

EMBODIMENT EXPERIENCE IN SOME ORIENTATIONAL METAPHORS IN ENGLISH AND VIETNAMESE NEWSPAPERS

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Abstract - The article aims to investigate the impact of embodiment theory by Lakoff & Johnson on some orientational metaphorical structures identified through the examining of some official electronic newspapers in the UK and Vietnam. Based on the data collected via the use of Metaphor Identification Procedure by Kovecses, the article has made an illumination over the operation and determination of embodied experiential principles on human's mind, which sets foundation for mankind's conceptualization about the world through their interactive experience with their surrounding environment. Based on acquired explanations about embodiment experience, the article has proposed some initial conclusions about embodiment in metaphorical expressions which include both universality and peculiarity in language & culture of a nation.

Key words - Conceptual metaphor; embodiment; orientational metaphor; cognitive linguistics; comparative & contrastive linguistics

1. Introduction

Unlike Generative Grammar developed by Noam Chomsky [1] which looks at language's construction from the view of modular system, which contributes to the explanation for the organization of language in distinctive incommensurable constituents of rules and sub disciplines, cognitive linguistics has suggested a heterogeneous look into language's nature assuming the existence of both distinctive modules and shared organizational structural aspects including theoretical insights of issues like categorization, polysemy and metaphor.

Conceptual Metaphor Theory, first originated from Lakoff & Johnson [2] has gone further the conventional norm of stylistic language features, and attracted contemporary researchers' awareness with the emphasis of cross-domain mappings or connection of conceptual domains in language's production. The essence of this theoretical framework is the emergence of new concepts deriving from domains projection to give birth to more complicated conceptual structures via human's embodied experiences. For example, deriving from the conceptual mapping between two domains LOVE and JOURNEY, couples of concepts like LOVERS and TRAVELLERS, WAYS TO EXPERIENCE LOVE AFFAIR and MEANS OF TRANSPORT, RELATIONSHIP STATUS and ROUTE are assimilated in use through the conceptual mappings or distinct correspondence. The formula A is B has facilitated discrete conceptual mappings and suggested license for linguistic expression as follow:

- *Although we've come to the end of the road, still I can't let go.* (Lyrics in *End of the Road*, Boy II Men)
- *We are spinning our wheel.* (<https://www.eubios.info/BFP/BFPJA.htm>)

• *Our marriage is on the rocks* (*The Poetics of Mind: Figurative Thought, Language, and Understanding*, p.124)

Remarkably, conceptual metaphorical mappings put crucial emphasis on the experiential basis as an essential factor to establish the projection among domains. What's more, conceptual metaphors occur in daily lives where human's interaction is enriched enormously with surrounding environment and gives evidence for the conceptual metaphorical structures in language.

According to Lakoff and Johnson [2], the concepts of QUANTITY and VERTICAL ELEVATION are associated through the daily lives experience of human being. Therefore, it sets foundation for the conceptual projection and mapping in language so as to create new conceptions. In their explanation, if we put more oranges on a pile, the height of pile accordingly therefore increases. It is the experiences in daily lives motivates the correlation between concepts and form the mappings of source and target domain.

From the explanation of Lakoff & Johnson about the role of embodiment in the establishment of metaphorical expressions, the paper, thus proposes in details implication for the operation of embodiment in some orientational metaphorical structures in English and Vietnamese newspapers with the aim of reaffirming how embodied cognition theories are reflected vividly in language use, especially in daily languages.

The objectives of the article include stating the existence and operation of embodiment theory in some orientational metaphorical structures in English and Vietnamese newspapers, explaining the influence of human's interaction with surrounding world on the way they use language to reflect their mind and cognition.

In order to obtain the suggested objectives, the following research questions have been raised:

1. What orientational metaphors are recognized in metaphorical expressions in English and Vietnamese newspapers?
2. How is embodiment theory used to explain for the construction of those orientational metaphors?
3. What are the interactions of human's experience on the way they reflect their mind via language as a tool?

2. Research methods

In order to accomplish the aims, this study applies both qualitative and quantitative research design. Then descriptive methods are employed to analyze all the given cases.

In the field of language research, qualitative is to some

extent popular as it helps researchers recognize features of language in communication, which is said to be ambiguous to perceive. For that reason, the article used qualitative method as an effective choice for data analysis of human language. In this paper, qualitative method is maximized its function in terms of recognizing conceptual expressions which originated from embodiment theory.

In addition to qualitative method, quantitative approach is used to get precise picture of frequency of specific language phenomena to help give genuine reflections of the behavior of language.

The descriptive methods and analytical approaches are used in this research so as to describe the nature and characteristics of conceptual metaphorical structures which relate to embodied experience.

In this study, the metaphorical linguistic expressions are identified following MIP procedure by the Pragglejaz Group, which is suggested by Kovecses [3]. "As a result, the method is based on the following principles:

1. Read the entire text-discourse to establish a general understanding of the meaning.

2. Determine the lexical units in the text-discourse:

(a) For each lexical unit in the text, establish its meaning in context, that is, how it applies to an entity, relation, or attribute in the situation evoked by the text (contextual meaning). Take into account what comes before and after the lexical unit.

(b) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts than the one in the given context. For our purposes, basic meanings tend to be:

- More concrete (what they evoke is easier to imagine, see, hear, feel, smell, and taste)
- Related to bodily action
- More precise (as opposed to vague)
- Historically older.

Basic meanings are not necessarily the most frequent meanings of the lexical unit.

(c) If the lexical unit has a more basic current-contemporary meaning in other contexts than the given context, decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it.

