

CONTENTS

Frontispiece: Zhuang-Zi (369-286 BC) / i
Title / ii
Declaration / iii
Dedication / iv
Acknowledgements / v
Abstract / vi
Contents / vii
List of Tables / xii
List of Figures / xiii

Introduction / 1

0.0 Background and Purpose of the Study / 1
0.2 Need and Corpus for the Study / 6
0.3 Scope of the Research and Hypotheses / 8
0.4 Overview / 10

Chapter 1 – Theoretical Background: Emotion and Conceptual Metaphors / 13

1.0 Introduction / 13
1.1 Emotion Theories / 15
1.1.1 Biological, Cognitive and Social components of Emotion / 15
1.1.2 Emotion Language and Emotion / 18
1.2 Conceptual Metaphors and Metonymies / 21
1.2.1 From Classic to Contemporary Theories of Metaphor / 23
1.2.2 Lakoff and Johnson's Theory of Metaphors and Metaphor Systems / 28
1.2.3 Body-in-the-Mind: Experiential Basis of Metaphor / 32
1.2.4 Domain and Mappability / 41
1.2.5 From Schema to Cognitive Models / 51
1.3 Conceptual Metaphors/Metonymies of Emotion: Empirical Studies and their Implications / 53
1.4 The Chinese Writing System, Concept Formation and Categorisation / 56
1.4.1 Lexicalisation and Concept Formation / 57
1.4.2 The Chinese Writing System and Encoded Concepts / 59
1.4.3 The Radical System and Categorisation / 66
1.4.4 Implications for Linguistic Relativity / 69
1.5 Summary / 70

Chapter 2 – Data Collection and Methodology / 73

2.0 Introduction / 73
2.1 Methodology / 74
2.1.1 Data Types: Contextual vs. Non-Contextual / 74
2.1.2 Questionnaire Methods / 77
2.1.3 Setting the Paradigms: Questionnaire Design / 80

- 2.2 Data Collection / 84
 - 2.2.1 First Phase: Pilot Study / 84
 - 2.2.2 Second Phase: Language Contamination? / 85
 - 2.2.3 Third Phase: Main Corpus / 87
- 2.3 Analyses / 89
 - 2.3.1 Coding Process: Identifying Metaphors, Metonymies and Linguistic Units / 90
 - 2.3.1.1 Coding Metaphors / 91
 - 2.3.1.2 Coding Metonymies / 94
 - 2.3.1.3 Measuring Linguistic Units / 100
 - 2.3.2 Transcription of Data / 106
 - 2.3.3 Statistical Analyses / 107
- 2.4 Summary / 108

Chapter 3 – The Concept of ‘Anger’: *Sheng Qi* and *Feng Nu* / 109

- 3.0 Introduction / 109
 - 3.1 English Data / 113
 - 3.1.1 Metonymies of Anger In English / 114
 - 3.1.2 Metaphors and Related Concepts / 116
 - 3.2 Chinese Data: The Pilot Study / 125
 - 3.2.1 Metonymies and Metaphors of Anger in Standard Chinese / 126
 - 3.2.1.1 Conceptual Metonymies / 126
 - 3.2.1.2 Conceptual Metaphors: Hot *Qi* or Hot Fluid? / 130
 - 3.2.1.3 *Huo Qi* – Fiery *Qi*: ANGER IS FIRE / 148
 - 3.2.2 Initial Survey / 153
 - 3.2.2.1 Metonymies / 154
 - 3.2.2.2 Metaphors / 155
 - 3.2.3 Overseas Chinese / 158
 - 3.2.3.1 Metonymies / 158
 - 3.2.3.2 Metaphors / 160
 - 3.3 Main Corpus / 161
 - 3.3.1 Metonymies which Give Rise to ANGER IS CHI IN THE CONTAINER and ANGER IS HEAT / 163
 - 3.3.2 Metonymies Which Structure INSANITY and DANGEROUS ANIMAL / 164
 - 3.4 Major Metaphors / 165
 - 3.4.1 ANGER IS HEAT / 166
 - 3.4.1.1 ANGER IS HOT *Qi* IN THE CONTAINER / 166
 - 3.4.1.2 ANGER IS FIRE and EXPLOSION / 167
 - 3.4.2 ANGER IS *Qi* IN THE SPLEEN / 169
 - 3.4.3 ANGER IS INSANITY and Related Concepts / 170
 - 3.4.3.1 ANGER IS INSANITY / 171
 - 3.4.3.2 ANGER HINDERS NORMAL FUNCTIONS / 171
 - 3.4.3.3 ANGER IS AN OPPONENT / 172
 - 3.5 Other Metaphors / 173
 - 3.5.1 ANGER IS A BURDEN / 173
 - 3.5.2 ANGER IS DOWN / 174

