

Provisional title talk

“The JOURNEY as central concept to structure goal-directed activity.”

Provisional abstract

The metaphor often formulated as PURPOSIVE ACTIVITY IS SELF-PROPELLED MOTION TOWARD A DESTINATION, commonly known as the JOURNEY metaphor, is a highly productive one. It may well be the single most important metaphor (Western?) human beings use to conceptualize their personal and professional goals in life – although we should not forget PURPOSIVE ACTIVITY IS TRYING TO WIN A BATTLE and PURPOSIVE ACTIVITY IS BUILDING/CREATING AN OBJECT.

The metaphor, in turn, builds on a number of image schemas pertaining to movement, and impediments to movement, as theorized in Mark Johnson’s trail-blazing *The Body in the Mind* (1987). Unsurprisingly, the medium of film is excellently suited to embody and implement this metaphor – since “the movies” by definition depict movement. Indeed, the “road movie” genre owes its very existence to the centrality of the JOURNEY as one of the metaphors we live by (Lakoff and Johnson 1980). Animation, as a specific subtype of film, has qualities that serve this metaphor particularly well, since it often portrays events and actions non-literally, and without needing to respect the laws of physics. Space and movement through space can thus easily be used metaphorically to structure an abstract concept such as PURPOSIVE ACTIVITY.

Building on earlier work (Forceville and Jeulink 2011; Forceville 2013, 2016, 2017; Forceville and Paling 2018), I intend in this talk to probe further into how the JOURNEY metaphor functions in film, specifically animation film.

References

- Forceville, Charles (2013). “Metaphor and symbol: SEARCHING FOR ONE’S IDENTITY IS LOOKING FOR A HOME in animation film.” *Review of Cognitive Linguistics* 11(2): 250-268.
- Forceville, Charles (2016). “The FORCE and BALANCE schemas in JOURNEY metaphor animations.” In: Carla Fernandes (ed.), *Multimodality and Performance* (8-22). Newcastle-upon-Tyne: Cambridge Scholars.
- Forceville, Charles (2017). “From image schema to metaphor in discourse: The FORCE schemas in animation films.” In: Beate Hampe (ed.), *Metaphor: Embodied Cognition and Discourse* (239-256). Cambridge: Cambridge University Press.

Forceville, Charles, and Marloes Jeulink (2011). "The flesh and blood of embodied understanding: The source-path-goal schema in animation film." *Pragmatics & Cognition* 19(1): 37–59.

Forceville, Charles, and Sissy Paling (2018). "The metaphorical representation of DEPRESSION in short, wordless animation films." *Journal of Visual Communication* ("ahead of print" open access version available since 21-9-2018: <http://journals.sagepub.com/doi/10.1177/1470357218797994> – via open access).

Johnson, Mark (1987). *The Body in the Mind: The Bodily Basis of Meaning, Imagination, and Reason*. Chicago: University of Chicago Press.

Lakoff, George, and Mark Johnson (1980). *Metaphors We Live By*. Chicago: University of Chicago Press.

Links

<https://www.uva.nl/en/profile/f/o/c.j.forceville/c.j.forceville.html>
(homepage)

<https://www.youtube.com/watch?v=MvocTKD5o5A> ("LIFE IS A JOURNEY: an animated metaphor" 5')