



UNIVERSITI PUTRA MALAYSIA

**A COGNITIVE ANALYSIS OF SNAKE AND LION METAPHORS IN
MANDARIN CHINESE AND BRITISH ENGLISH**

WEI LIXIA

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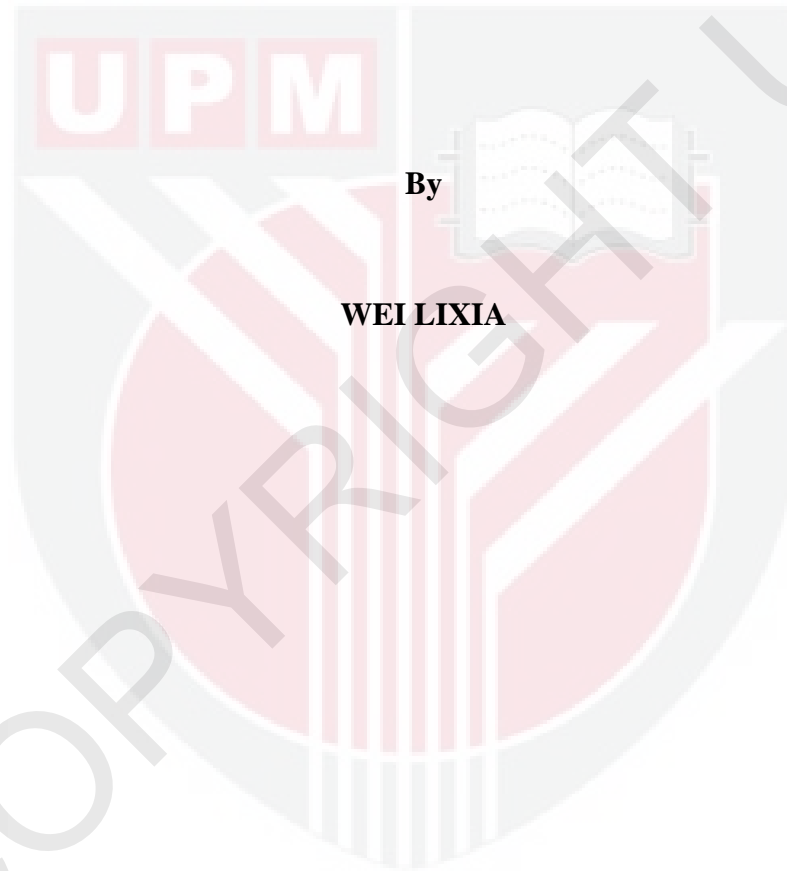


WEI LIXIA

**DOCTOR OF PHILOSOPHY
UNIVERSITI PUTRA MALAYSIA**

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**A COGNITIVE ANALYSIS OF SNAKE AND LION METAPHORS IN
MANDARIN CHINESE AND BRITISH ENGLISH**



By

WEI LIXIA

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

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Abstract of Thesis Presented to the Senate of Putra University of Malaysia in
Fulfilment of the Requirement for the Degree of Doctor of Philosophy

**A COGNITIVE ANALYSIS OF SNAKE AND LION METAPHORS IN
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May 2012

Chairperson: Associate Professor Wong Bee Eng, PhD

Faculty: Modern Languages and Communication

Not only are studies on animal expressions relatively few (Hsieh, 2004; Hsieh, 2006), but studies conducted cross-linguistically are scarce (Talebinejad and Dastjerdi, 2005). In addition, most previous studies on animal metaphors have been based on data collected from dictionaries or surveys and they have focused on the aspect with human beings as the target domain. This study is an effort to add to findings of the previous studies. Based on the Conceptual Metaphor Theory (CMT) and the Conceptual Blending Theory (CBT), this study investigated snake and lion metaphors based on data collected from authoritative corpora in Mandarin Chinese and British English. Another added dimension of the study is the target domain includes both human beings and non-human beings. The main aim of the study was to identify similarities and differences between snake and lion metaphors in the two

languages.

Six steps were involved in the collection and analysis of the data. First, the data comprising snake and lion expressions in Mandarin Chinese and British English were collected from the Modern Chinese Corpus compiled by the Centre for Chinese Linguistics of Peking University (CCL Corpus) and the British National Corpus (BNC) respectively. Then, the snake and lion metaphorical expressions were identified. Next, the metaphorical expressions were categorized according to their source domains and target domains. Meanwhile, the evaluation of each metaphorical expression was ascertained. Subsequently, particular metaphors were generalized from the data. Following that, the CMT and the CBT were applied to the interpretation of typical metaphorical expressions and metaphors. Finally, the results obtained from the two languages were compared.