- 3.5.3 THE CAUSE OF ANGER IS PHYSICAL ANNOYANCE / 175
- 3.5.4 ANGER IS FLUID / 176
- 3.5.5 Others / 178
- 3.6 *Sheng Qi* vs. *Fen Nu* / 180
 - 3.6.1 Is *Qi* indeed more than *Nu*? / 181
 - 3.6.2 The Nature of *Qi* and Chinese Medicine / 182
 - 3.6.3 Alternative Motivation for Chinese Medicine and Anger / 191
- 3.7 *XIN* vs. Body as A CONTAINER / 194
 - 3.7.1 Heart to Heart (*Xin*) / 195
 - 3.7.2 Mind in the *Xin* / 206
- 3.8 Cognitive Models / 210
- 3.9 Summary / 215

Chapter 4 – ‘Happiness’: *Kuai Le* and *Gao Xing* 218

- 4.0 Introduction / 218
 - 4.1 English Data / 220
 - 4.1.1 Metonymies / 220
 - 4.1.2 Metaphors / 225
 - 4.1.3 Prototypes of Happiness / 232
 - 4.2 Chinese Data: The Pilot Study / 235
 - 4.2.1 Metonymies / 236
 - 4.2.2 Metaphor / 236
 - 4.3 Overseas Chinese / 238
 - 4.3.1 Metonymies / 238
 - 4.3.2 Metaphor / 239
 - 4.4 Main Corpus: Metonymies in Chinese / 242
 - 4.4.1 Jumping/Dancing/Singing / 243
 - 4.4.2 Laughing/Smiling/Crying / 243
 - 4.4.3 Increased Heart Rates / 244
 - 4.4.4 Eyes and Eyebrows / 245
 - 4.5 Metaphors / 245
 - 4.5.1 HIGH and RAPTUROUS / 246
 - 4.5.2 FREEDOM / 247
 - 4.5.3 FULLNESS / 248
 - 4.5.4 CONTAINER / 249
 - 4.5.5 LIGHTNESS / 250
 - 4.5.6 OFF THE GROUND / 250
 - 4.5.7 PLEASURABLE PHYSICAL SENSATION / 251
 - 4.5.8 CALMNESS / 252
 - 4.5.9 WARMTH / 252
 - 4.5.10 Intensity of Happiness: FORCES / 253
 - 4.5.11 FRESHNESS AND VITALITY / 254
 - 4.5.12 Others: OBJECT AND FOOD / 254
 - 4.6 Cognitive Models for Happiness as an Emotion / 255
 - 4.6.1 Prototypes: Salient Model / 257
 - 4.6.2 Typical Model / 258
 - 4.7 Cognitive Models for Happiness as a Value / 259

