

Preface

We have now reached the 25th issue of *metaphorik.de* – a symbolic number, if you will, inviting us to pause and reflect. While this may be the only issue we are publishing in 2014, it offers an especially wide range of articles and discussions that take stock of existing metaphor research and also outline possible future developments.

This issue particularly captures the stretch of topics our journal has examined since its founding in 2001. This includes the examination of both the pragmatics and functionality of metaphor and metonymy as well as considerations on determining adequate theoretical models for describing and investigating such a central area of human communication. Consequently, concrete data on the use of metaphor and metonymy has always stood side by side with fundamental controversies, such as determining the theories of metaphor that should be applied. In most cases, strictly distinguishing between studies that focus on language use and those that focus on linguistic theories is not possible. Every empirical study must take into account the suitability of the analytical models used. And a theory of metaphor will ultimately be judged by how well it is able to explain linguistic realities.

metaphorik.de has viewed itself as a multilingual journal from its conception. This issue is testament to this, both in the various languages featured in the journal as well as in the diversity of the languages analysed.

Julien Perrez and Min Reuchamps have written an article investigating how unconventional metaphors are introduced into political discourse based on a corpus of examples taken from current Belgian political debates. Anica Rose has studied the vitality of the doping metaphor in German everyday language. Her article thus also touches on the possible life cycle of a rather young metaphoric projection. In another article combining corpus linguistics and deliberations on the theory of metaphor, Kaisa Turkkila has taken a closer look at occurrences of synonymy or para-synonymy with various metaphors in American English. Ariadna Strugielska analyses the role of metaphor in cognitive linguistics, while Ulrike Schröder's article takes us back to an almost forgotten chapter in the history of the theory of metaphor: Johann Heinrich Lambert's and Philipp Wegener's contributions dating back to the 18th and

19th century respectively. One of the things these historical texts shows is that essential metaphor findings are in part significantly older than the purely Californian metaphor approach would suggest.

For this reason, we are especially proud that this issue features not one, but two of Europe's most renowned metaphor researchers and their thoughts on issues of metaphor and metonymy: Gerard Steen and Harald Weinrich. Finally, this issue includes Judith Visser's review of James Underhill's study of metaphoricality in the construction of ideologies and convictions.

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We appreciate our reader's loyal interest in *metaphorik.de* and the topics covered and wish you a wonderful holiday season.

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