

Watch! The Olfactory Time Machine!

- A Study of Synesthetic Metaphors in Japanese Winespeak-themed Manga

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This study investigates the seldom explored nonverbal cross-modal conceptualization between smell and vision by analyzing a Japanese winespeak-themed manga, *神の雫* (*The Drops of God*). Winespeak is a common research topic in synthetic studies, focusing on how individuals use figurative languages to describe the abstract smell perception (Caballero & Suárez-Toste, 2008; Creed, 2013; Suárez Toste, 2007). It utilizes verbal description to demonstrate one's drinking experience, which involves the descriptions of sight (e.g. color, opacity of wine), smell (i.e. aromas in wine) and taste (i.e. sweetness, acidity, tannins and body). However, most of them use verbal description as the research material; there is scant literature dealing with the cross-sensory metaphor of visualizing smell. Since Japanese winespeak-themed manga involve pictorial conceptualizations of smell, they provide us an insightful tool of how individual describes the smell through multimodal metaphors.

This research applies Metaphor Identification Procedure of Manga to identify the synesthetic metaphors of visualized smells in Japanese winespeak-themed manga. Since both metaphor and metonymy play important roles in conceptualizing abstract concepts, several olfactory metaphors and metonymies have been found in manga. Same as verbal descriptions, the aroma of the wine can be metonymically visualized as "rose", "almond" or "blackberry". Because of its abstractness, the visualization of the aroma firstly relies on metonymy. For instance, ROSE FOR THE AROMA OF ROSE is an internal metonymy commonly occurred in the winespeak-themed manga. After visualizing the invisible aroma metonymically, the metaphorical concept WINE IS ROSES can be interpreted as well. For instance, the freshness of the wine is metaphorically portrayed as the vitality of roses (Urios-Aparisi & Forceville, 2009).

The result also suggests that the olfactory is like a "time machine" which brings the experienter to an imaginary scenario or a memorial scenario. The imaginary scenario is usually poetic or surreal, which might be inspired by fairytale or art creation. For example, the manganist depicted Miller's *The Angelus* to visualize the aroma of the wine. On the other hand, smell the aroma of wine is like taking a time machine, which evokes the experienter to an autobiographical memory, as shown in Figure 3. This kind of representation is in fact related to the scientific fact that smelling perception is linked closely to memory and emotion. Thus, "odor memory" or "olfactory memory" might be evoked by olfaction irresistibly and unconsciously (Herz & Engen, 1996; Rubin, Groth, & Goldsmith, 1984).

In sum, this study sheds light on our overall understanding of cross-modal synesthesia and contributes to the theories of both multimodal metaphors and manga art creation.

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