3. If yes, mark the lexical unit as metaphorical. [4]"

Metaphor Identification Procedure (MIP) is followed by the identification of orientational metaphor based on the experience of spatial orientation like up-down, front-back, on-off, center-periphery, and near-far in the conceptualization of concept system in the data found. The paper then conducts in-depth analysis on the relation and impact of embodiment theory on the establishment of orientational metaphors recognized in the previous step.

Due to the scope of the paper, we decided to conduct data collection in 08 official electronic newspapers from both languages as listed below. Choices are also based on the newspapers' reputation of officiality and seriousness in publication so far.

Using MIP methods, the authors has collected

approximately more than 105 language expressions in English and Vietnamese which contain metaphorical structures relating to the conceptualization of concepts with directions. Through steps of analysis, under the illumination of embodied experience in conceptual metaphors, the paper presents its results as follow.

Table 1. Electronic newspapers for data collection

English E-newspapers	Vietnamese E-newspapers
The Guardian (https://www.theguardian.com/)	The Vietnamnet (https://vietnamnet.vn/)
The Sun (https://www.thesun.co.uk/)	The VnExpress (https://vnexpress.net/)
The Daily Mail (https://www.dailymail.co.uk/)	The Thanhnien (https://thanhnien.vn/)

3. Finding and discussion

3.1. Theoretical background and previous studies

3.1.1. Theoretical background

Conceptual Metaphor

The notion of conceptual metaphor was first explored by Lakoff & Johnson [2] in *Metaphor we live by*, which looked at the semantic structures of language via mappings between different domains by their similarities. It involves a relationship between a SOURCE DOMAIN, the source of the literal meaning of the metaphorical expression, and a TARGET DOMAIN, the domain of the experience actually being described by the metaphor as follows.

- *Pack thoughts into words* – WORDS ARE CONTAINERS
- *Anger boiled over* – EMOTION/ANGER IS HOT FLUID (IN A CONTAINER)
- *Spend time* – TIME IS MONEY
- *Life is going* – LIFE IS JOURNEY

Lakoff and Johnson [2] have argued that conceptual structure is in part organised in terms of a metaphor system, which is characterised by related sets of conventional associations or mappings between concrete and abstract domains. A domain in Conceptual Metaphor Theory is a body of knowledge that organises related concepts.

The exploration of conceptual metaphor should include some features which set firm boundaries for all metaphorical structures, theoretically. First, although researchers all recognize the coexistence of two domains (SOURCE and TARGET) in any conceptual mapping, they tend to hardly pay their attention to the unidirectional feature in this relation. Usually we conceptualize TIME in terms of MOTION by projecting related mappings of components in TIME to those in MOTION. However, we don't assume the converse direction mapping of MOTION to TIME, interestingly. Therefore, it is essential to note that metaphors operate thanks to the mapping from source domain to target domain but not vice versa. Secondly, Kovecses [3] referred to a certain pattern of which domains function as sources and which function as targets. In his opinion, target domains tend to be more abstract with little physical features, clear delineation and therefore call for the metaphorical conceptualization from source domains of concrete and graspable features. Thirdly, aspects of the source domain which are not explicitly presented in the

projection can be inferred, which means metaphor mappings contain entailments of inferences. Fourth, Lakoff & Johnson argued that image schemas play the role of source domain in the metaphorical mappings.

Whereas we have mentioned the features of entailments in metaphorical mappings above, Lakoff & Johnson [5] also claimed the invariance principle in metaphorical structures which means certain restriction in the entailments in the source domains to the target domains. For example, if DEATH is projected to HUMANLIKE QUALITIES, some attributes like “devour” or “destroy” may be metaphorized. However, not all the features of DEATH are associated in this mapping such as “sitting on the sofa” or “having a bathtub”. This means that not all features of the concept HUMANLIKE QUALITIES in source domain are mapped onto target domain DEATH. Though features like “devour”, “destroy”, “sitting on the sofa” and “having a bathtub” all belong to the concept HUMANLIKE QUALITIES, only some of them are taken into use in target domain DEATH as follows:

- *Though death devour, though time decay, Let but our hearts hold brotherhood. (hermetic.com)*
- *The Lord of Death shall definitely come one day to destroy us. (Living in the face of death: The Tibetan Tradition, by Glenn H, Mullin)*

However, we haven’t found language expressions which indicate HUMANLIKE QUALITIES like “sitting on the sofa” and “having a bathtub” to be taken in to use in DEATH concept so far.

Categorization of conceptual metaphor

Lakoff & Johnson [2] has made a categorization of conceptual metaphor into 4 types including structural metaphor, orientational metaphor, ontological metaphor and conduit metaphor.

Structural metaphor

According to Lakoff and Johnson [2], the majority of metaphor which is used in everyday life language is structural metaphor. He also emphasized the idea that structural metaphor is a metaphorical system in which one concept is understood and communicated in terms of another. In other words, a general structure is formed by the projection of attributes of the source domain (abstract one) into the target domain (more concrete one). This type of metaphor is formed through systematic correlations within human experience, which has been seen in the evidence for the metaphor “RATIONAL ARGUMENT IS WAR”.

Table 2. Structural correlations of “RATIONAL ARGUMENT as WAR”

Source Domain WAR	Target Domain ARGUMENT	Metaphorical expressions
Attack opponents	Express an opposite view	<i>He attacked every weak point in my argument. I demolished his argument You disagree? Okay, shoot! He shot down all of my arguments</i>
Defend territories	Express your view	<i>Your claims are indefensible.</i>
Military strategies	Discourse strategies	<i>If you use that strategy, he’ll wipe you out.</i>

Orientalational metaphor

According to Lakoff and Johnson ([2], p.14), while structural metaphor creates new concepts thanks to the mapping projection of two different concepts; orientational metaphor structures a whole system of concepts with respect to another distinctive concept. The perception of orientational metaphor is obtained through the experience of spatial direction like up-down, front-back, on-off, center-periphery, and near-far. Unlike Lakoff and Johnson, Kovecses [3] recognized metaphors involved in basic human spatial orientations as “coherence metaphor”. His ideology of “coherence” was presented via examples of upward versus downward orientation as below:

“MORE IS UP; LESS IS DOWN”: Speak up, please. Could you please keep your voice down?

