

Preface

metaphorik.de celebrates with this 7th volume its 3rd birthday and we think it's time to take a look back at what happened during the past three years: Five 'normal' issues and two special issues comprise a great deal of research on metaphor and metonymy freely available online. Furthermore, *metaphorik.de* gained more and more attention in the scientific arena and today relies on a growing stock of regular readers. Taking the opportunity of 'our' 3rd birthday, we would like to thank authors and readers for their work, interest and sustained encouragement!

We hope that the present volume meets the expectations of our readership. The current number 7 comprises – as always – theoretical as well as empirical topics. The first paper, written by Andreas Musolff, investigates the concept of 'evolution' of metaphors from an diachronic angle. Analyzing heart-metaphors in the public discourse on the EU, Musolff tries to trace conceptual variations which could be understood as evidence for his outlined concept of an evolutionary approach to metaphor. Torben Schmidt examines the use of metaphor in the press coverage of the Wimbledon tennis tournament while Jörg Zinken provides valuable insight into the conceptual framework of the Lublin ethnolinguistic school that connects anthropological and cognitive-linguistic aspects. This approach is applied to a corpus of *Systemtransformation* in Germany outlining its main features and comparing it with the theory of conceptual metaphor. Peter Koch studies the evolution of metonymies from a diachronic and pragmatic perspective showing that linguistic change and variation base on a concept of linguistic efficiency and not on conscious or even intended language change by the speaker. Finally, Beatrice Warren sheds light on the aspect that referential metonymy and metaphors are fundamentally different underlining the relevance of the perception of the speaker who cognizes and defines the topic.

Seven reviews from the USA, France, China and Germany show the ongoing interest in questions concerning metaphor and metonymy – and it's also a clear indication that the dialogue between the experts and the editorial staff is working. Reviews from Hildegard Clarenz-Löhnert, Tony Jappy, Brendon Larson, Ralph Müller, Ulrike Mühlshlegel and Chaoqun Xie comprise a wide thematic range from antique traditions to sociopolitical topics such as *Balkan as metaphor*, the discourse on AIDS and metaphor in corporate safety policy – besides this, there are reviews on books from Zoltán Kövecses and René Dirven

All contributions are accessible in the html- and in the pdf-format. The download of files containing graphical elements may cause some delay of time. Also, the quality of the

visualization depends on the type of browser you use. We apologise for any troubles and would like to indicate that different fonts are available on the internet.

We hope that this volume will cause a stimulating and open discussion concerning metaphor and metonymy – again – but we leave the evaluation to our readership.

We wish all our readers a Merry Christmas and a Happy New Year!

Bonn, December 2004

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