A Metaphor Identification Procedure
for Corpus-Based 'Mental Distance' Analysis

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Abstract

The purpose of this paper is to reconsider an appropriate Metaphor Identification Procedure (MIP) for the 'Mental Distance' analysis in business speeches. It is required of any research methodology in critical metaphor analysis that we establish the criteria for identifying the metaphorical and the literal. The problem of establishing a 'universal' MIP is rooted in the complex pragmatic linguistic roles of metaphors in discourse. In order to reexamine the basic steps in the MIP for the mental distance analysis, this paper demonstrates the metaphor identification process, using an actual business speech. The demonstration emphasizes the importance of simplicity and experienced intuitions in the identification process. This is important for not only establishing a more objective MIP for the mental distance analysis, but also for making it easier for researchers to replicate the very first process in the metaphor research, applying the mental distance concept.

Keywords: Conceptual Metaphor, Corpus-based Approach, Mental Distance Analysis,
　　　　　　　Business Speech

I.　Introduction

1.1　Need for Metaphor Identification

As many researchers of metaphor, like Low (1999), Deignan (1999, 2008), Charteris-Black (2004) and Koller (2008), have pointed out, what complicates the identification of metaphorical expressions in a corpus is "the lack of agreed criteria for metaphor identification" (Pragglejaz Group, 2007: p. 2). For most metaphor researchers, establishing an explicit statement explaining 'what are counted as metaphors in the research' before conducting their own metaphor analysis should always be a requisite part of the process. This statement is not only necessary to make the research more objective, but also to enable other researchers to replicate each step to establish some theories based on the previous study. Yet, so far, "it is relatively rare for writers to set out by defining their understandings of 'metaphor' in any detail" (Deignan, 2005: p. 33).

　In 2007, the Pragglejaz Group proposed the 'Metaphor Identification Procedure' (MIP), which has now become an important metaphor identification procedure. In the MIP, we work on each lexical unit in the text, one by one, collating with the fixed identification criteria, to check if they are metaphorical. Although their MIP seems quite universal, it can not claim to identify all types of 'metaphors.' In fact, they admit the limitation, explaining that they are not concerned with identifying metaphorical utterances or with finding conventional linguistic metaphors that may arise from postulated conceptual metaphors (Pragglejaz Group, 2007: p.

2). This explains the necessity to devise an MIP, which is more appropriate for research, and which is explicit for readers as well.

This paper aims to propose an appropriate MIP, especially for corpus-based speech (public address) analysis. The sample MIP demonstration in this paper is designed for, and expected to be, a grounding set of metaphor identification criteria for the 'Mental Distance' analysis (Shimizu, 2010). This attempt will be the first step to a more reliable and objective mental distance analysis in the future.

II. MIP for Corpus-Based Metaphor Analysis

2.1 Corpus-Based Metaphor Analysis

One of the important advantages of the corpus-based metaphor analysis is that it expands our intuitions about metaphors, which then broadens the horizon of finding and analyzing metaphors. Especially in the corpus-based metaphor analysis, researchers "regularly find uses of words that they would not have predicted" (Deignan, 2005: p. 85). Deignan explains the potential of corpus application to metaphor analysis, quoting several unexpected findings of the metaphorical uses of the word "rock," explored in the corpus. "The advantage of size and the inclusion of a wide range of texts is that the corpus has greater potential for making claims about language" (Charteris-Black, 2004: p. 31). Semino (2006: p. 37) also claims that corpora "provide the basis for more reliable hypotheses about possible underlying conceptual metaphors."

It may seem easier to conduct the metaphor research using a computer-assisted concordancer, as the computer application immediately processes the huge list of data automatically. As for the corpus-based metaphor research however, it can not be totally 'automatic.' There is always room for us to work manually, because the outputted 'metaphor candidate' list holds some linguistic expressions which are not metaphorical. This is rooted in the fact that the concordancing application itself does not 'think' what is metaphorical. Given the 'metaphor keyword' list to be searched for in the corpus, the application simply does its own task, while paying no attention either to its content or context.

