

The Semantic Structure of GNH: A View from Conceptual Metaphor Theory

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Conceptual Metaphor Theory

**Figurative language & metaphor
can structure patterns of abstract
reasoning**

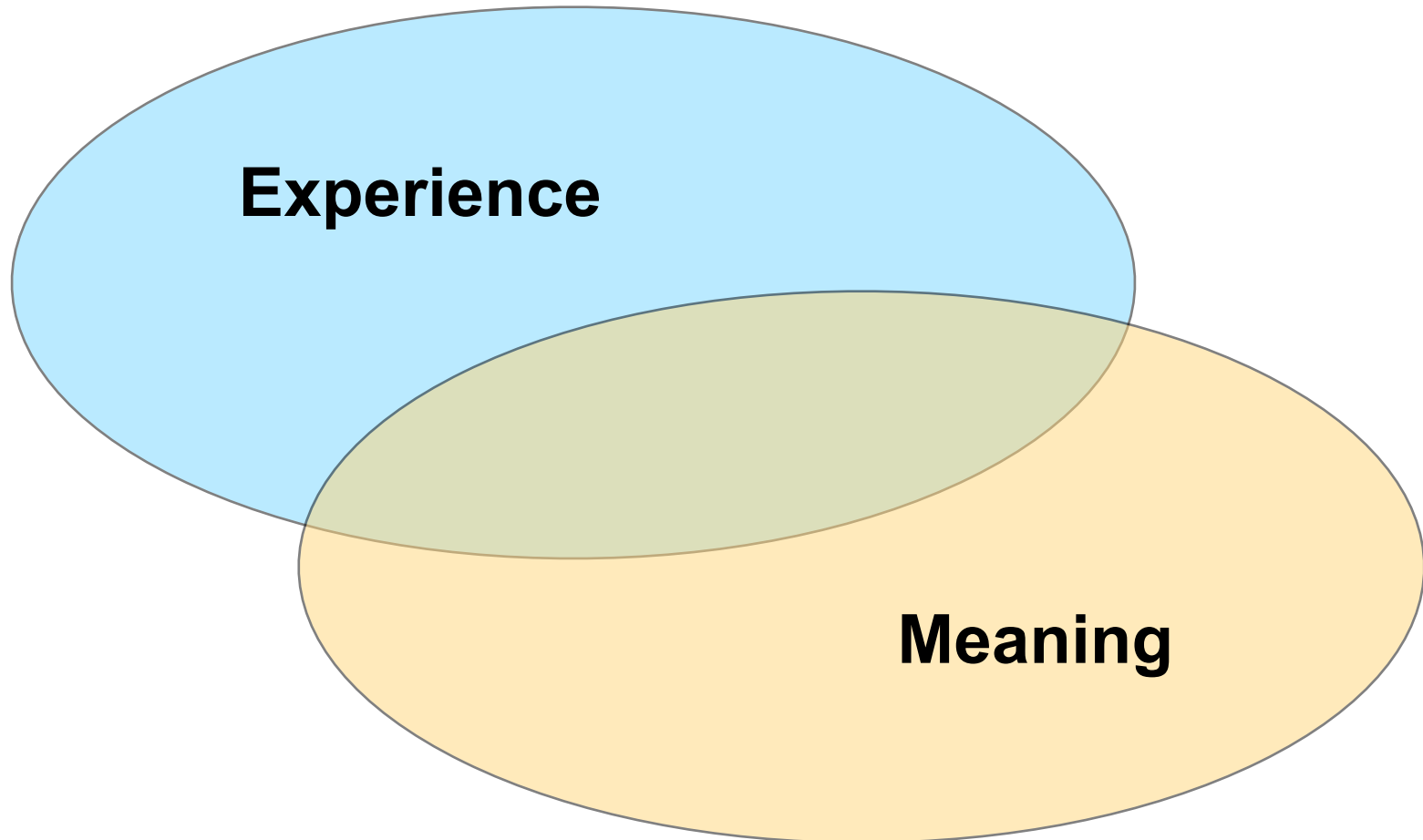
(Lakoff & Johnson 1980, 1999)

