

Metaphor

- 2) *What's UP?* English speakers (like all humans) are oriented vertically with respect to a gravitational field, so the *up/down* dimension is significant, and English uses it in a variety of metaphor themes. All of them are **coherent**, i.e. we tend to think of them in the same ways (e.g. *LESS*, *SAD*, *WEAK*, *PASSIVE*, and *WORSE* are all negative evaluations, and vice versa.)
- a) *UP is MORE (DOWN is LESS):*
The prices are *rising/falling*.
The stockmarket's *moving up/crashing*.
Turn the volume *up/down*.
- b) *UP is HAPPY (DOWN is SAD):*
He's *depressed*.
feeling *up/down*
What a *downer!*
- c) *UP is POWERFUL (DOWN is WEAK):*
upper/lower classes
superior/subordinate
the *highest levels* of the government
oppressed masses
- d) *UP is ACTIVE (DOWN is PASSIVE):*
The computer is *up/down*.
Are you *up* for some handball?
Rise to the occasion.
- e) *UP is BETTER (DOWN is WORSE):*
higher/lower animals
He *fell down* on the midterm.
a *rise/fall* in performance
aim *high*
upwardly-mobile
- f) *UP is ABSTRACT (DOWN is CONCRETE):*
He's got his *head in the clouds*.
He's got his *feet on the ground*.
Come *back to earth*.
higher mathematics
high-level cognitive functions
low-level details
new *heights* of abstraction
down-to-earth solution