Corpus-based metaphor research generally follows these steps below:
(1) Setting the list of candidate metaphors.
(2) Executing the concordance application to obtain the list of the sentences, which have the candidate metaphor keywords, captured in the corpus.
(3) Verifying that the candidate metaphor keywords, appearing in the list, are actually used metaphorically, by applying the MIP for the analysis.
(4) Analyzing the metaphors (and the underlying conceptual metaphors.)

A most difficult and "very time-consuming" (Koller, 2004: p. 53) task in metaphor research is the verification of all the metaphorical expressions in the sentences listed, by referring individually to the criteria in the suggested MIP. The more precisely the MIP is constructed, the more complex and difficult the verification process becomes. This is one of the reasons why we do not (or could not) have a regulated 'universal' MIP for all types of metaphor research.

Since metaphor identification is a complex issue, each researcher holds his/her own identification policy to conduct the research. Charteris-Black (2004: p. 21), for example, proposed

a set of metaphor identification criteria for each linguistic, pragmatic and cognitive field. Koller (2008: p. 109-110) proposed five identification criteria. Low (1999) stated a checklist to properly identify the underlying conceptual metaphors. And, as mentioned, the Pragglejaz Group (2007) proposed the original Metaphor Identification Procedure. Critically speaking, the difficulty of setting up an MIP is not an issue for just the corpus-based approach. It is rather a universal issue that all metaphor researchers share in common.

2.2 Issues Regarding 'Pre-fix Keyword' Policy

When conducting a corpus-based and/or corpus-driven (Tognini-Bonelli, 2001) approach to critical metaphor analysis, it usually starts with pre-setting the "potential keywords" or "candidate metaphors" (Charteris-Black, 2004: pp. 35-37). This process is necessary because "conceptual mappings are not linked to particular linguistic forms" (Stefanowitsch, 2006: p. 2). It begins with an investigation by selecting a potential source domain, and with predicting the candidate metaphor keywords in advance. This 'pre-fix keyword' policy seems reasonable on one hand, but it means, on the other hand, that it is already pre-determined from the start what kind of metaphorically-used words or phrases will probably be found in the corpus. This pre-fix policy may pose a risk of missing some other important 'un-expected' keywords in the corpus. Thus, if possible, it should be required for researchers to conduct a wider range of manual qualitative pre-checks for the metaphorical expressions in the corpus, before proceeding to the actual corpus-based analysis, using the metaphor keywords. This process will guarantee that fewer metaphorical expressions will be left unchecked when working on the quantitative analysis on the broader corpus.

III. MIP for 'Mental Distance' Analysis

3.1 Mental Distance Concept

'Mental Distance' analysis (Shimizu, 2010), the targeted metaphor analysis methodology in this paper, is designed to capture the chronological variations of the speaker's conceptual viewpoints toward an issue, through investigating metaphorical expressions and the underlying 'conceptual metaphors' (Lakoff and Johnson, 1980) found in a business speech. Mental distance indicates the level of occurrence frequency of the metaphorical expressions at a certain point of the speech. The analysis begins by searching for metaphors—metaphorical expressions and the underlying conceptual metaphors—in the corpus. After the proper MIP has been conducted, the occurrence of the metaphorical expressions is quantified, while being categorized into the several groups of conceptual metaphor domains. One of the main purposes of the mental distance analysis is to depict the chronological variations of the speaker's intentions, thoughts and stances on a certain issue that the speaker is talking about, from the viewpoint of the correlations between the conceptual metaphors applied in the speech.

3.2 Prerequisites

Prior to the statistical mental distance analysis, it is necessary to identify what are counted as metaphors, because having and demonstrating an appropriate MIP will make the research more reliable in the mental distance research. The mental distance analysis has a fundamental

metaphor identification policy: A metaphorical expression is counted as metaphor, when it is considered as an instance of a certain conceptual metaphor that represents the way of thinking of the speaker at a certain point of the speech (Shimizu, 2010: pp. 245-246). Hence the MIP for the mental distance analysis has to be capable of identifying the metaphorical linguistic expression, which is considered as a reflection of the underlying conceptual metaphor. It is an important prerequisite in the mental distance analysis that we can reveal the speaker's way of thinking and/or perceiving the issue, through the conceptual metaphors employed.

3.3 Limitations and Exceptions

Generally speaking, a simpler MIP will make it easier for researchers to conduct and replicate the mental distance analysis. In order to make it as simple as possible, some limitations in the MIP will be considered.

