The `metaphor` Package

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Contents

1 Introduction

This package is licensed with LPPL 1.3c, and provides commands that typeset conceptual metaphors and their mappings.

2 Dependencies

This package requires imakeidx, kvoptions, and tabularx.

3 Package Options

index Defines an index named `metaphors` of all metaphors and metonyms in the document made using the commands in §4.1 and §4.2.

```
\makeindex[name=metaphors,title=Index of Metaphors and Metonyms]
```

Print the index with

```
\printindex[metaphors]
```

and add the index to the table of contents with

```
\addcontentsline{toc}{<secunit>}{Index of Metaphors and Metonyms}
```

indextitle=<title> Sets the title of the Metaphor/Metonymy index. Default: `Index of Metaphors and Metonyms`. Note that curly braces {. . . } are required for index titles with spaces.

borders Enables table borders.

Default:

LOVE IS A JOURNEY[1]

JOURNEY		LOVE
the travelers	$\longrightarrow$	the lovers
the vehicle	$\longrightarrow$	the love relationship itself
the distance covered	$\longrightarrow$	the progress made
the obstacles encountered	$\longrightarrow$	the difficulties experienced
decisions about which way to go	$\longrightarrow$	choices about what to do
the destination of the journey	$\longrightarrow$	the goal(s) of the relationship

with borders:

LOVE IS A JOURNEY

JOURNEY		LOVE
the travelers	$\longrightarrow$	the lovers
the vehicle	$\longrightarrow$	the love relationship itself
the distance covered	$\longrightarrow$	the progress made
the obstacles encountered	$\longrightarrow$	the difficulties experienced
decisions about which way to go	$\longrightarrow$	choices about what to do
the destination of the journey	$\longrightarrow$	the goal(s) of the relationship

thickness=<length> Sets border thickness. Default: `0.4pt`

Example: `thickness=1.5pt`

LOVE IS A JOURNEY

JOURNEY		LOVE
the travelers	$\longrightarrow$	the lovers
the vehicle	$\longrightarrow$	the love relationship itself
the distance covered	$\longrightarrow$	the progress made
the obstacles encountered	$\longrightarrow$	the difficulties experienced
decisions about which way to go	$\longrightarrow$	choices about what to do
the destination of the journey	$\longrightarrow$	the goal(s) of the relationship

rowheight=<factor> Controls vertical spacing between rows.

Default: `1.0`

IDEAS ARE FOOD[2]

IDEAS		FOOD
cooking	$\longrightarrow$	thinking
swallowing	$\longrightarrow$	accepting
chewing	$\longrightarrow$	considering
digesting	$\longrightarrow$	understanding
nourishment	$\longrightarrow$	mental well-being

---

[1][1, p. 9]
[2][1, p. 83]

Example: `rowheight=2.0`

IDEAS ARE FOOD

IDEAS		FOOD
cooking	$\longrightarrow$	thinking
swallowing	$\longrightarrow$	accepting
chewing	$\longrightarrow$	considering
digesting	$\longrightarrow$	understanding
nourishment	$\longrightarrow$	mental well-being

`small` and `footnotesize` Respectively apply the `\small` and `\footnotesize` font sizes.

Default:

SOCIAL ORGANIZATIONS ARE PLANTS[3]

PLANT		SOCIAL ORGANIZATION
the whole plant	$\longrightarrow$	the entire organization
a part of the plant	$\longrightarrow$	a part of the organization
growth of the plant	$\longrightarrow$	development of the organization
removing a part of the plant	$\longrightarrow$	reducing the organization
the root of the plant	$\longrightarrow$	the origin of the organization
the flowering	$\longrightarrow$	the best stage, the most successful stage
the fruits or crops	$\longrightarrow$	the beneficial consequences

`small`:

SOCIAL ORGANIZATIONS ARE PLANTS

PLANT		SOCIAL ORGANIZATION
the whole plant	$\longrightarrow$	the entire organization
a part of the plant	$\longrightarrow$	a part of the organization
growth of the plant	$\longrightarrow$	development of the organization
removing a part of the plant	$\longrightarrow$	reducing the organization
the root of the plant	$\longrightarrow$	the origin of the organization
the flowering	$\longrightarrow$	the best stage, the most successful stage
the fruits or crops	$\longrightarrow$	the beneficial consequences