Both similarities and differences between the snake and lion metaphors in Chinese and English were found. In terms of similarities, first, the animal's characteristic and appearance are the main aspects of the source domain when the target domains are human beings and non-human beings respectively. Second, human beings, daily items, and economy are the three main shared target domains. Third, more conceptual metaphors were generalized for human beings than any non-human domains. Fourth, the conceptual metaphors generalized from the animal's appearance are image-based, from the animal's behavior are both image-based and knowledge-based, and from the animal's characteristic are knowledge-based. In terms of differences, first, the animal expressions can be mapped onto more domains in Chinese than in English and more conceptual metaphors were generalized in Chinese than in English. Second, the snake metaphorical expressions have a much more derogative meaning of man in Chinese but a much more derogative meaning of woman in English. Third, the lion metaphorical expressions convey more negative meaning in Chinese than in English when they were applied to woman. Moreover, this study also found support for Kövecses's (2002; 2005; 2010) claim that both

cultural contexts and the natural and physical environment play a role in explaining the causes for metaphor universality and variation in Chinese and English. Thus, the study on snake and lion metaphors provides evidence to show that universality and variation between animal metaphors exist in Chinese and English.

Apart from its contribution to the literature on studies of animal metaphors, the findings from this study seem to have modified Kövecses's (2002, 2010) dichotomy categorization of metaphors by adding another type, that is metaphors that are both image and knowledge-based at the same time. The findings from this study also have some contribution in terms of refining the CBT. In this case, a revised version of the CBT is obtained by allocating more attention to context in the process of interpreting metaphorical expressions and metaphors and by adding a new space, that is, the output space.

Keywords: metaphor, snake metaphors, lion metaphors, Mandarin Chinese, British English, Conceptual Metaphor Theory, Conceptual Blending Theory

Abstrak Tesis yang Dikemukakan kepada Senat Universiti Putra Malaysia untuk memenuhi Keperluan Ijazah Doktor Falsafah

**ANALISIS KOGNITIF METAFORA ULAR DAN SINGA DALAM BAHASA
CINA MANDARIN DAN BAHASA INGGERIS BRITISH**

Oleh

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Mei 2012

Pengerusi: Profesor Madya Wong Bee Eng, PhD

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Secara relatif, kajian tentang ungkapan berunsur haiwan bukan sahaja sedikit (Hsieh, 2004; Hsieh, 2006), malah kajian yang sedemikian jarang sekali dilakukan secara rentas linguistik (Talebinejad and Dastjerdi, 2005). Di samping itu, kebanyakan kajian terdahulu tentang metafora haiwan berdasarkan data yang dikumpul daripada kamus atau penyelidikan, dan mereka telah memberikan tumpuan kepada aspek manusia sebagai mandala sasaran. Kajian ini berusaha untuk menambah dapatan kajian yang terdahulu. Dengan berdasarkan Teori Konsep Metafora (Conceptual Metaphor Theory - CMT) dan Teori Paduan Konsep (Conceptual Blending Theory - CBT), kajian ini meneliti metafora ular dan singa dengan berdasarkan data yang dikumpulkan daripada sumber berwibawa dalam bahasa Cina Mandarin dan bahasa Inggeris British. Satu lagi mandala sasaran ditambahkan dalam kajian ini supaya

mencakupi kedua-dua makhluk, iaitu manusia dan bukan manusia. Tujuan utama kajian ini adalah untuk mengenal pasti persamaan dan perbezaan antara metafora ular dengan metafora singa dalam kedua-dua bahasa berkenaan.

Pengumpulan dan analisis data melibatkan enam langkah. Pertama, data yang mengandungi ungkapan ular dan singa bahasa Cina Mandarin dan bahasa Inggeris British telah dikumpulkan daripada korpus Cina moden yang disusun oleh Pusat Linguistik Cina, Universiti Peking dan *British National Corpus*. Kemudian, ungkapan metafora ular dan singa dikenal pasti. Seterusnya, ungkapan metafora tersebut dikategorikan mengikut mandala sumber dan mandala sasaran. Sementara itu, penilaian terhadap setiap ungkapan metafora dilakukan. Selanjutnya, metafora terpilih digeneralisasikan daripada data. Kemudian, Teori Konsep Metafora dan Teori Paduan Konsep diterapkan untuk menafsirkan ungkapan metafora dan metafora yang tipikal. Akhirnya, keputusan yang diperoleh daripada kedua-dua bahasa dibandingkan.

