

Contents

Publisher's acknowledgements	x
Preface to the second edition	vii
Typographical conventions	ix
Introduction	1
1 Prototypes and categories	7
1.1 Colours, squares, birds and cups: early empirical research into lexical categories	7
1.2 The internal structure of categories: prototypes, attributes, family resemblances and gestalt	24
1.3 Context-dependence and cultural models	45
2 Levels of categorization	64
2.1 Basic level categories of organisms and concrete objects	64
2.2 Superordinate and subordinate categories	76
2.3 Conceptual hierarchies	85
2.4 Categorization and composite word forms	92
2.5 Basic level categories and basic experiences: actions, events, properties, states and locations	101
3 Conceptual metaphors and metonymies	114
3.1 Metaphors and metonymies: from figures of speech to conceptual systems	114
3.2 Metaphors, metonymies and the structure of emotion categories	132
3.3 Metaphors as a way of thinking: examples from science and politics	144
3.4 Thinking in metonymies: potential and limitations	154
4 Figure and ground	163
4.1 Figure and ground, trajector and landmark: early research into prepositions	163
4.2 Figure, ground and two metaphors: a cognitive explanation of simple clause patterns	176
4.3 Other types of prominence and cognitive processing	191

5	Frames and constructions	207
5.1	Frames and scripts	207
5.2	Event-frames and the windowing of attention	218
5.3	Language-specific framing and its use in narrative texts	230
5.4	Construction Grammar	244
6	Blending and relevance	257
6.1	Metaphor, metonymy and conceptual blending	257
6.2	Conceptual blending in linguistic analysis and description	268
6.3	Conceptual blending in advertising texts, riddles and jokes	280
6.4	Relevance: a cognitive-pragmatic phenomenon	288
7	Other issues in cognitive linguistics	300
7.1	Iconicity	300
7.2	Lexical change and prototypicality	312
7.3	Cognitive aspects of grammaticalization	321
7.4	Effects on foreign language teaching	328
	Conclusion	343