

CONCEPTUAL METONYMY

DISCOURSE ANALYSIS

- e.g.
- We need some *good heads* on the projects
(good heads = intelligent people)
head -> intelligent part of the body
- *The Times* hasn't arrived at the press conference yet.
(*The Times* = the reporter from the Times)
The Times -> the importance of the institution the reporter represents

- Metonymies are **not random** or arbitrary occurrences
- Metonymic concepts are **systematic**
- They are instances of certain general metonymic concepts in terms of which we organise our thoughts and actions.

Conceptual metonymy

Conceptual metonymy differs from conceptual metaphors in the fact that conceptual metaphor involves a mapping across **different conceptual / cognitive domains** while conceptual metonymy is a mapping **within one conceptual domain**.

MOST COMMONLY:

-> **THE PART FOR THE WHOLE**

- There are many parts that can stand for the whole
- **Which part we pick out determines which aspect of the whole we are focusing on**

Metonymy

-> **THE PART FOR THE WHOLE:**

THE FACE FOR THE PERSON

- She's just a pretty *face*.
- There are an awful lot of *faces* out there in the audience.
- We need some new *faces* around here.

Most commonly used conceptual metonymies:

1) **The part for the whole.**
*Get your **butt** over here!*

2) **The producer for the product**
*She loves **Picasso**.*

3) **The place for the event**
*America doesn't want another **Pearl Harbor**.*

4) **The place for the institution**
***Hollywood** is putting out terrible movies.*

5) **The controller for the controlled**
***Nixon** bombed Hanoi.*

6) **An object used for the user**
*The **sax** has the flu today.*

- Thus, like metaphors, metonymic concepts **structure** not just our language but our **thoughts, attitudes, and actions**
- Like metaphoric concepts, metonymic concepts are **grounded in our experience**.

Metaphor & Metonymy

They are different kinds of processes.

Metaphor is principally a way of conceiving of **one thing in terms of another**, and its primary function is understanding.

Metonymy, on the other hand, has primarily a **referential function**, that is, it allows us to use **one entity to stand for another**.

But metonymy is not merely a referential device. It also serves the function of providing understanding.