Kedua-dua, iaitu persamaan dan perbezaan antara metafora ular dan metafora singa dalam bahasa Cina dan bahasa Inggeris telah ditemui. Dari segi persamaan, pertama, ciri dan rupa haiwan menjadi aspek utama dalam mandala sumber jika mandala sasarannya makhluk manusia dan bukan manusia. Kedua, manusia, barangan harian, dan ekonomi merupakan tiga aspek yang sama-sama digunakan dalam mandala sasaran. Ketiga, lebih banyak metafora konsep digeneralisasikan untuk mandala manusia berbanding dengan mana-mana mandala bukan manusia. Keempat, metafora konsep yang digeneralisasikan daripada rupa haiwan adalah dengan berasaskan imej, sementara yang digeneralisasikan daripada tingkah laku haiwan adalah dengan berasaskan imej dan pengetahuan, dan yang digeneralisasikan daripada ciri haiwan adalah dengan berdasarkan pengetahuan. Dari segi perbezaan, pertama, ungkapan metafora haiwan dalam bahasa Cina boleh ditunjukkan dalam mandala yang lebih banyak berbanding dengan ungkapan dalam bahasa Inggeris, dan lebih banyak metafora konsep dapat digeneralisasikan dalam bahasa Cina berbanding dengan bahasa Inggeris. Kedua, ungkapan metafora ular lebih banyak maksud yang negatif

terhadap orang lelaki, sementara ungkapan metafora ular bahasa Inggeris lebih banyak memberikan maksud negatif kepada wanita. Ketiga, ungkapan metafora singa yang ditujukan kepada wanita dalam bahasa Cina lebih banyak menyampaikan makna yang negatif berbanding dengan bahasa Inggeris. Selain itu, kajian ini juga memperkukuh penemuan Kövecses (2002; 2005; 2010) yang menyatakan bahawa konteks budaya dan sekitaran semula jadi dan fizikal memainkan peranan dalam menjelaskan natijah kesejagatan dan kepelbagaian metafora dalam bahasa Cina dan bahasa Inggeris. Sebagai kesimpulannya, kajian terhadap metafora ular dan singa ini dapat membuktikan bahawa kesejagatan dan kepelbagaian antara metafora haiwan wujud dalam bahasa Cina dan bahasa Inggeris.

Selain sumbangan terhadap khazanah kajian tentang metafora haiwan, hasil kajian ini dapat juga menambah baik pengkategorian metafora Kövecses (2002, 2010) yang agak umum dengan menambah satu lagi kategori, iaitu metafora yang digeneralisasikan dengan berasaskan dua aspek iaitu imej dan pengetahuan. Dapatan kajian ini juga memberikan sumbangan dari segi pemurnian Teori Paduan Konsep. Dalam hal ini, Teori Paduan Konsep versi semakan dapat diwujudkan dengan memberikan lebih banyak tumpuan terhadap konteks apabila membuat penafsiran terhadap ungkapan metafora dan metafora, serta menambahkan satu ruang baharu, iaitu ruang *output*.

Keywords: metafora, metafora ular, metafora singa, bahasa Cina Mandarin, bahasa Inggeris British, Teori Konsep Metafora, Teori Paduan Konsep

DEDICATION

To

My beloved parents, Wei Xiaozhen, Su Meiyang;

To

My most beloved lecturer, Professor Zhou Zhen,

Who is as noble as a lion!



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In close, I am very thankful for all kinds of help I've obtained from those I have mentioned above but I myself am responsible for all the blemishes and inappropriate opinions in the present thesis.

I certify that a Thesis Examination Committee has met on (11 May, 2012) to conduct the final examination of Wei Lixia on her thesis entitled “**A Cognitive Analysis of Snake and Lion Metaphors in Mandarin Chinese and British English**” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The committee recommends that the student be awarded the degree of Doctor of Philosophy.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institutions.



WEI LIXIA

Date: 11 May 2012

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