

## **Preface**

The focus of *metaphorik.de* is the investigation of the varying forms and functions of metaphor and metonymy, and their impact on everyday life. This ubiquity of metaphor and metonymy does not, however, explain the relevance per se of research on metaphor in the fields of linguistics, cultural studies and the study of literature. It is rather the multiplicity of occurrences and the existing diversity of metaphor and metonymy in communication, literature and culture that renders both tropes as important research objects of an interdisciplinary research enterprise, to which *metaphorik.de* has always been devoted.

We are happy to announce the publication of the 10<sup>th</sup> issue of *metaphorik.de* and we think that this is an occasion for a short survey of the work done during the last five years: 55 articles and 25 reviews appeared in *metaphorik.de* since December 2001. Most of the articles were written in English, German and French by colleagues from 16 different countries on four continents and stemming from a variety of disciplines. This clearly shows, in our opinion, the interest in, and relevance of, the previously mentioned interdisciplinary research enterprise on metaphor and metonymy which we tried to stimulate and which is, in turn, sustained by the continuous feedback we receive.

The present issue puts an emphasis on two aspects of metaphor which recently gained more and more interest: First, the reciprocity of metaphor and media and second, the specificity of metaphor in certain cultural contexts or in inherent in overarching cultural contexts. Thus, Valadimir Beliaikov investigates the use of metaphor in Russian mass media. His article sheds light on how metaphors conceptualise the current political and social situation in Russia while Ansgar Thiele provides insight into the theoretical discussion on metaphor in the area of movie studies. He raises the important question whether metaphor is a useful analytical category for a visual medium. Katja Hachenberg's detailed review of Eva Gehring's work refers to the close connection between metaphor and media: The prevailing metaphors used to conceptualise the internet could be summed up under the heading of space metaphors. Fernando Balbachan's discussion paper analyses the interaction between metaphor, morphology, syntax and lexicon according to the Spanish metaphorical expression *matar el tiempo*. Two papers investigate the cultural and intercultural dimensions of metaphor: Gill Philip explores the connotative meanings

of colour metaphors in a comparative study on the Italian and English language while Mohamed Shokr examines the metaphorical concept LIFE IS A JOURNEY in the Qur'an – a valuable insight into cultural similarities in times of the so-called *Clash of Civilisations*.

Five years *metaphorik.de*: This has been a fascinating and stimulating time for us and we are looking forward to the future prospect of publishing, maintaining and initiating the scientific discussion around metaphor and metonymy.

We would like to thank our readership very much for their continuous interest and commitment.

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