1. “Time is Money”
   a. You’re wasting my time.
   b. This device will save you hours.
   c. How do you spend your time these days?
   d. That flat tire cost me an hour.
   e. I don’t have time to spare.
   f. You need to budget your time.
   g. You’re living on borrowed time.
   h. Use your time profitably.

2. “Words are Containers”
   a. He put his ideas into words.
   b. Try to capture a good idea in words.
   c. By knowing vocabulary we can put more ideas into fewer words.
   d. The meaning is in the words.
   e. Your words rang hollow.
   f. The idea is buried in the paragraph somewhere.

3. “Theories/Arguments are Buildings.”
   a. This is the foundation of the theory.
   b. The theory needs support.
   c. Our argument is shaky.
   d. We need to construct a stronger argument.
   e. Our argument collapsed when they exploded our latest theory.
   f. Our theory needs a new framework.

4. “Ideas are Food.”
   a. What he said left a bad taste in everyone’s mouth.
   b. Your paper was full of half-baked ideas.
   c. I can’t swallow that idea.
   d. I need to stew over it for a while.
   e. Let the idea percolate for a while.
   f. It’s food for thought.
   g. Teachers shouldn’t spoonfeed students.
   h. Let it simmer on the back burner for a while.
   i. Here’s the meaty part of the paper.
   j. It needs more data to make it jell.
   k. You are a voracious reader.
   l. That’s a book you can really sink your teeth into.
5. Seeing is Touching
   a. I can’t take my eyes off her.
   b. His eyes were glued to the screen.
   c. Their eyes met.
   d. She ran her eyes over the room.
   e. We never moved our eyes from his face.

6. “To Argue is War”
   a. Your claims are indefensible.
   b. She attacked the weak points in his case.
   c. Their criticisms were right on target.
   d. You disagree? Okay, shoot!
   e. He tore our arguments to shreds.

7. “Happy is Up.”
   a. I’m feeling up.
   b. That boosted my spirits.
   c. Her spirits rose.
   d. We’re in high spirits.
   e. Thinking about him always gives me a lift.

8. “Conscious is Up.”
   a. I got/woke up.
   b. I’m up.
   c. Early to bed, early to rise . . .

9. “Health is Up.”
   a. Young people are at the peak of health.
   b. He pumped up.
   c. He’s in top shape
   d. Jesus was resurrected.

10. “Having Control is Up.”
    a. I have control over them.
    b. I’m on top of the situation.
    c. She’s my superior.
    d. Caesar was at the height of his powers.
    e. He ranks above me.

11. “More is Up.”
    a. Use of the Web is going up.
    b. The usage of computers is high.
    c. Incomes tend to rise through life.
12. “Sad is Down.”
   a. I’m feeling down.
   b. I’m depressed.
   c. She’s feeling pretty low.
   d. I fell into a funk.
   e. My spirits sank.

13. “Unconscious is Down.”
   a. He fell asleep.
   b. They dropped off to sleep.
   c. She went under hypnosis.
   d. The patient sank into a coma.

14. “Sickness/Death is Down.”
   a. He fell ill.
   b. The patient is sinking fast.
   c. Her health is declining.
   d. He dropped dead.

15. “Being Controlled is Down.”
   a. I’m under someone’s control.
   b. Caesar fell from power suddenly.
   c. His power is waning, or on the decline.
   d. This caste is socially inferior.
   e. He’s the low man on the totem pole.

16. “Less is Down.”
   a. The graduation rate is going down.
   b. Our success rate is low.
   c. They are underage.
   d. Turn the heat down.

17. UP vs. DOWN
   a. Things are looking up/down.
   b. Things are at their peak, but it’s all downhill from here.
   c. She has high standards and would never stoop to that.
   d. Upright people don’t play low tricks.
   e. High-minded people don’t get down and dirty.
   f. High-level discussions don’t fall to the emotional level.
   [BUT n.b. DOWN can be “known,” and UP “unknown”
    a) He settled the matter, nailed the answer . . .
    b) . . . and didn’t leave things up in the air, hanging in the balance.]
Multiple Metaphors for the Same Concept in English

1. Ideas are . . .
   a. People
      1) Einstein’s theories *gave birth* to a new world view.
      2) His ideas *spawned* a rash of new theories.
      3) The theory of humors *died* a long time ago.
      4) Some sciences are in their *infancy*.
      5) Whose *brainchild* was that?
   b. Plants
      1) His research finally came to *fruition* in a book.
      2) There are many *branches* of mathematics. Calculus is only one *offshoot*.
      3) You need to *hone* that idea down.
      4) She *planted* the idea of marriage in his mind.
      5) But he had a *barren* mind.
   c. Commercial Commodities
      1) How are you going to *package* that idea?
      2) The idea won’t *sell*.
      3) His idea is *worthless*.
      4) Anthropology has opened up a *wealth* of new information.

2. Life is a . . .
   a. Container
      1) She lived a *full* life.
      2) My cup *runneth over*.
      3) Live life to the *fullest*.
   b. Gambling Game
      1) I’ll take my *chances*.
      2) The *odds* are against them.
      3) She had an *ace* up her sleeve.
      4) You’re *bluffing*.
      5) The President *upped the ante*.
      6) When the *chips* are down, the brave make guacamole.

3. The Mind is a . . .
   a. Machine
      1) Those Washington think-tanks *grind out* ideas.
      2) My mind just isn’t *operating* today.
      3) You can see *his wheels turning*.
      4) I’m a little *rusty* on prefixes.
      5) I can’t study any more – I’ve *run out of steam*.
      6) He *broke down* under cross-examination.
b. Fragile Object
   1) Some people have fragile egos.
   2) The prosecution broke him.
   3) It was a shattering experience for us all.
   4) I fall to pieces. (Patsy Cline/Willie Nelson)
   5) My mind snapped.

4. Love is a . . .
   a. Physical Force
      1) You could feel the electricity between them.
      2) There were sparks in the air.
      3) They gravitated toward each other.
      4) His life revolved around her.
      5) But then they lost momentum.
   b. Mental Disease
      1) He’s crazy for the girl.
      2) She drove him out of his mind.
      3) He raved about her constantly.
      4) He’s gone cuckoo over her.
      5) And she’s just wild about Harry.
   c. War
      1) He’s known for his conquests.
      2) She fled from his advances.
      3) He overpowered her and gained her hand in marriage.
      4) She fought for him later but his mistress won.
      5) So, she loved and lost.

Lakoff/Johnson, Metaphors We Live By, p. 57:
   . . . every experience takes place within a vast background of cultural presuppositions. . . all experience is cultural through and through, that we experience our “world” in such a way that our culture is already present in the very experience itself.