temporal mapping revisited:
(none-)

purposive moving observer metaphor

Iksoo Kwon
(University of California, Berkeley)

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1. Observation

✓ Time is understood in terms of spatial concepts

✓ Ego Reference Point (Ego RP) metaphor and Time Reference Point (Time RP) metaphor (Sweetser and Nuñez 2006)

✓ Ego RP metaphor → Moving Observer metaphor and Moving Time metaphor

(1) We’re approaching Thanksgiving.
(2) Thanksgiving is approaching.

 Construal depends on whether time or an observer functions as a trajector.

MO metaphor

MT metaphor

Goal Source

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1. Observation

✓ How about this schema of source domain?

![Diagram of source and goal]

 выполнен In the source domain, the manner of motion seems to be salient.

✓ However, the manner of motion is not to be specified in sentences.

(3)* We’re walking to Thanksgiving
1. Observation

✓ Lakoff and Johnson (1980) observes that the manner of motion is simply not mapped.

✓ How about this sentence?

   (4) With big strides, they are running toward the splendid tomorrow.
   [Yu 1998]

◇ Purposivity or Intentionality of the observer to move forward is involved.
1. Observation

✓ The aims of this paper are...

- to explore cognitive motivation for this phenomenon with regard to the observer’s purposivity

- to argue that the MO metaphor is subdivided into two sub-mappings: non-Purposive Moving Observer (nPMO) metaphor and Purposive Moving Observer (PMO) metaphor

- to propose that we need another role of time, a moving time track, which enables the non-purposive observer to move forward, and

- to argue that temporal mappings result from conceptual blending, providing relevant linguistic evidence from English, Korean and Japanese.
2. temporal mappings in general

2.1 Subtypes of temporal mappings

✓ Ego RP metaphor vs. Time RP metaphor

☞ Front-back orientation is decided depending on which role the perspective is anchored.

2.1.1 Time-RP metaphor

✓ Time is conceptualized in terms of sequentially arrayed objects moving in space

(Sweetser and Nuñez 2006: 407)

Christmas follows Thanksgiving.
Greenwich Mean Time is lagging behind the scientific standard time.
It is not 20 minutes ahead of 1 p.m. …

☞ There is no explicit observer and the sentences can be construed only considering the relative order of the temporal objects
2. temporal mappings in general

2.1 Subtypes of temporal mappings

2.1.2 ego-RP metaphor

✓ Time is conceptualized in terms of objects located on a one-dimensional path relative to a canonical Ego, whereas time passing is conceived as the relative motion between the observer and the times (Sweetser and Nuñez 2006: 409)

She passed the time happily.  
Thanksgiving is approaching (us).  
We are approaching the end of the summer.  
He left his difficult childhood behind.

☐ This can be categorized into the Moving Observer metaphor and the Moving Time metaphor.

MT: times as moving objects  
MO: times as locations on observer’s path of motion  
(Lakoff and Johnson 1999: 141-146)
2. temporal mappings in general

2.2 problem raised

✓ If an observer in the MO metaphor moves toward his/her goal in its source, the following sentence can be licensed.

(5)* We’re walking to Thanksgiving.

✓ The manner of motion is not mapped, due to the nature of conceptual metaphors, namely partial mapping.

✓ Considering that the manner of motion is a crucial semantic part of the construal, it would be surprised if the source domain cannot include the manner of motion in the observer’s motion.

✓ This partial mapping has not been paid much attention to by previous accounts.

(6) With big strides, they are running toward the splendid tomorrow.

[Yu 1998]
2. temporal mappings in general

2.2 problem raised

✓ The contrast between (5) and (6) can be shown in Korean and Japanese.

