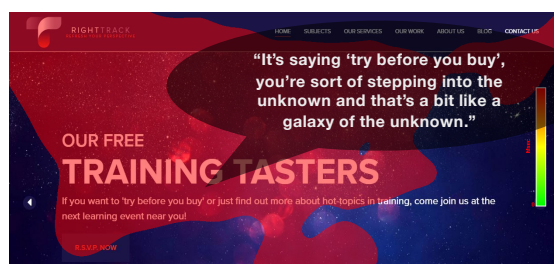
1. **Novel**
2. Presented from viewer's perspective
3. Involves action
4. Involves emotion and empathy

Static Heatmap: Right Track (Banner 1)



Most figurative interpretations = most appreciated

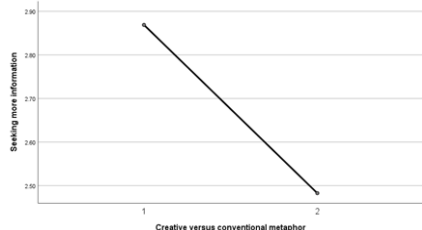
Static Heatmap: Right Track (Banner 2)



Creative vs. conventional metaphor

Creative Metaphor	Conventional Metaphor
<p>HAVING SOME FUN WITH HIS MUSTARD FACTORY?</p> <p>EXPLORING THEIR BOTANICAL GARDENS?</p> <p>POPPING IN HIS MAILBOX?</p>	<p>GOING TO TOUCH WOOD?</p> <p>DIG BETH?</p> <p>COPPING A HANDS WORTH?</p>

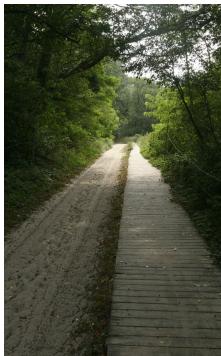
Creative vs. conventional metaphor



Metaphor engages people more powerfully when...

1. Novel
2. **Presented from viewer's perspective**
3. Involves action
4. Involves emotion and empathy

2. Perspective



2. 'Irwin Clamps'



2. 'Irwin Clamps'

'grips as easily as you're holding that cuppa'

Present clamp as if it's holding the drink

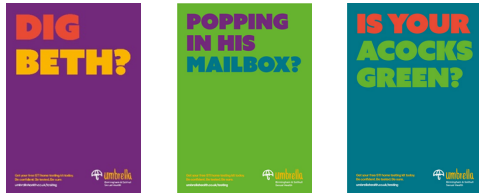
Slit in the mat to imply that it can be 'clamped' onto table



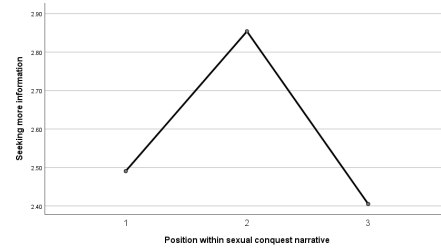
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4. Involves emotion and empathy

Involves action: Position in
'sexual conquest' narrative



Position in 'sexual conquest'
narrative



Metaphor engages people more
powerfully when...

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2. Presented from viewer's perspective
3. Involves actions
4. **Involves emotion and empathy**

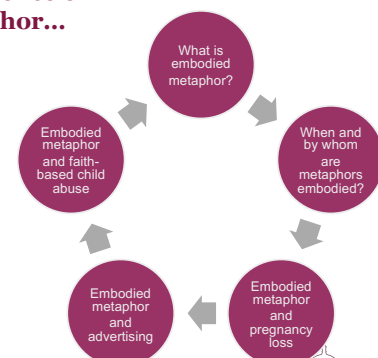
4. Emotion & Empathy



4. Emotion & Empathy



Variation in the
experience of
metaphor...



Embodied metaphor and faith-based abuse



"That evening, on his way home from work, my father passed my stepmother's house to pick up my stepmother and they both showed him the vomit which was in the bucket and also the recording of me throwing up. Then, in my native language, my stepmother said that **this was the witchcraft I was vomiting out**. I looked at her in disbelief. I was ill and here she was finding a link between my vomiting and being a witch, which she believed I was."