“HEALTHY IS UP; SICK IS DOWN”: You raised me up. He fell ill. I am under the weather.

“CONSCIOUS IS UP; UNCONSCIOUS IS DOWN”: Wake up. He fell into a coma.

“CONTROL IS UP; LACK OF CONTROL IS DOWN”: She is on top of the company. Everything is under his control.

“HAPPY IS UP; SAD IS DOWN”: He is feeling down. Cheer up.

“VIRTUE IS UP; LACK OF VIRTUE IS DOWN”: She’s an upstanding citizen. That was a low-down thing to do.

“RATIONAL IS UP; NONRATIONAL IS DOWN”: The discussion fell to an emotional level. He couldn’t rise above his emotions.

Ontological metaphor

Lakoff and Johnson [2] also clarify the concept of ontological metaphor in the way that “our experiences with physical objects lay the foundation for a wide variety of ontological metaphors, that is, ways of viewing events, activities, emotions, ideas, etc.” known as entities and substances.

To distinguish ontological metaphor from structural one, Kövecses [3] suggested that “it can be understood in terms of objects, substances, and containers, in general, without indicating exactly kinds of object, substance, or container, compared to structural metaphor”. “Since our knowledge about objects, substances, and containers is rather limited at this general level” (p. 38), these highly general categories cannot be applied to understand much about target domains.

One specific example considered is that we refer to INFLATION as AN ENTITY in these below cases:

Table 3. Ontological correspondences of “INFLATION as AN ENTITY” (Lakoff and Johnson [2])

Source domain: AN ENTITY	Target domain: INFLATION	Metaphorical expressions
Identifying an entity as a cause	Identifying inflation as a cause	<i>Inflation is lowering our standard of living. Inflation is taking its toll at the checkout counter and the gas pump. Inflation makes me sick. Inflation is backing us into a comer.</i>

Understanding an entity	Understanding inflation	<i>Buying land is the best way of dealing with inflation</i>
Quantifying an entity	Quantifying inflation	<i>If there's much more inflation, we'll never survive.</i>
Setting goals to achieve	Setting goals to achieve	<i>We need to combat inflation.</i>

Conduit metaphor

First introduced by Reddy [4], conduit metaphor operates in the way we understand thoughts, ideas, feelings, emotions under the generic term “repertoire members”. Later, Lakoff & Johnson [2] treat repertoire members as material objects and formulate it as follows:

THE MIND IS A CONTAINER (FOR IDEAS)

IDEAS (OR MEANINGS) ARE OBJECTS

COMMUNICATION IS SENDING

LINGUISTIC EXPRESSIONS ARE CONTAINERS (FOR IDEAS-OBJECTS)

In this article, we save more of our discussion for orientational metaphors in the correlation with embodiment theory underlining the metaphorical linguistic expressions in our daily lives for the following reasons. First, according to Lakoff & Johnson [2] conceptual metaphors are based on embodied representations; that is to say, human’s sensory-motor experience is activated to conceptualize abstract domains like time, feelings, interpersonal relationships, etc. Thus, spatial dimensions are frequently used to support rich metaphorical conceptual systems for the reason that space is prominent in our perceptual and motor experience. Majority of orientational metaphors relate to space and directions: up-down, in- out, front -back, on -off, central-peripheral...

Embodiment

The notion of embodiment stems from an important assumption by Lakoff & Johnson [2] that the mind is embodied by its very nature. They back up their claims with considerable empirical research into "conceptual metaphor" and conceptual domains, which they explain as follows:

“Reason is not disembodied, as the tradition has largely held, but arises from the nature of our brains, bodies, and bodily experiences. This is not just the innocuous and obvious claim that we need a body to reason; rather, it is the striking claim that the very structure of reason itself comes from the details of our embodiment. The same neural and cognitive mechanisms that allow us to perceive and move around also create our conceptual systems and modes of reason. Thus, to understand reason we must understand the details of our visual system, our motor system, and the general mechanisms of neural binding. In summary, reason is not, in any way, a transcendent feature of the universe or of disembodied mind. Instead, it is shaped crucially by the peculiarities of our human bodies, by the remarkable details of the neural structure of our brains, and the specifics of our everyday functioning in the world”.

Since the key principle of cognitive linguistics is anthropocentric, Lakoff and Johnson emphasize embodiment as the source of meaning. It is our interactions with the environment and other people that bring about meaning in the

body and brain. And the human body is a component that influences experience and serves as the foundation for activating thoughts that constitute a metaphor. All in all, our organic embodiments, as well as our individual and communal experiences, determine human reason.

One of the most notable books in the realm –Metaphors we live by Lakoff & Johnson [2] exposes experiencing gestalts, image schema and conceptual metaphors based on our bodies' nature, our interactions with our physical surroundings, and our relationships with other people in our society. The basis of conceptual metaphors is provided by these experience gestalts [2, p. 117].

Embodiment and fundamental aspects of embodiment (embodied image schemas [6] and live simulation of embodied experience [7] ...) are said to be the derivation of encoded concepts externalized in language. From the view of semantic structure, conceptual metaphor mappings have close relation to image schema, which underpins the pre-conceptual embodied experience to structure more abstract entities and to determine and delimit the range of concepts’ nature also, to be represented.