`footnotesize`:

SOCIAL ORGANIZATIONS ARE PLANTS

PLANT		SOCIAL ORGANIZATION
the whole plant	$\longrightarrow$	the entire organization
a part of the plant	$\longrightarrow$	a part of the organization
growth of the plant	$\longrightarrow$	development of the organization
removing a part of the plant	$\longrightarrow$	reducing the organization
the root of the plant	$\longrightarrow$	the origin of the organization
the flowering	$\longrightarrow$	the best stage, the most successful stage
the fruits or crops	$\longrightarrow$	the beneficial consequences

---

[3][1, p. 10]

xcols Converts the table from a `tabular` environment to a `tabularx` environment with columns of type `X` and with a table width of ⟨*table-width*⟩·`\textwidth`:

Default:

A TARGET IS A SOURCE

SOURCE		TARGET
Lorem ipsum dolor sit amet, consectetur adipiscing elit.	⟶	Lorem ipsum dolor sit amet, consectetur adipiscing

```
\documentclass{article}
\usepackage[xcols]{metaphor}

\begin{document}
    \metaphor{a target is a source}
    \begin{metaphormapping}[<table-width>]{source}{target}
        \map{Lorem ipsum dolor sit amet, consectetur adipiscing elit.}{Lorem
            ipsum dolor sit amet, consectetur adipiscing elit.}
    \end{metaphormapping}
\end{document}
```

Example: `table-width=0.5`

A TARGET IS A SOURCE

SOURCE		TARGET
Lorem ipsum dolor sit amet, consectetur adipiscing elit.	⟶	Lorem ipsum dolor sit amet, consectetur adipiscing elit.

4 Commands and Environments

4.1 The `metaphor` command

```
\NewDocumentCommand{\metaphor}{m}{%
    \ifmetaphor@index
        \index[metaphors]{\textsc{#1}}%
        \textsc{#1}
    \else
        \textsc{#1}
    \fi
}
```

Example: TIME IS MONEY

4.2 The `metonym` command

```
\NewDocumentCommand{\metonym}{m}{%
    \ifmetaphor@index
        \index[metaphors]{\textsc{#1}}%
        \textsc{#1}
    \else
        \textsc{#1}
    \fi
}
```

Example: A PART FOR THE WHOLE

4.3 The `metaphormapping` environment and the `map` command

```
\documentclass{article}
\usepackage{metaphor}

\begin{document}
    \metaphor{a target is a source}
    \begin{metaphormapping}{source}{target}
        \map{hello world}{lorem ipsum dolor sit amet}
    \end{metaphormapping}
\end{document}
```

A TARGET IS A SOURCE

	SOURCE		TARGET
	hello world	$\longrightarrow$	lorem ipsum dolor sit amet

```
\documentclass{article}
\usepackage{metaphor}

\begin{document}
    \metaphor{anger is a hot fluid in a container}
    \begin{metaphormapping}
        {hot fluid in a container}{anger}
        \map{the physical container}{the angry person's body}
        \map{the top of the container}{the rational self of the angry person}
        \map{the hot fluid inside the container}{the anger}
        \map{the degree of fluid heat}{the intensity of anger}
        \map{the cause of increase in fluid heat}{the cause of anger}
    \end{metaphormapping}
\end{document}
```

ANGER IS A HOT FLUID IN A CONTAINER[4]

HOT FLUID IN A CONTAINER		ANGER
the physical container	$\longrightarrow$	the angry person's body
the top of the container	$\longrightarrow$	the rational self of the angry person
the hot fluid inside the container	$\longrightarrow$	the anger
the degree of fluid heat	$\longrightarrow$	the intensity of anger
the cause of increase in fluid heat	$\longrightarrow$	the cause of anger

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[4][1, p. 123]

Index of Metaphors and Metonyms

References

[1] Zoltán Kövecses, *Metaphor: A Practical Introduction*, Oxford University Press, 2010.