Tedam, P. and Adjoa, A. (2017). *The W Word: Witchcraft Labelling and Child Safeguarding in Social Work Practice*, (p. 59)

Embodied metaphor and faith-based abuse

- Beating
"beating the devil out" of the child"
- Burning
"extreme heat may burn the "evil" out"
- Cutting
"to create a way out" for the "evil"
- Semi strangulation
"to squeeze the life out of the evil"
- Starving
"to weaken the "evil spirit"
- Isolating
"to prevent the "evil" from spreading to other people"

Stobart (2006)

Embodied metaphor and faith-based abuse

- ☐ Holding under water
- ☐ Having chilli peppers, salt or ginger applied to eyes and genitals
- ☐ Stobart (2006)

Metaphors are most likely to be embodied when they involve ...

- Action
- A first person perspective
- Emotion
- = Internalisation

Samur et al. (2015); Cacciari et al. (2011); Huette et al. (2014); Blomberg & Zlatev (2015)

Salience from the child's perspective



- ☐ I was beaten with a belt buckle and stabbed with a stiletto shoe, had chilli pepper rubbed in my eyes and was sliced with a kitchen knife

I felt 'evil' and kept away from other children for fear of contaminating them

- ☐ Tedam and Adjoa (2017)

How does the experience of metaphor vary across individuals and how does this relate to faith-based abuse?

- ☐ Gender
- ☐ Sensory deficits and surpluses
- ☐ Stress and Depression
- ☐ Autism
- ☐ Schizophrenia and other forms of mental illness
- ☐ Personality type
- ☐ Religion
- ☐ Ideology
- ☐ Cultural and linguistic background
- ☐ Intelligence
- ☐ Age

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Schizophrenia and other forms of mental illness

- In 11 cases it was reported that there were concerns for the **mental health** of a carer.
 - The illnesses involved included post-traumatic stress disorder, depression and **schizophrenia**.
 - Three carers were **sectioned** under the Mental Health Act.
- Stobart (2006)

Schizophrenia and metaphor

- ***I'm just a holy ghost.*** So, you know, sometimes things come out of my mouth that shouldn't be there and I've explained to my parents on many occasions that it has nothing to do with how I feel about them, ***it's just the devil at work ... it's not me, it's just the devil.***
- Male schizophrenia patient

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Religion and embodied metaphor

- Morality is cleanliness
- Life is a journey
- Fasting is purification
- Evil is 'real' and needs to be expelled



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Age: Metaphor processing in children

- Cross-sensory metaphor
- Metaphor understood in terms of personal experience
- Emotion
- More 'literal'

(Littlemore et al., f.c.)

this one sounds like a bell
and this one sounds like
when you're dead

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Possible ways of using metaphor to address faith-based abuse

- Metaphor as a way to access the emotional landscape of the abuser (and the abused)
- Metaphorical thinking as cultural practice
- Metaphor as a vehicle for re-framing

Metaphorical Re-framing

- *Russian representative*: To divorce immediately would be too radical a solution, as both countries would undergo a great deal of pain in stabilizing their economies.
- *Lithuanian representative*: It cannot be said that we are going through a divorce because we were never even married, Lithuania was simply raped!

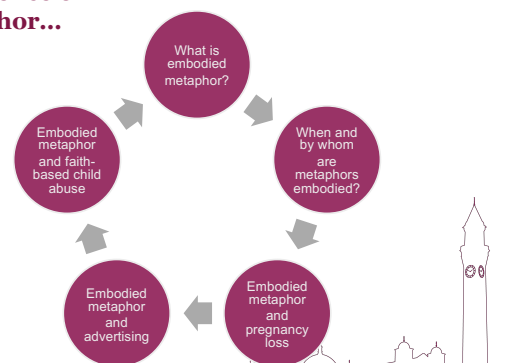
Mio, J.S. (1996). Metaphor, politics and persuasion. In J.S. Mio & A.N. Katz (eds.) *Metaphor: Implications and Applications*. New Jersey: Lawrence Erlbaum.

Metaphorical Re-framing

- Successful if:
 - Working with existing metaphors
 - Made salient
 - Personalised
 - Re-enforced
- But in faith-based abuse?

?