(7) [Korean]

a. *thoyoil-ul hyangha-y kel-/talli-e ka-ko iss-ta
   Saturday-Acc be.toward-Conn walk-/run-Conn go-Conn be.past-Decl
   ‘(Lit.): (We’re) walking/running toward this Saturday.’

b. nayil-ul hyangha-y kel-/talli-e na-ka-ca
   tomorrow-Acc be.toward-Conn walk-/run-Conn be.out-go-Hort.ending
   ‘(Lit.): Let’s walk/run toward tomorrow.’
2. temporal mappings in general

2.2 problem raised

✓ The contrast between (5) and (6) can be shown in Korean and Japanese.

(8) [Japanese]
   a. * watashitachi-wa kurisumasu-ni mukatte aruite-i-masu
      we.are-Nom Christmas-to towards walk-Conn-Prog
      ‘(Lit.) We’re walking toward Christmas’
   b. watashitachi-wa ahita-ni mukatte aruite-i-masu
      we.are-Nom tomorrow-to towards walk-Conn-Prog
      ‘(Lit.) We’re walking toward tomorrow’
2. temporal mappings in general

2.2 problem raised

✓ What makes the two sentences differ in that one licenses the occurrence of the manner of motion, whereas the other does not?

✓ Only with the previous generalization, can we cover the two cases which are regarded as belonging to the same category of temporal mappings, the MO metaphor?

☞ Purposive or Intentional structure of the sentences matters.
3. purposivity in temporal mappings

3.1 distinction of purposive and non-purposive mappings

✓ The distinction is closely related to whether the observer’s purposivity is explicitly construed or not.

☐ nPMO: the observer is moving along the temporal path and existence of his/her destination is not presupposed necessarily.

☐ PMO: the earlier the observer reaches his/her goal, the more desirable result he/she obtains.

✓ Evidence supporting this claim can be found in Race-framed temporal expressions.
3. purposivity in temporal mappings

3.1 distinction of purposive and non-purposive mappings

- evidence from race frames

✓ Purposivity is presupposed in previous accounts for race-framed temporal expressions.

(9) We are ahead of /behind schedule [Fauconnier 1997: 156]

☞ How many paths are evoked?

✓ The construal needs explaining:

☞ The observer cannot be independent of time where he/she belongs to.

☞ Can it has more than a single Trajector?

THIS RESULTS FROM CONCEPTUAL BLENDING! (Fauconnier 1997)
3. purposivity in temporal mappings

3.1 distinction of purposive and non-purposive mappings

- evidence from race frames

We’re ahead of schedule [Fauconnier 1997: 156-157]

$$\text{Input 1} \quad \text{Input 2} \quad \text{Blended}$$
3. purposivity in temporal mappings

3.1 distinction of purposive and non-purposive mappings

- evidence from race frames

✓ It involves two metaphoric paths, a time path and a purposive path. (Lakoff and Turner 1989: 45-46)

✓ The stipulation of the purposive path seems to be limited to the race-framed expressions.

✓ We might be able to witness the possibility that the concept of the purposive path is not limited to the race-framed temporal expressions.
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

✓ The distinction between the PMO metaphor and nPMO metaphor can be clarified when we explore the inferential structures that underlie each mapping.

✓ Velocity of the Ego
✓ Directionality of the Ego’s movement
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.1 velocity of the ego

The nPMO metaphor: The observer has no choice but to move forward at the default or expected speed.

(12) a. We’re approaching Christmas.
    b.? We’re stuck while we’re approaching Christmas.

(13) [Korean]
    a. *pelsse owuel-lo cep-e tul-ess-ta
       already May-Instr close-Conn come.into-Past-Decl
       ‘(Lit.) We’ve already came into May’ (It’s already May).

    b.*owuel-lo ka-nun tocwung-ey memchwu-ess-ta
       May-Instr go-Prog middle-Loc stop-Past-Decl
       ‘(Lit.) We stopped in the middle of going to May’
       (We stopped while approaching May)
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.1 velocity of the ego

The nPMO metaphor: The observer has no choice but to move forward at the default or expected speed.

