

Preface

Research on metaphor is still high on the agenda. A close look into catalogues of different publishers sustains this claim as there is a continuous flow of new books, edited volumes and journal articles on metaphor – an area of research which *metaphorik.de* has covered for more than six years. There are, however, shifts in the research arena on metaphor which seem to pave the way towards an applied investigation of images in cultural and political contexts and only recently have others started to develop methodologies which include former European attempts to come to grips with the complex phenomenon of imagery. These attempts clearly go beyond Anglo-American approaches as they offer empirical studies covering a wide range of European and non-European languages and provide insight into the realm of European and non-European cultures. The present issue reveals such tendencies as it brings together a variety of research on metaphor that underlines the relevance of socio-cultural approaches aiming to investigate different areas and arenas of life. The papers offer important challenges which might broaden the scope of research on metaphor.

Khalid Berrada's analysis of food metaphors in classic Arabic and Moroccan-Arabic texts reveals convergences and divergences in terms of form, function and 'cognitive realities'. Martin Döring investigates metaphors and metaphorical networks in poems written by children during the outbreak of Foot and Mouth Disease (FMD) in Great Britain in 2001. His analysis reveals hidden aspects in the framing of FMD, namely the individual and socio-cultural costs of an epizootic which was officially framed as a veterinarian and agricultural crisis. The paper by Andreas Musolff shows the omnipresence of dinosaurs in media discourses exposing different semantic and pragmatic mechanisms which are explained in terms of pragmatic blends. Anna Ogarkovas' study on the metaphorical conceptualisation of 'jealousy' and 'envy' in English offers a fruitful integration of corpus linguistics and a Cognitive Theory of Metaphor revealing methodological perspectives for future research.

Petra Gehring's report of a conference on Metaphors in Philosophy (July 2007, Potsdam, Germany) once more underlines the relevance and the attention metaphor attracts over disciplinary boundaries. Reviews on an introduction to

the topic of metaphor for beginners and a study on 'Geopetics' conclude this issue.

Let us take the opportunity to inform you that a printed edition of *metaphorik.de* is also available at reasonable price (Wehrhahn Verlag). Furthermore, a BIG THANK YOU goes to Kerstin Sterkel (Saarbrücken) for her assistance and help to prepare the final layout of this issue. Last but not least, we also would like to thank our readership for their continuing encouragement: Merry Christmas and a prosperous New Year!

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Hildegard Clarenz-Löhnert
Martin Döring
Klaus Gabriel
Katrin Mutz
Dietmar Osthus
Claudia Polzin-Haumann
Nikola Rossbach
Judith Visser