- 4.7.1 Typical Model / 260
- 4.7.2 Ideal Model / 260
- 4.8 Summary / 262

Chapter 5 – Concept of ‘Romantic Love’, *Ai Qing* / 264

- 5.0 Introduction / 264
 - 5.1 English Data / 267
 - 5.1.1 Metonymies / 268
 - 5.1.2 Metaphors and Related Concepts / 271
 - 5.1.3 Cognitive Models / 291
 - 5.2 Pilot Study / 295
 - 5.2.1 Metonymies / 295
 - 5.2.2 Metaphors and Related Concepts / 296
 - 5.2.3 An earlier Survey / 305
 - 5.2.3.1 *Ji Qing* vs. *Ai Qing* / 306
 - 5.2.3.2 Is LOVE a BUSINESS? Taiwanese-styled Love / 311
 - 5.2.3.3 Men win, Women lose / 322
 - 5.2.3.4 Conclusion / 327
 - 5.3 Overseas Chinese / 328
 - 5.3.1 Metonymies / 329
 - 5.3.2 Metaphors and Related Concepts / 330
 - 5.4 The Main Corpus: Metonymies of Romantic Love / 343
 - 5.4.1 Physical Behaviour / 343
 - 5.4.2 Verbal/Vocal Behaviour / 344
 - 5.5 Major Metaphors / 345
 - 5.5.1 LOVE IS A UNITY / 346
 - 5.5.1.1 Togetherness/sharing / 346
 - 5.5.1.2 Space between / 348
 - 5.5.1.3 Exclusiveness and compatibility / 350
 - 5.5.2 LOVE IS IN THE HEART / 351
 - 5.5.3 LOVE IS RUNNING A BUSINESS / 354
 - 5.5.3.1 RUNNING A BUSINESS / 355
 - 5.5.3.2 INVESTMENT AND RETURNS / 356
 - 5.5.3.3 THE GOODS: CONDITIONS, PRODUCTION & QUALITY / 357
 - 5.5.4 LOVE IS AN ENTITY / 360
 - 5.5.5 LOVE IS A AN OBJECT/ 361
 - 5.5.6 LOVE IS A COMMODITY / 362
 - 5.5.7 LOVE IS A FLUID SUBSTANCE / 364
 - 5.5.8 LOVE IS HEAT / 367
 - 5.5.9 LOVE HINDERS NORMAL FUNCTIONING / 369
 - 5.5.10 Summary / 371
 - 5.6 Minor Metaphors / 373
 - 5.6.1 LOVE IS A BUILDING, JOURNEY & WORK / 373
 - 5.6.2 LOVE IS BOUNDED BY *YUAN* / 381
 - 5.6.3 LOVE IS RAPTUROUS, SWEET & FOOD / 384
 - 5.6.4 LOVE IS A LIVING ORGANISM, NUTRIENT & GROWING ELEMENT / 386

5.6.5	LOVE IS FORCE, INSANITY, A MAGNET & ELECTRICITY / 388
5.6.6	Peripheral Metaphors / 390
5.6.7	Others / 394
5.7	Related Concepts / 394
5.7.1	INHERENT: AFFECTION AND PSYCHOLOGICAL/SPIRITUAL CLOSENESS / 395
5.7.2	RELATED: TOLERANCE & RESPONSIBILITY / 397
5.8	The Cognitive Models / 398
5.8.1	The Ideal Model / 399
5.8.2	The Typical Models / 400
5.9	Summary / 401

Chapter 6 – Discussion and Conclusions / 404

6.0 Introduction / 404

6.1 Discussion of the Results / 404

- | | |
|-------|---|
| 6.1.1 | Comparable Emotion Concepts and Multiple Cultural Models / 404 |
| 6.1.2 | Structure and Complexity of Emotion Concepts / 406 |
| 6.1.3 | Reconsidering Universal and Culture-specific Concepts / 409 |
| 6.1.4 | Emergence of Multiple Cultural Models / 410 |
| 6.1.5 | Potential Confounds / 411 |
| 6.1.6 | Metonymic/Metaphorical Extension of Meaning and Linguistic Relativity / 416 |

6.2 Conclusions and Recommendations for Further Research / 418

Bibliography / 421

Appendix 1 Research Questionnaire / 450

Appendix 2 Corresponding Chinese Examples of Metonymies and Metaphors / 453