To illustrate more about embodiment, Lakoff and Johnson [2] suggested that conceptual metaphor is a fundamental part of human mind. Also, conceptual metaphors are originated from a variety of human experiences, including correlations in experience, various kinds of similarity, biological and cultural roots, and others [3]. Therefore, “reason is not, in any way, a transcendent feature of the universe or of disembodied mind. Instead, it is shaped crucially by the peculiarities of our human bodies, by the remarkable details of the neural structure of our brains, and the specifics of our everyday functioning in the world” [8].

3.1.2. Previous studies

The concept of metaphor was originally indicated in two works by Aristotle: The Poetics and The Rhetoric. He indicates that metaphor is the transference of a word from one thing to another thing, as seen in his definition of metaphor: “Metaphor is the application of a strange term either transferred from the genus and applied to the species or from the species and applied to the genus, or from one species to another or else by analogy” [9]. On the grounds of analogy, metaphors are characterized into four different kinds in some following examples:

Here stands my ship. (From genus to species)

Indeed ten thousand noble things Odysseus did, (From species to genus)

Drawing off his life with the bronze (From one species to another)

Severing with the tireless bronze, (From one species to another)

As mentioned above, another well-known study on traditional metaphor is the book “More than Cool Reason: A Field Guide to Poetic Metaphor” by George Lakoff and Mark Turner [10]. They highlight the critical role of metaphor in poetry by examining a widespread of metaphor and its application in poems and proverbs. At the same time, the book offers people a clearer view on the theory of poetic metaphor. Above all, all metaphors imply a statement of

similarities or dissimilarities between two or more things. What is more, it was considered that they had literal meanings and were merely used by specialists for purposes such as to persuade people or to express an imaginary world.

In Vietnam, among a myriad of scholars, Do Huu Chau denominated metaphor as a way of naming one thing by another thing and there was a correspondence between them [11]. According to Ly Toan Thang [12], metaphor is always conventional in the traditional sense since it is formed inside a linguistic and cultural group and lexicalized in word forms, usually terms referring to human body parts. Generally, these original terms figure metaphor as a rhetorical device in language instead of a process of thinking.

Developed based on the preceding success of traditional linguistics, cognitive linguistics has announced a variety of issues which set robust foundation for the blossom in researches in the field. It is *Metaphors We Live By*, one of the most remarkable masterworks by Lakoff and Johnson [2] that proved the popularity of metaphor use in the way human think and act. In other words, they believe all metaphors remain in the conceptual system, not just in language.

In order to conceptualize target domains as source domains, some correspondences between them, called mappings, are primarily experienced and discussed by Lakoff and Johnson and further cognitive scientists such as George Lakoff (*The Contemporary Theory of Metaphor*, [13]), Zoltan Kovecses (*Metaphor: A Practical Introduction*, [3]), Alice Deignan (*Metaphor and Corpus Linguistics*, [14]), etc. Owing to the system of mappings, and their applications to the process of reasoning and cognition of conceptual metaphors, definitely facilitate the realization of metaphor in the field of electronic newspapers.

In Vietnam, cognitive linguistic theory has been prominently employed and thoroughly researched by a wide range of authors. The metaphorical conceptualisation and some related terms are well evidenced by Lý Toàn Thắng in “*Ngôn Ngữ Học Tri Nhận - Từ Lí Thuyết Đại Cương Đến Thực Tiễn Tiếng Việt*” [12] and Trần Văn Cơ in his two books “*Ngôn ngữ học tri nhận - Ghi chép và suy nghĩ*” [15] and “*Khảo luận - Ấn dụ tri nhận*” [16].

3.2. Research results

3.2.1. The relation between bodily experience and linguistic metaphorical expressions about sickness

Basically, bodily experience is explained by Eve [17] that we each have our own vantage point: that our perception is done by our own bodies, so that front and back, or far and near, or this and that, are relative to each speaker's perceptual center. The spatiotemporal environment in general is experienced via human memory, human intentionality, and human experience of correlations and change.

Bodily experience is theorized in cognitive linguistics as a factor which contributes to meaning making, meaning interpretation and projection at various levels from grammar, semantics to discourse. Johnson [6] with theory of embodied image schemas and Gibbs [7] with issue of live simulation of embodied experience have announced vital role of bodily experience in the emergence and understanding of conceptual metaphor.

Bodily experience (BE) also feature as targets or topics in certain discourse contexts, which leads to underexplored scenarios where BE is simultaneously a source and a target of meaning making [3].

According to Lakoff & Johnson [2], this conceptual metaphor is derived from the fact that it's severe illness that forces people to lie down physically. Our culture, therefore, has been greatly influenced by this natural phenomenon. When you are sick or even dead, you are physically down. On the other hand, people can stand up and move around if they have fully recovered. As human beings, death, disease and illness are familiar but peculiarly heated topics, which is a central issue in news language.

(1) *Mystery illness strikes down birds across US South and Midwest.*

(<https://www.theguardian.com/environment/2021/jun/24/birds-mystery-illness-us-south-midwest>)

(2) *Bird mortality events are not all that uncommon. Last year, hundreds of migratory birds dropped dead in New Mexico in a massive die-off.*

(<https://www.theguardian.com/environment/2021/jun/24/birds-mystery-illness-us-south-midwest>)

(3) *“I know it's super-tempting when you are in a down phase to amp it up to the max, but it's not realistic.”*
(<https://www.theguardian.com/lifeandstyle/2021/jun/21/do-what-you-love-and-take-it-easy-eight-ways-to-get-back-lost-fitness-and-motivation>)

(4) *I was in utter despair as my husband had left and I think I was having a breakdown.*

(<https://www.theguardian.com/lifeandstyle/2021/jun/13/farewell-mariella-i-wanted-to-say-thanks>)

In the example (1) and (2), a report on the a massive die-off of migratory birds mentions the phrase strike down to express a kind of uncommon and sudden disease which troubles the biologists a lot to find the cause. It can be a supernatural force which attacked the birds from the air. The word drop possibly states a fall from the sky due to the inability to fly, which is one symptom of the illness. Another metaphorical use is found in the example (3) when a trainer gives some suggestions for those who are not in good health conditions – in a down phase due to the lack of regular work-out. Also, being sick means that you are forced to stay in bed and are unable to stand up and carry out your everyday routines.