(14) [Japanese]

a. mou gogatsu-ni hairi mashi-ta
already may-to enter be.Conn-Past
‘(Lit.) We’re already in May’ (It’s already May)

b. *gogatsu-ni chikazuite iru aida-ni
May-to approach in when
watashitachi-wa tomari mashita
we-Nom stop past[Hon]
‘(Lit.) We stopped while approaching May.’
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.1 velocity of the ego

The PMO metaphor: The observer is able to control his/her velocity of movement.

- When ego reaches the goal in a short period, it is desirable; when ego reaches the goal in a long period, it is undesirable.
- When ego has no volition to move, she can stand fast.

(15) a. With vigorous steps, Korea is striding toward the twenty first century
   b. Korea’s Industry will stagnate in 2007;
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.1 velocity of the ego

The PMO metaphor: The observer is able to control his/her velocity of movement.

(16) [Korean]

a. *nayil-ul*              *hyangha-y*      *himchakey*      *talli-/ttwuy-e*  
tomorrow-Acc  be.toward-Conn  vigorously  run /leap-Conn  
‘(Lit.) … running vigorously toward tomorrow.’

b. *nayil-ul*              *hyangha-n*      *ceycalikelum-man-ul*  
tomorrow-Acc  be.toward-Conn  marking.time.march-only-Acc  
*ha-ko*    *iss-ul*     *ppwun-ita*  
do-Conn  be.Past-Prog  thing-cop.Decl  
‘(Lit.) … is only marking-time marching toward tomorrow.’
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.1 velocity of the ego

The nPMO metaphor vs. the PMO metaphor

✓ The observer’s moving forward is not necessarily an intentional action in nPMO, whereas the observer wants to reach the goal as soon as possible.

✓ There is no metaphorical energy consumption of the observer in his/her movement in nPMO, whereas the more energy the observer spends in moving toward the goal, the earlier she gets to the goal.

☐ If the amount of energy is less than the distance that he/she covers, it is desirable; if not, it is undesirable.
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

The nPMO metaphor: the observer only can approach in one direction: he/she can never reverse the directionality.

(17) [English]

a. We are approaching the end of the summer.

b. *We are retreating from the end of the summer.
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

(18) [(Korean) When talking to her friend who studies abroad, the speaker tries to let her friend know the local time]

a. yeki-nun cikum thoyoil-ul hyangha-ko i-ss-e
   here-Top now Saturday-Acc be.toward-Conn be-Past-Decl
   ‘(Lit.) Here, we are coming toward Saturday now’
   (Here, it’s almost Saturday, now).

b. *yeki-nun cikum thoyoil-lo-pwute mel-e-ci-ko
   here-Top now Saturday-Instr-from be.far-Conn-Pass-Conn
   i-ss-e
   be-Past-Decl
   ‘(Lit.) Here, we are being far from Saturday now’
   (Here, we are being far from Saturday now (If this construal makes any sense)).
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

(19) [Japanese]

a. *kochira-wa mou sukoshi de doyoubi-desu*
   here-Nom already a.little.bit in Saturday-Cop
   ‘(Lit.) Here is already a little bit in Saturday, now’
   (Here, it’s already Saturday now)’

b. *kochira-wa doyobi kara hodotooii-desu*
   here-Nom Saturday from way.far-Cop
   ‘(Lit.) Here is far away from Saturday’ (Here, it’s being far from Saturday)
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

The PMO metaphor: the observer can move in either direction; if the observer moves in the direction toward the goal, it is desirable and normal; if the observer moves in the opposite direction to the goal, it is undesirable and abnormal.

(20) a. The nation is taking steps toward a future of “personalized health care.”
    b. The nation is taking back-steps from a future of “personalized health care.”
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

(21) [Korean]

a. nayil-ul          hyangha-n      cichi-ci       anh-nun
   tomorrow-Acc  be.toward-Conn  be.exausted-Conn  be.not-Conn
   palkelum
   footstep
   ‘(Lit.) Unstoppable footstep toward tomorrow’

b. sitay-lul  kesulu-nun   poswu       seylyek-uy wumcik-im
   era-Acc reverse-Part. Conservative Force-Gen move-Nmnlzr
   ‘(Lit.) Conservative force’s movement which reverses the era’
   (The movement of conservative force that reverses the demands of the era).
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

