

**Investigation of "dead" (verbal) metaphors
with the meaning of 'to explain' in some languages spoken in Europe**

A regular living (or creative) metaphor is traditionally defined as a figure of speech that, for rhetorical and poetical effect, directly refers to one thing by mentioning another. In contrast to it, a metaphor that is no longer connected to its original imagery is known as "dead" (conventional, frozen or historical) metaphor which was once fresh but, through frequent use and overfamiliarity, it has lost its original metaphoric sense and imaginative effectiveness. These types of metaphors do not *die* literally only metaphorically. Many metaphors have been literalized into everyday items of language. Some recent linguistic theories view all languages in essence as metaphorical, but the etymology of some words may uncover a metaphorical usage which has since become obscured by persistent use, such as the Hungarian word, *állat*, which is etymologically equivalent to 'existing (living) being.'

The aim of the study is to present an overview of the relevant features of the cognitive metaphor theory of Lakoff and Johnson (*Metaphors we live by* 1980). After a brief description of the role of metaphor in our ordinary conceptual system, the author examines "dead" verbal metaphors with the meaning of 'explain' in some languages spoken in Europe, in order to prove that these metaphors are not "dead," on the contrary, "they are 'alive' in the most important sense – they govern our thought, they are 'metaphors we live by'" (Kövecses 2002).

Keywords: *living metaphor, conventional metaphor, dead metaphor, "metaphors we live by", cognitive metaphor-theory*

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