Analogy & Metaphor

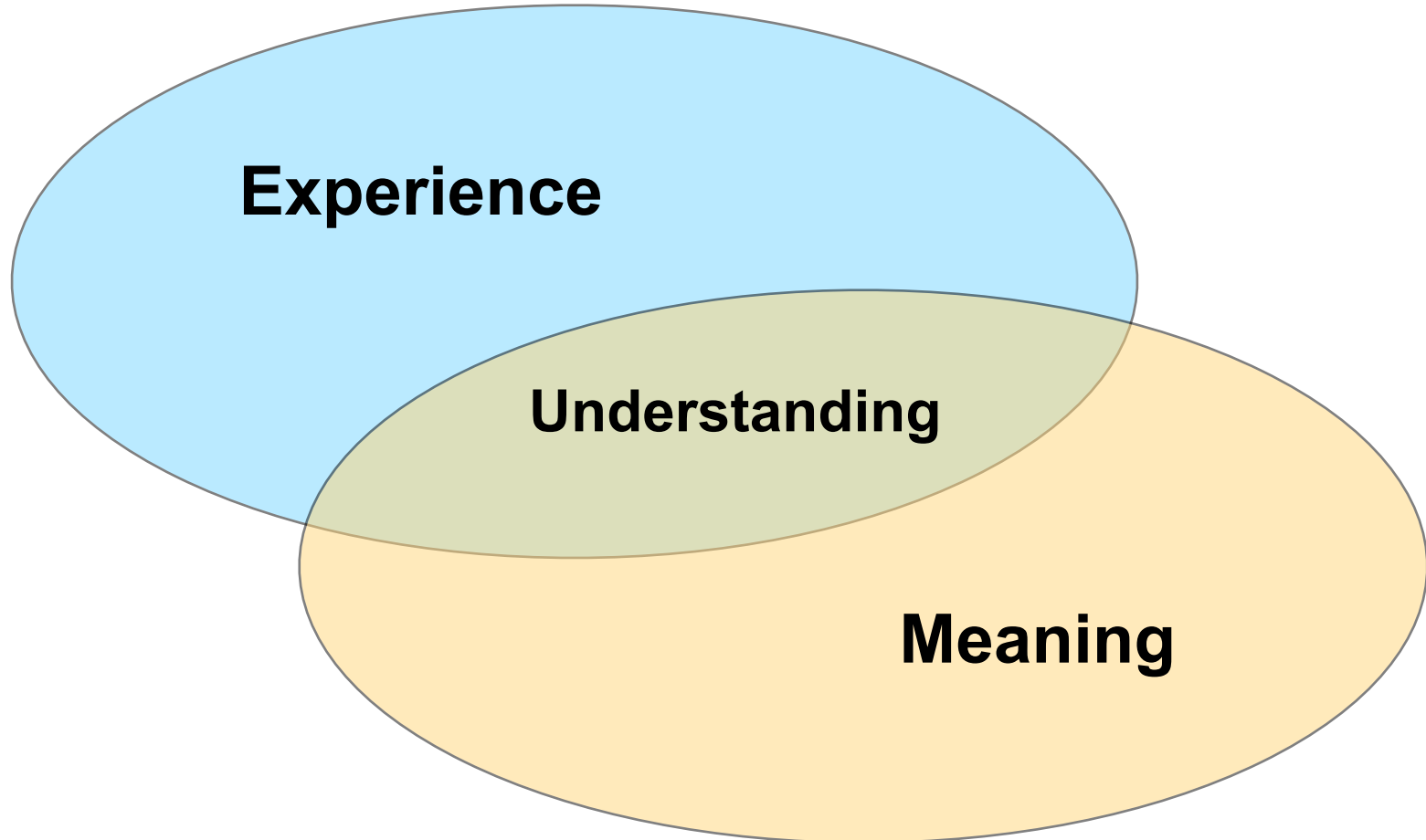


Experience

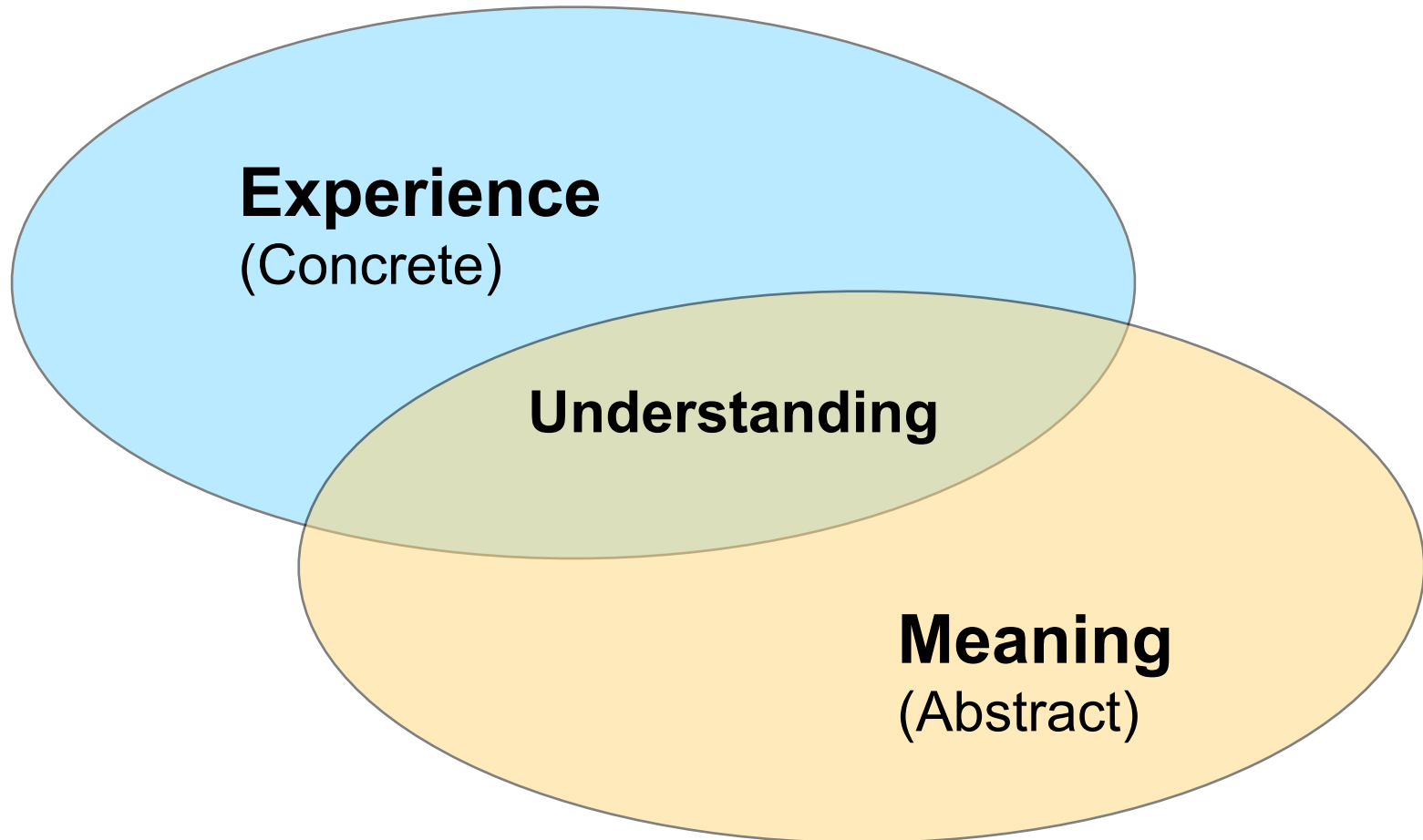
Analogy & Metaphor



Analogy & Metaphor



Analogy & Metaphor



IDEAS ARE OBJECTS

(1) Conceptual Mappings for the Metaphor IDEAS ARE OBJECTS

Concrete

Abstract

an object

> an idea

("I *get* the idea.")

a container

> a mind

("What do you *have in* mind?")

object manipulation

> thought

("She *toyed with* the idea.")

object transfer

> communication

("It *went right over his head.*")

taking apart an object > analysis

("He *teased apart* the concept.")

combining objects
a building

> synthesis
> a theory

("Her *constructive* approach set
the foundation for a new theory.")

Other Metaphors

(2) HAPPINESS IS UP

(3) A NATION IS A PERSON

(4) PURPOSES ARE DESTINATIONS

Concrete

Abstract

a destination	>	a purpose	("The goal is a <i>long way off</i> .")
path	>	means	("Do it <i>this way</i> .")
forward movement	>	progress	("Let's keep <i>moving ahead</i> .")
backward movement	>	failure	("We are <i>sliding backward</i> .")
distance moved	>	amt. of progress	("We've <i>covered lots of ground</i> .")
lack of movement	>	lack of progress	("We're <i>going nowhere</i> .")

