

Metaphors we live by

george lakoff and
mark johnson



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' Metaphors We Live By' by George Lakoff and Mark Johnson is highly interesting in its treatment of human perception and ideas regarding issues, persons, cultures etc. in day today life. The authors assert that we live ' metaphorical' life primarily because we see things as per our perception of event, issue or person. The preconceived notions are ingrained in our unconscious mind that reflected in our views and actions. Language has been perceived as most powerful tool of communication. The semantics and use of words become critical part of mundane conversation that may convey hordes of meaning to people coming from diverse socio-cultural background. The book has been most illuminating in its exposition of role of linguistic in the life of man. The various aspect of human life incorporates ideas and concepts that are instinctively used in relation to our interaction with other people. Arguments, love, work paradigm etc are intrinsic part of life and social construction on these areas by different people varies vastly. Indeed, arguments are often perceived and compared to war primarily because they are designed to be won over by one party! Arguments are war and ideas are indefensible show that words like war and indefensible are used to convey strong feelings of competition and winning. The authors justifiably argue that while people in general are against war but the very concept of winning is ingrained within human psyche that is expressed through words. We are often prone to use language that best conform to our mental state at that time. If we are agitated or angry, we use words that may convey violence! The book has delved into the wider implication and role of linguistic in the daily life of man. It has confirmed that communication is an important medium of expressing and explaining facts through words that could convey many things and therefore is used colloquially to emphasize a point of view.

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Authors also emphasize that cultural paradigms are also vital ingredients of communication, especially metaphorical language that is prone to different interpretation by people coming from different culture, race, color and nationality. The metaphor, time is money can be interpreted in many ways. While it shows the importance of time management in workplace, it can also be interpreted differently by some culture where time used for building relationship is not weighed in terms of financial gain. Role of unconscious human mind that manipulates and interpolates information and ideas into definite expression is a very important aspect of human interaction. The metaphors in our language not only help to communicate effectively but they also display innate finesse to build relation and resolve conflicts. The ideas are often constructed differently vis-a-vis as a living person or plant, inanimate products etc. so as to make expressions more effective. But at the time, multiple meaning included within metaphors may also confuse people because of varying interpretation of the event r situation by different people. The judgment of event is largely dependent on interpretation of the same and the social construction as imposed by socio-cultural and religious imperatives. Indeed, the book is designed to acquaint the readers with the metaphors that are able to convey diversity of expressions in day today human interaction. (words: 535) Lakoff, George. and Johnson, Mark. *Metaphors We Live By*. Chicago. University of Chicago Press, 2003.