3.2.2 directionality of the ego

(22) [Japanese]

a. *watashitachi-wa ippo ashita-ni chikazuite-imasu*
   we-Nom one.step tomorrow-to approach-Conn.Prog
   ‘(Lit.) We’re approaching tomorrow by one step’
   (We’re taking a step forward to tomorrow).

b. *karera-wa ashita kara ippo koutaishite-imasu*
   they-Nom tomorrow from one.step retreat-Conn.Prog
   ‘(Lit.) They’re retreating from tomorrow by one step’
   (They’re taking a back step from tomorrow).
3. purposivity in temporal mappings

3.2 inferential patterns and entailments

Section summary

✓ The nPMO metaphor contains the observer who has no choice but to approach only in one direction and cannot change the velocity of the movement.

✓ The PMO metaphor contains the observer who can speed up or slow down his/her velocity, can reverse the directionality and even can halt at some point.

✓ In this vein, the MO metaphor might be able to be sub-divided into the two sub-mappings.
4. discussions

✓ If the source domain in the nPMO metaphor does not contain the manner of motion, how can he/she move toward his/her goal?

✓ Since his/her intentionality is not involved in the mapping necessarily, it would be nice if we could have some kind of self-propelled vehicle on which the observer can ride.

A moving time track

Moving Track
4. discussions

4.1 another role in the nPMO metaphor: a moving time track

✓ If there exists a moving time track which delivers the observer to his/her goal, we can explain the nPMO metaphor mapping without the manner of motion.

✓ Since the moving track is not related to the observer’s intentionality and thus, not with purposivity, this schema can explicate the fact that the nPMO metaphor does not contain the active or intentional observer as far as there is no manner of motion expression on the surface.

✓ This conforms to Lakoff and Turner’s (1989) observation of the race-framed temporal expressions, where multiple paths exist.
4. discussions

4.1 another role in the nPMO metaphor: a moving time track

✓ Linguistic evidences

(25) He’s *getting on* to his sixties.
   How are you *getting on*?
   I’m *getting on* well.

(26) [Korean]

> i ttay-lul tha-se tomangc-ye-la
> this time-Acc *get.on*-and run.away-Conn-Imp.ending

> ‘(Lit.) Run away, getting on this time’ (Run away at **this** time!)
4. discussions

4.1 another role in the nPMO metaphor: a moving time track

✓ Linguistic evidences

(27) [Korean]

\[ cek-i \quad honlan-ha-n \quad thum-ul \quad tha-se \]
\[ enemy-Nom \quad confuse-do-Pres \quad time.gap-Acc \quad get.on-Conn \]
\[ chimthwu-ha-la \]
\[ infiltrate-do-Imp.ending \]
\[ ‘(Lit.) Infiltrate them, getting on the moment enemies are confused’ \]
\[ (Infiltrate them, at the moment enemies are confused!) \]

✓ Time is inferred to move incessantly and at some point, the observer can get on it.

✓ The moving track of time possibly exists.
5. Concluding Remarks

✓ The MO metaphor can be sub-divided into two categories of nPMO and PMO mappings depending whether the mapping involves the observer’s purposivity or intentionality to move.

✓ This paper shows that the distinction is plausible based on Lakoff and Turner’s (1989) notion of purposive path and temporal path in the race-framed temporal expressions.

✓ This paper explores the different inferential patterns for the two sub-mappings.
5. Concluding Remarks

- Temporal Mapping
  - Time RP metaphor
  - Ego RP metaphor
  - Moving Observer metaphor
  - Moving Time metaphor
  - Non-Purposive Moving Observer metaphor
  - Purposive Moving Observer metaphor

Based on the distinction, this paper proposes that we need another role in order to account for the mapping appropriately, which is a moving time track which forwards the non-purposive observer.
5. Concluding remarks

a moving time track in blending

✓ nPMO metaphor
Iksoo Kwon

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