

Preface

Studying metaphors and metonymy means facing several challenges at the same time: First, you need a metaphor and metonymy definition suitable to how you have framed your research. Second, you need to determine the most suitable method for the identification and classification of metaphor and metonymy. Third, metaphor and metonymy never occur in isolation; you need to arrive at a comprehension and functional description that is suited to the discourse context they are found in.

Of course, the methods and focus of metaphor research are not set in stone. They evolve as the theoretical and methodological framework develops and the subjects and areas of interest providing the context for the analysis of figurative language shift.

Since 2001, *metaphorik.de* has been committed to providing a platform for various theoretical and methodical approaches. The articles we publish are a further testament to the diversity of contemporary metaphor research. Still, the distinction between theoretical and applied metaphor research can never be clear-cut. Every theory needs to be judged by how well it is able to explain linguistic phenomena and no practical study can be conducted without describing its theoretical and methodological framework.

The current *metaphorik.de* issue, no. 24, continues the tradition, presenting articles on theory and methodology as well as applied linguistic sample studies. Tina Krennmayr's article examines methods of metaphor identification within texts. She is referring to a problem no one who wants to undertake in-depth metaphor research can avoid:

Does it make sense to determine and classify metaphorical expressions deductively, using given concepts? Or inductively, based on how they are used in texts? The method of identification you choose can lead to different results. No small matter, indeed.

Vera Mundwiler studied developments in how the British press employed metaphors when reporting on swine flu in 2009 and 2010. She used quantitative and qualitative methods in her study to examine the function of metaphorical language for dramatizing events as is typical for press discourse.

Laurent Nicaise connects applied metaphor research and gender studies in his article, which is based on a Belgian business paper corpus, covering publications in both French and Dutch. Do male authors make use of different metaphors than their female colleagues? One of the concepts he uses to illustrate his research is BUSINESS IS WAR. In our last issue, we began a series on metaphor research, which we are continuing with Richard Waltereit's questionnaire. We would also like to thank Alexandra Dominicus (Essen) for her great help in designing the layout, Bernd Backhaus (*stylebites*, Bochum) for technical support with online publishing and Katja Flinzner (*mehrsprachig-handeln.de*, Bonn) for multilingual support. Our thanks to all of you for your interest in *metaphorik.de*. We wish you Happy Holidays and all the best for a prosperous New Year.

Bochum, Bremen, Essen, Flensburg, Hamburg and Saarbrücken, in December 2013,

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