PHILOSOPHY

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Conceptual metaphor as a cohesive means in utterance and text

Conceptual metaphor as the sequence of two domains mapping (source and target), abstract and concrete concepts, lays the base for integrating new contextual information into the utterance and text. Thus, this kind of metaphor provides coherence of the message. In other words, there appear new possibilities for investigating the problems of cohesion and coherence from the viewpoint of conceptual metaphor functioning. It is revealed what functions conceptual metaphors perform creating discursive cohesion and coherence; we point out that this kind of metaphor turns out to be one of the key mechanisms of text generating. It is concluded that conceptual metaphors facilitate the discourse organizing. The aim of our investigation is to apply basic theses of contemporary conceptual metaphor theory to metaphoric potential for providing coherence and cohesion. We reveal that while activating conceptual metaphor in the utterance or text the coherence is provided by such means as reference, repetition, and collocation.

Key words: conceptual metaphor, text, utterance, discourse, coherence, cohesion, reference, repetition, collocation.