Variation in the experience of metaphor...



When and by whom are metaphors embodied?

Variation across metaphors	Variation across individuals
Novelty Emotion Action Perspective Foregrounding	Gender Sensory deficits and surpluses Stress and Depression Autism Schizophrenia and other forms of mental illness Personality type Religion Ideology Cultural and linguistic background Intelligence Age

Terminology

- ☐ Embodied
- ☐ Activated
- ☐ Enacted
- ☐ Internalised

Terminology

- ☐ Embodied
- ☐ Activated
- ☐ Enacted
- ☐ Internalised

Experienced

How does the experience of metaphor vary across individuals?



- ☐ Metaphor choice
- ☐ Intensity
- ☐ Polarity

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Thank you!

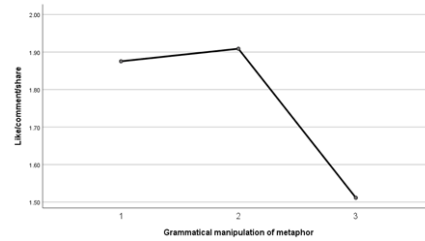
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Thank you!

Splitting up place name



Splitting up place name



1.5-2.0 = 'somewhat disagree'

Metaphor engages people more powerfully when...

1. Novel
2. Presented from viewer's perspective
3. Involves senses and Action
4. Involves emotion and empathy
5. **Combines with metonymy and/or involves creative blends**

5. Metaphor + metonymy



Logo 1



Logo 2

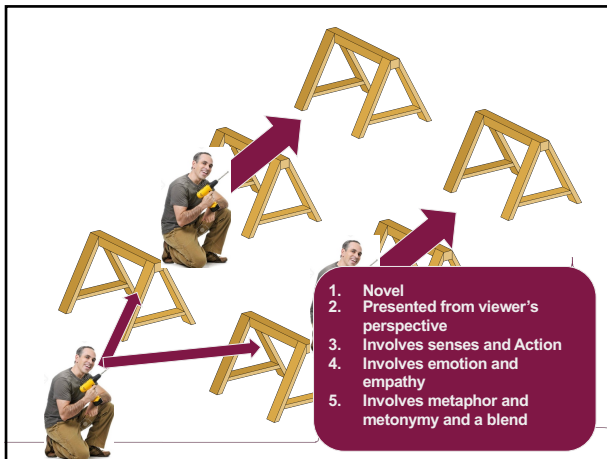


Dewalt Cordless: Creative Blend

Power
Freedom
Leaders
Takes everything you can throw at it
Tough



1. Novel
2. Presented from viewer's perspective
3. Involves senses and Action
4. Involves emotion and empathy
5. Involves metaphor and metonymy and a blend



Stress and Depression

"Many major changes, particularly those resulting from migration, can cause significant stress to individuals especially those trying to manage conflicting identities. **In some cases this can go so far as constituting an actual mental health problem**"

Stobart (2006)

Stress, depression and metaphor

"I'm coming back to where I was. It's like a geodesic sphere coming apart, where you can see spaces between that are dark. The parts reorganize themselves and come back to the whole. You are not really different. You just know that you can come apart and go back together"

From Nadeau (2006) p.207

Cross-cultural variation in metaphorical thinking

□ Variation in metaphors that involve:

- Emotion
- Senses
- The body



(Kövecses, 2005; Mussolf, 2014; Sharifian, 2017)

Metaphor and faith-based abuse

- They formed a circle around me, with me in the middle and they screamed out at the top of their voices praying ...I had been wearing a coat since I left the house and had been warm so began to take my coat off ... The pastor stopped and asked me what I was doing, and I told him that I was hot and was taking my jacket off. **My parents opened their eyes at this point and stared up at the pastor in front of me.** Speaking in a language I understood, he asked 'Are you hot? You haven't seen anything yet'. (p. 45)
- It is significant to note that when Awura Adjoa took her coat off because she was feeling hot, **the meaning associated with that Action was one that inadvertently fed into the pastor's conclusion.** (p. 48)

Tedam, P. and Adjoa, A. (2017). *The W Word: Witchcraft Labelling and Child Safeguarding in Social Work Practice*, Critical Publishing.