(5) *Vận động để khỏe lên* (<https://thanhvien.vn/van-dong-de-khoe-len-post121194.html>)

(6) *Sức khỏe cháu Bảo khá lên rất nhiều.*
(<https://vietnamnet.vn/suc-khoe-cua-chau-bao-kha-len-rat-nhieu-395110.html>)

(7) *"Cơ thể tôi từng trải qua nhiều cuộc đại phẫu nên khi đến tuổi 30, tôi cảm nhận rất rõ nó đang xuống dốc.*

(<https://vietnamnet.vn/suc-khoe-cua-huong-giang-xuong-doc-vi-phau-thuat-qua-nhieu-676757.html>)

3.2.2. The relation between bodily facial expressions and temperature and linguistic metaphorical expressions about emotion (happiness and sadness)

In this part, the concept of emotion, which means happiness and sadness only, is discussed due to the result

got in the process of data collection and analysis.

Among the orientational conceptual metaphors illustrated in Lakoff & Johnson's work [2], HAPPY IS UP/SAD IS DOWN is popularly explored in various language resources. This one stems from the human body behaviours when they are happy or sad. In other words, people tend to droop or bow down if they feel down or depressed and when they are happy or up, they hold their head up and keep their back straight up. Hence we see that this kind of metaphor is not arbitrary but based on culture and experiences.

(8) *Implying that they are perpetuates the myth that depression is just 'feeling a bit down', something that doesn't need to be taken seriously.*

(<https://www.thesun.co.uk/news/2549098/blue-monday-what-depressing-day/>)

(9) *After a shitty weekend of narcissistic male behaviour and runaway preteens, and me constantly at home, on my own, waiting to put the children back together again, it has truly **perked me up**.*

(<https://www.theguardian.com/lifeandstyle/2021/jun/13/farewell-mariella-i-wanted-to-say-thanks>)

(10) *A brilliant and pant-wetingly funny comedy guaranteed to **pick you up**.*

(<https://www.thesun.co.uk/news/2549098/blue-monday-what-depressing-day/>)

(11) *Yes there have been **ups and downs** and our son, who was not quite two when I wrote to you.*

(<https://www.theguardian.com/lifeandstyle/2021/jun/13/farewell-mariella-i-wanted-to-say-thanks>)

The above linguistic expressions of emotion happy/sad have been attributed with a spatial term, up or down. This use of spatial terms in relation to this conceptualization of emotion is popular and widespread, both around us and especially in news texts, as can be implied in the circumstances. There is no denying that an increase of happiness is oriented UP, which is depicted in example (9), (10). These metaphors are conventionalized and they are, so far, used unconsciously by native news editors.

One another points out that sadness is experienced as being physically nearer to the ground when you are disappointed about your boring walking trip with your head bowing down and your eyes looking down (Example 8). Additionally, the feeling of depression implies the state of being pressed down without any hope to be in higher place. Here the conceptualization of being pushed downward is clearly manifested.

In the last example (11), people normally experience not only happiness but also sadness in life since life is colorful so these events are consistently performed by this spatial orientation UP-DOWN.

Similarly, Vietnamese also conceptualize HAPPINESS AND SADNESS in spatial direction UP-DOWN, which derives from their bodied physical reaction to the emotional status. When we are in positive emotion, our eyes tend to open wide with eyebrow raised up. In addition, our facial muscles often go up and heart beat raises when we are happy. From that experience, it is explainable when

people use language to express their cognition as follows:

(12) *Mỗi khi đọc thấy số ca nhiễm bệnh và số người tử vong, không khí gia đình tôi **chùng xuống** hẳn.* (<https://tuoitre.vn/thuong-lai-mai-nha-20210918194043058.htm>)

(13) *Cảm giác ai cũng có trách nhiệm, quyền lợi nên không khí **vui lên** hẳn.* (<https://tuoitre.vn/thuong-lai-mai-nha-20210918194043058.htm>)

(14) *Chuyện đó làm Maya bôn chôn. Cô bé từ phòng ngủ đi xuống vài lần và tất cả đều làm không khí **vui lên**.* (<https://vietnamnet.vn/tro-chuyen-voi-con-gai-nho-hon-300000-nguoi-thich-51331.html>)

(15) *Cô bé Hột Mít ngày xưa bây giờ đã lớn thế nào, chỉ nhớ cái mặt **xịu xuống*** (<https://tuoitre.vn/hot-mit-ngay-xua-169487.htm>)

3.2.3. *The relation between bodily experience and linguistic metaphorical expressions about social status*

When it comes to status, we often refer to the position or the rank of someone or something in an organization or a chart. However, in the light of Conceptual Metaphor theory, social positions are understood in terms of spatial positions. As depicted in Metaphor We live by Lakoff & Johnson [2], status is correlated with (social) power and (physical) power is UP. Accordingly, higher position is more desirable and powerful because it provides a person rights to act in a larger scale while the opposite limits the person's power as it struggles against him. As a result, there are a variety of degrees and levels of status can be depicted in terms of their being either upper or lower, which can be clearly seen from example (16) to (20).

