

Preface

Today we are looking back on twenty issues of our online journal, and on ten years of *metaphorik.de*. We would like to explicitly thank all our contributors as well as our readers who have been following this project for the last decade. Without the inspiring discussions on metaphor and metonymy, this journal would lack its foundation. Once more, this issue shows that our favourite topic still offers many interesting facets, and that metaphor research gives new and crucial ideas for analyses that exceed the boundaries of linguistics and literary studies. The analysis of language structures is not just art for art's sake, but facilitates the understanding of social realities and political discourse in public, as well as helping to understand diverse social environments. Metaphor research as truly applied linguistics makes an important contribution here.

This general claim is also corroborated by each of the articles in this issue. Anna Andreeva analyses the meaning of metaphors in the understanding of ethnic discourse. It becomes evident that one should not underestimate the role played by metaphors representing the “foreign” in this type of discourse. Empirical analyses as well as basic considerations in metaphor theory prove this hypothesis. In his article, Matthias Junge reflects upon paradigms in metaphor theory depicting social interaction. The sociological perspective regarding the pragmatic and semantic aspects of metaphor inspires linguistic research by giving an initially outside view on categories within the actual discipline. Finally, Anke Beger contributes to the theory and empirical investigation of the conscious use of deliberate metaphors by analysing their role and function in scientific lectures. Her article deals with a dimension which is often neglected, at least in classical cognitive metaphor theory, namely the intentional functionalisation of metaphor, e.g. in didactic processes. Identifying the “deliberateness” in texts will most likely continue to challenge metaphor analysis.

The presentations held during the workshop on the occasion of the 10th anniversary of *metaphorik.de*, which took place in May 2011 in Mülheim an der Ruhr, will be published in the following issue of this journal. We would like to thank Kerstin Sterkel, Tanja Fell und Katharina Leonhardt from Saarbrücken for their tremendous help in creating the layout of all articles, and Annika Hohmann from Essen for her great support in editing and translating.

Finally, we would also like to draw your attention to several changes in the layout of our journal, especially that of the online version. The editorial concept will be maintained, but we would like to improve our offer in functionality and clarity of structure. Therefore, we will switch our editorial system to a more modern content management system which facilitates a more extensive search function, so that articles already published can be searched and found more effectively. We will switch to the new system in the next few weeks. We would be happy if you remain loyal to us in our new “outfit” and hope that you will be able to profit from our system change.

Kind regards from the editorial team, and have a nice summer.

Essen, July 2011

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