Sample Corpus Analysis

(5) “Happiness” & “GNH” in Select Five-Year Plans

<u>Plan</u>	<u>Dates</u>
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6 th	1987-1992
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"a comfortable house is a source of security, happiness and contentment"

8 th	1997-2002
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"expansion and increased commodity production ... are useful only to the extent that they can contribute to [GNH]"

9 th	2002-2007
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"the maximization of [GNH] is a philosophy and objective"

"a wide range of factors contribute to human well-being and happiness"

"breadth and quality of social relations also lie at the root of happiness"

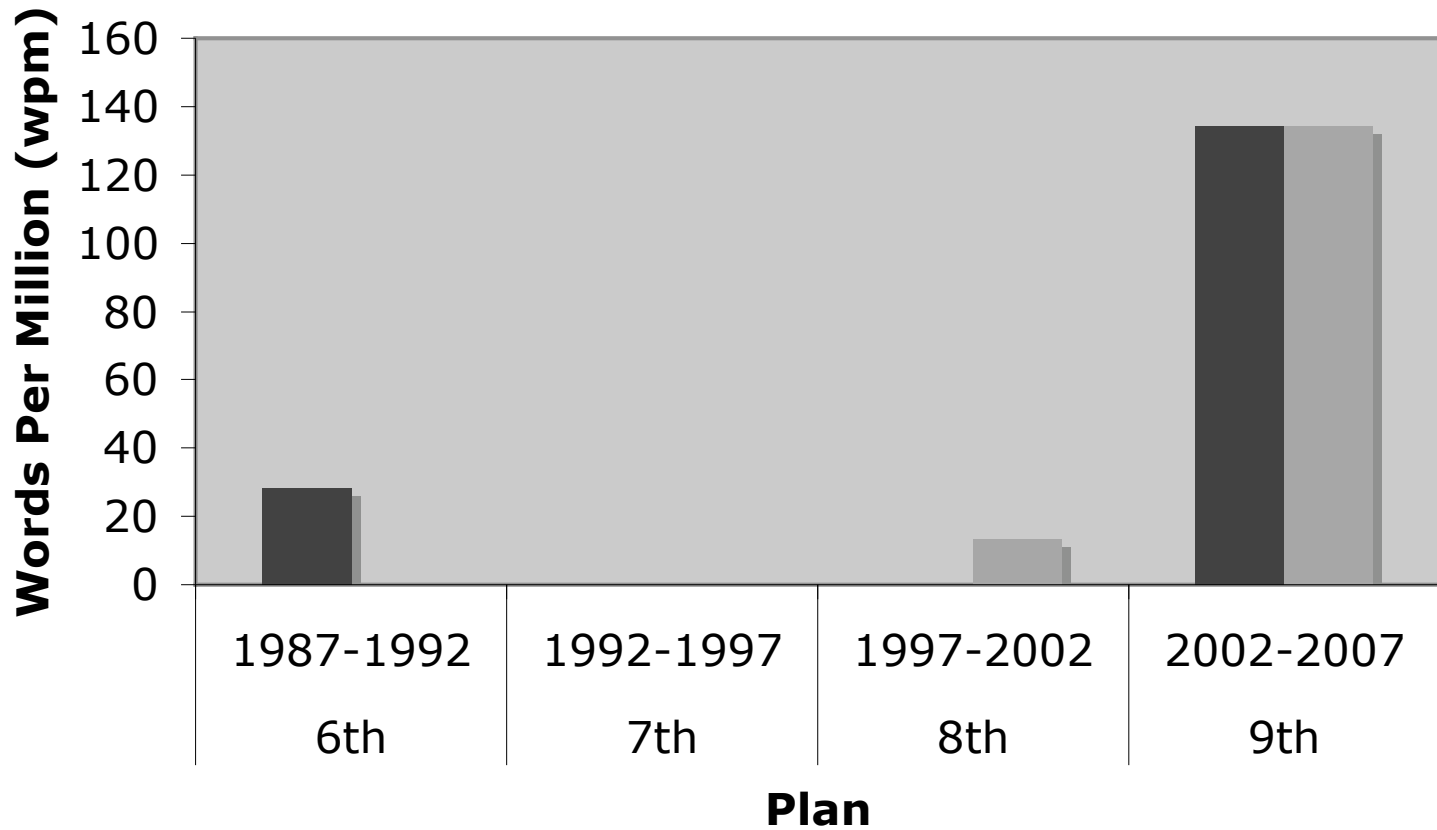
"an individual's quest for happiness"

"contribute to the well-being and happiness of the people"

"impact of development .. towards achieving the indices of [GNH]"

Frequency Count of "Happiness" and "GNH" in FYPs of Bhutan

■ "Happiness" ■ "GNH"



Metaphors for Happiness in the FYPs

(7) HAPPINESS IS A GOAL

“quest for achieving happiness”

“achieving human happiness”

(8) HAPPINESS IS A NATURAL RESOURCE

“source of ... happiness”

“contribute to Gross National Happiness”

“maximization of Gross National Happiness”

“root of happiness”

Conclusion: 2 Proposals

- Large-Scale Corpus Study**
- Integration of Metaphor Studies into Language Education**

Thank You!!!