(16) *The same cannot be said for Mickelson, who **surged up the leaderboard** having signed for a 69.* (<https://www.theguardian.com/sport/2021/apr/11/hideki-matsuyama-surges-to-four-shot-lead-in-weather-hit-masters>)

(17) *The rise of BookTok: meet the teen influencers **pushing books up the charts**.*

(<https://www.theguardian.com/sport/2021/jun/28/wimbledon-reopens-but-andy-murray-has-fans-on-edge-with-dramatic-victory>)

(18) *Juice WRLD and Pop Smoke - the third most-nominated act - are **up for top artist** along with Taylor Swift and Drake, ...*

(<https://www.dailymail.co.uk/tvshowbiz/article9526609/The-Weeknd-leads-2021-Billboard-Music-Awards-16-nominations-following-Grammy-snub.html>)

(19) *The Weeknd's song is spending its record-extending 50th week in the Top 10 of the Billboard Hot 100 chart and is also the longest-running No. 1 hit of all time on the R&B chart, spending 47 weeks - and counting - **on top**.*

(<https://www.dailymail.co.uk/tvshowbiz/article9526609/The-Weeknd-leads-2021-Billboard-Music-Awards-16-nominations-following-Grammy-snub.html>)

(20) *The Weeknd joins an exclusive club of songs that were crowned biggest hit of the year by Billboard but **fell short** at the Grammy Awards.*

(<https://www.dailymail.co.uk/tvshowbiz/article9526609/The-Weeknd-leads-2021-Billboard-Music-Awards-16>)

nominations-following-Grammy-snob.html)

It can be seen that people absolutely demand higher place in the chart since this means that they themselves are popular and renowned, as exposed in examples (16), (17), (18) and (19). In the example (20), the agent “books” are pushed up to higher position in the rank so that they can reach a large number of readers without any obstacles. By contrast, a downward trend is observed when the biggest hit lowers its position or even not included in the chart any more. Thus we focus on not only a linguistic phenomenon, but also a metaphorical drawing of the state in terms of spatial relation.

In Vietnamese, spatial positions facilitate knowledge of the value of one person, group or a product. As a result, higher positions are more attractive and powerful since they allow a person to operate on a wider scale, but lower positions restrict a person's strength as they battle against him. As a result, there are many different degrees and levels of status that can be portrayed as either upper or lower.

(21) *Từng giành huy chương Olympic quốc tế, tốt nghiệp cử nhân tại viện nghiên cứu hàng đầu Hàn Quốc, ... là tiền đề quan trọng giúp Khôi apply thành công lên thẳng bậc học tiến sĩ tại MIT (Mỹ).*

(<https://vietnamnet.vn/nam-sinh-ha-noi-tu-cu-nhan-vao-thang-bac-tien-si-o-mit-823755.html>)

(22) *Opera thường gắn liền với định nghĩa về một dòng nhạc sang trọng, dành cho giới nhà giàu và học thức cao, đôi khi có phần hoa mỹ và kiêu cách.*

(<https://vietnamnet.vn/pham-khanh-ngoc-danh-doi-thoi-gian-va-tuoi-tre-de-theo-opera-2048224.html>)

In example (21) and (22), a person's social status can be determined by their level of education. Broad knowledge is understood as a higher value in society. This usage is not common in English as no similar examples can be found.

(23) *Tiêu tán 2 tỷ USD, tỷ phú Hoàng Kiều rút khỏi nhóm giàu nhất nước Mỹ.*

(<https://vietnamnet.vn/timkiem?q=r%E1%BB%9Bt%20kh%E1%BB%8Fi%20nh%C3%B3m>)

(24) *Melanie Perkins, người phụ nữ giàu thứ hai Australia và ông xã Cliff Obrecht đã bắt ngờ rút khỏi danh sách 500 người giàu nhất thế giới.*

(<https://cafebiz.vn/cap-doi-ty-phu-quyen-luc-australia-rot-khoi-danh-sach-500-nguoi-giau-nhat-the-gioi-176220830085355282.chn>)

(25) *Robert Lewandowski tiếp tục hiệu suất cao ở La Liga, với 2 bàn thắng giúp Barca có chiến thắng 3-0 trước Elche và lên đỉnh bảng, tới 17/9.*

(<https://vietnamnet.vn/timkiem?q=l%C3%AAAn%20%C4%91%E1%BB%89nh>)

Similarly, people certainly desire a higher position on the chart since this indicates that they are well-known and well-liked, as shown in examples (23), (24) and (25) by the phrases “rút khỏi top”, “rút khỏi nhóm”, “lên đỉnh”.

3.2.4. *The relation between bodily experience and linguistic metaphorical expressions about temporal points*

Lakoff & Johnson [6] propose that the metaphor FORESEEABLE FUTURE EVENTS ARE UP (and

AHEAD) are closed linked to the physical behaviours when an object comes closer or people approach the object, our eyes look in the direction in which we typically move (ahead, forward) so its size is undoubtedly larger and more visible. As far as I can see, the ground is fixed, so the top of the object apparently moves upward in the person's field of vision. The same case is seen in the Rule of Perspective Drawing as a painting technique in the field of art. This perspective states that the closer the objects are the larger you draw. Similarly, a decrease in size is shown as they are farther away. As found in English E-papers, there are numerous evidences supporting the idea (from example 26 to 29).

(26) *Tramlines and Standon Calling music festivals confirmed to go ahead.*

(<https://www.theguardian.com/music/2021/jun/29/tramlines-and-standon-calling-music-festivals-confirmed-to-go-ahead>)

(27) *These events are part of a research programme and would not be going ahead if they did not have a scientific purpose.*

(<https://www.theguardian.com/world/2021/jun/27/sport-s-fans-warned-you-will-be-guinea-pigs-at-summer-events>)

(28) *I can't see the tour will be in jeopardy ...*

(<https://www.theguardian.com/sport/2021/jun/29/conor-murray-will-be-amazing-lions-captain-says-jamie-george>)

(29) *Looking forward I can see how much I'm growing, how much more I want to learn and explore.* (<https://www.theguardian.com/lifeandstyle/2021/jun/13/farewell-mariella-i-wanted-to-say-thanks>)

Evidence that the upward movement conceptualizes future incidents comes from the full range of spatial expressions consistent with its specifications such as “go ahead”, “looking forward”, “I can't see”, etc. In the examples (26) and (27), editors draw on the possibility of those events at the same time evoke the readers' mind whether they can see them in front of their eyes or not. Besides, in example (28), people are trying to foresee the future, though this kind of ability is not factual. And they can just express their words by using “I can't see”. Likewise, human beings have a tendency to “look forward” to guess their future growth (example 29)

Like English, Vietnamese language witnesses evidences of metaphorical expressions undergone by the impact of embodied theory. Let's take examples (30), (31), (32) and (33) into consideration, we can recognize that it is the human's cognition and the speakers' time of speech to decide the interpretation of meanings of phrases such as “sự kiện sắp tới”, “cho tới nay”, “lùi thời gian”, “tuần qua”. The exact date denoting for “sự kiện sắp tới”, “nay” and “tuần qua” is not fixed and depends on the temporal point that the speakers make their speech, which means the impact of embodied experience on the understanding of meaning in language.

(30) *Tại Hà Nội, sắp tới nếu được giảm 50% phí trước bạ, giá lăn bánh của mẫu xe này sẽ giảm tương đương từ 35,34 - 43,14 triệu đồng.* (<https://vietnamnet.vn/giam-50-phi-truoc-ba-xe-hot-ha-gia-lan-banh-bao-nhieu-794649.html>)

(31) *Được ra mắt lần đầu tiên vào năm 2019 nhưng cho tới nay, thức uống này vẫn là một trong những đề tài được*

bàn tán sôi nổi trên khắp các diễn đàn ở Nhật. (<https://vietnamnet.vn/thuc-uong-duoc-menh-danh-co-mui-vi-kinh-khung-nhat-nhat-ban-2061705.html>)

(32) *Sở GD-ĐT Hà Nội đang đề xuất, xin ý kiến Bộ GD-ĐT và UBND thành phố về việc lùi thời gian kết thúc năm học.*

(<https://vietnamnet.vn/timkiem?q=l%C3%B9i%20th%C3%B9ng%20gi%E1%BB%9D%E1%BB%9Di%20gian>)

(33) *Trong 104,6 ha tôm thiệt hại tuần qua, thị xã Vĩnh Châu có hơn 93 ha.* (<https://vietnamnet.vn/gia-tom-co-lon-o-mien-tay-tang-cao-ky-luc-2062207.html>)

3.2.5. *The relation between bodily experience and linguistic metaphorical expressions about human's controlling activities*

Lakoff and Johnson believe that we often employ "spatial orientations" conceptually when people refer to their force or power in society. People tend to conceptualize this abstract concept and locate it in the space, so we have an ability of seeing it below us or above us. Specifically, attaining control or power over someone is conceptualized as going upwards while losing control is considered as being down. Interestingly, this mapping originates from human belief that physical size typically correlates with physical strength, and the victor in a fight is placed on top [2]. Moreover, the conceptualization of CONTROL is also interacted by human's embodiment. An entity under or within our hands' reach and handling is mapped on the concept of something under the control. In contrast, things out of control are related to the concept of something out of control. Below are some specific samples as found in news articles for evidence:

(34) *Last weekend marked the 25th anniversary of Pokémon Red and Blue (or Red and Green in their native Japan), the first video games in a series that truly would take over the world.*

(<https://www.theguardian.com/games/2021/mar/05/pokemon-was-a-key-part-of-my-childhood-now-its-25-i-feel-old>)

(35) *Green list travel UPDATE: Covid cases rise but UK 'on top of situation' health chief says despite 'Delta Plus' variant.*

(<https://www.theguardian.com/business/2021/jun/24/lego-aims-to-woo-adult-superfans-with-instore-storytelling-tables>)

(36) *The tragic crossing comes after House Speaker Nancy Pelosi claimed the situation at the border was 'under control' even as government figures show record numbers of people trying to cross into the U.S. at the southern border.*

(<https://www.dailymail.co.uk/news/article-9382085/Nancy-Pelosi-says-Biden-administration-border-situation-control.html>)

(37) *Hơn 2.600 thành phố và thị trấn của nước này nằm dưới sự kiểm soát của Nga.*

(<https://www.saigondaotu.com.vn/the-gioi/bo-truong-shoigu-nga-kiem-soat-hoan-toan-lugansk-106796.html>)

(38) *Có 11 cách để đối phó với các vấn đề nằm ngoài tầm kiểm soát của bạn.*

(<https://doanhnhhanplus.vn/11-cach-de-doi-pho-voi-cac-van-de-nam-ngoai-tam-kiem-soat-cua-ban-573180.html>)

In example (34), the video game Pokémon is considered as a powerful thing which can control the world due to the fact that it attracts a large amount of people from all ages. While in examples (35) and (36) people apply the UP-DOWN trend when everything can be controlled.

3.2.6. *The relation between bodily experience and linguistic metaphorical expressions about quantities*

One common orientational metaphor is LESS IS DOWN/ MORE IS UP. Lakoff & Johnson [2] define it as the physical experience where a substance or physical objects are added to a container or pile, the level goes up. Overall, the growth in number is linked to growth in height. For example, the water level in a bottle is correlated to the quantity of water in the glass. As can be seen, our physical experience lays possible foundations for spatial metaphors, which is evident from example (39) to (45).

(39) *Many firms are downsizing their office space and some smaller businesses have scrapped them altogether to save money.*

(<https://www.theguardian.com/film/2021/apr/26/oscar-s-2021-ratings-us>)

(40) *The Oscars telecast suffered another major dip in viewership this year, with early ratings suggesting a 58% drop.* (<https://www.theguardian.com/business/2021/jun/08/five-day-week-office-centre-for-cities-covid-pandemic>)

(41) *The news follows on from similarly dramatic falls for other pandemic-era award shows. Last year's Emmys were the lowest ever with a 18% drop, this year's Golden Globes fell around 60% while the Grammys were down 53% year on year.*

(<https://www.theguardian.com/business/2021/jun/08/five-day-week-office-centre-for-cities-covid-pandemic>)

(42) *...so if you are finding something makes you feel bad, exercise will be even more stressful, and your motivation will decline even further."*

(<https://www.theguardian.com/lifeandstyle/2021/jun/2/1/do-what-you-love-and-take-it-easy-eight-ways-to-get-back-lost-fitness-and-motivation>)

(43) *Kids today, in their millions, are still experiencing that thrill. It's easy to assume that Pokémon peaked in the year 2000, when it first broke through into pop culture, but it's maintained its popularity over the decades.* (<https://www.theguardian.com/games/2021/mar/05/pokemon-was-a-key-part-of-my-childhood-now-its-25-i-feel-old>)

(44) *Roblox, a gaming platform popular with children and teens, saw an 85% uptick in players and shares in the company recently rose 60%, increasing its value to \$47bn.* (<https://www.theguardian.com/games/2021/mar/25/2021-worst-year-ever-for-video-games>)

(45) *Wilson's TikTok handle, @kateslibrary, is among the increasingly popular accounts posting on #BookTok, a corner of TikTok devoted to reading, which has clocked up 9.6bn views and counting ...*

(<https://www.theguardian.com/sport/2021/jun/28/wimbledon-reopens-but-andy-murray-has-fans-on-edge-with-dramatic-victory>)

In terms of the above instances, the conceptual metaphor LESS IS DOWN/ MORE IS UP is employed using expressions such as downsize, dip, drop, fall, down to underline a shortage in the number of viewers and followers (examples 39, 40, 41) or the lack of office space due to saving policy. Whereas, another upward words like peak, uptick, rose, increasing, clocked up indicate the larger quantity of something. Specifically, there are more kids playing Pokemon in 2000 than in previous years so “Pokémon peaked in the year 2000”.

Since this kind of conceptual metaphor is dominant, it can be easily detected in Vietnamese texts also. As similar to the experience in English language, Vietnamese people hold the belief that an increase in number equals a growth in height, which derives from the experience of human with surrounding world about quantity. For example, when people put apples together in piles, the higher pile means more apples. Therefore, people tend to map concept of quantity to the concept of height as a result. This embodied experience conventionally explains for expressions of language as follows:

(46) *Côn Đảo thuộc tỉnh Bà Rịa-Vũng Tàu, thuộc nhóm 35 tỉnh có nguy cơ thấp trong dịch Covid-19, vẫn tạm ngưng tàu khách từ đất liền.* (<https://thanhmien.vn>)

(47) *Mặc dù có những loại thuốc để giảm huyết áp, nhưng bạn cũng nên thực hiện các thay đổi trong lối sống, bao gồm cả chế độ ăn uống.* (<https://thanhmien.vn>)

(48) *Phương án 1 là quy hoạch xây dựng đường và đề kết hợp đảm bảo khai thác quỹ đất phát triển đô thị và giữ an toàn nội đô (chống lũ trên báo động 3).* (<https://vietnamnet.vn>)

(49) *Nhu cầu thiết bị gia dụng cao cấp và TV OLED tăng mạnh giúp LG đạt doanh thu 2021 cao nhất trong lịch sử của hãng.* (<https://vnexpress.net>)

(50) *Ngoài lực đẩy từ quy hoạch, thị trường bất động sản Cam Ranh còn gia tăng sức hút bởi hạ tầng giao thông ngày càng nâng cấp.* (<https://vnexpress.net>)

(51) *AI gia tăng sức nóng cho cuộc đua 'sản' nhân tài* (<https://vnexpress.net>)

We can see an upward orientation in the example (46) - (51) denoted in the words like “trên”, “tăng cao”, “gia tăng”, “tăng mạnh”. When the number reaches the highest level, which means the largest in the number, the word cao nhất is utilized. In example (49), Haunting Horror has surpassed Godzilla as the most profitable horror classic, which is compared to the highest level.

Whereas, expressions such as “thấp” and “giảm” are used to express the loss of risk in heart disease and obesity in examples (46), (47). Overall, the way writers employ these orientational metaphors in presenting the number are completely the same in both languages.

4. Conclusion

Oriental Metaphor, with the function of structuring a concept on a whole system of another concept, mainly special and directional concepts, has apparently profiled the existence of embodiment in the way metaphorical mapping developed. Specifically, the article

has discussed the way human's embodied experiences have influenced the way we conceptualize TIME, HEALTH, EMOTION, QUANTITIES, and CONTROL... The discussion above, once again, partly contributes to the role of cognitive linguistics in how language is structured with commensurable reasons, not in a modular system only.

Based on the theory of embodiment and its operation on the meaning structures in conceptual metaphor, the article has explored how language in daily lives reflects the theories by linguist, factually. The results got from exploration into orientational metaphors in English and Vietnamese official newspapers have vividly reflected characteristics of cognitive linguistics in general and cognitive semantic in specific as follows:

The very first principle to mention is a conceptual structure is embodied (embodied cognition thesis - our conceptual structure is pervaded by representations of our bodies). Many of the examples presented in the article have shown the influence of image schemas and embodiment in the process of human's conceptualization. The way people conceive the objective world has strong determination on the way they express their thought via language. The second principle to discuss is meaning representation is encyclopaedic, and the third is meaning construction is conceptualization [18]...

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