As mentioned, mental distance analysis focuses on the variations of the underlying conceptual metaphors of the speaker. This idea is based on Lakoff and Johnson's (1980) statement, saying that "a metaphorical concept can keep us from focusing on other aspects of the concept that are inconsistent with that metaphor" (p. 10). It is a fundamental cognitive-linguistic notion that metaphor in language is derived from metaphor in thought (Steen, 2007: p. 31). Also, the metaphor's pragmatic characteristic is that "it is motivated by the underlying purpose of persuading. This purpose ... is often covert and reflects speaker intentions within particular contexts of use" (Charteris-Black, 2005: p. 15). These ideas lead the MIP for mental distance analysis to concentrate on the identification of the underlying 'conceptual metaphors.' This is because the conceptual metaphors are reflected in the metaphorical expressions, and are not what "we are normally aware of" (Lakoff and Johnson, 1980: p. 3). The metaphor identification for the mental distance analysis is, namely, the process to discover the underlying concept behind the metaphorical linguistic expression, along with—or based on—the "creative function of a source domain" (Shimizu, 2009: pp. 146-147).
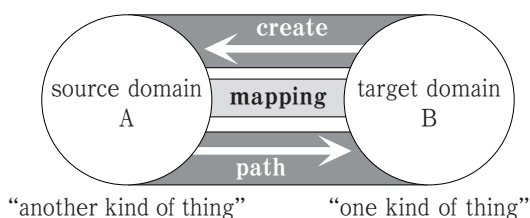
Fig. 3-1: Creative function of a source domain (Shimizu, 2009: p. 147)

In order to set up a reasonable MIP, this paper reexamines the characteristics of the required data set for the mental distance analysis. The data we need, to start working on the statistical analysis, are rather simple. They are:
(A) Specific metaphorical expressions found in the speech—Metaphorical linguistic representations; Which lexical unit (or a set of lexical units) is metaphorical?
(B) Underlying conceptual metaphors for the linguistic expressions—Conceptual metaphors; Which conceptual metaphors are reflected in those metaphorical expressions?

（C） Pinpointed location of the expressions－Metaphor locations; Where do those meta-phorical expressions exactly occur？

The identification steps "A" and "B" surely require some hand-annotating work, while step "C" will be automatically completed by the computer-assisted concordancer with a single click. In order to conduct smooth yet reliable research, general limitations in the MIP for identifying "A" and "B" shown above will be considered.

First, as for the identification of the metaphorical linguistic expressions, the MIP is not nec-essarily required to take several aspects of metaphor into account; creative or conventional, dead or alive, positive or negative, and strong or weak. All we need here is to 'sense' a meta-phorical expression that causes "semantic tension" (Charteris-Black, 2004: p. 21). What is re-quired is to simply concentrate on judging whether there is a 'cross domain mapping,' lying behind the explicit linguistic representation in the text. The basic MIP, applied in Conceptual Metaphor Theory, should be designed to discover the "two activated conceptual domains in the behavioral data which are connected by a cross-domain mapping" (Steen, 2007: p. 75). At the first stage of the mental distance analysis, detailed metaphor identification elements can possi-bly be by-passed.

Second, as for the identification of the conceptual metaphors, the MIP may exclude some of the conceptual metaphors from the identification list, unless they are included in the Conceptual Metaphor Groups (Shimizu, 2010: pp. 250–252), especially set for the mental dis-tance analysis. The conceptual metaphors to be excluded must not be those that have a signifi-cant affect on the content of the research, nor should they be related to the central idea of the analysis. The conceptual metaphors to be excluded at this time are the expressions that are truly idiomatic, in which we hardly sense the close relation between the linguistic expression and its underlying conceptual metaphor in the certain context at the moment of the speech. Also, the same can often, but not always, be said of some of the highly-conventionalized concep-tual metaphors, such as UP[1], DOWN, OUT or INTO (Lakoff and Johnson, 1980: pp. 14–21, 72–76).

In order to grasp the gist of the practical MIP for the mental distance analysis, a sample metaphor identification will be demonstrated in the following section.

IV.　Discussion: Practical Identification Process

4. 1　Practical Criteria for Mental Distance Analysis

As described in the previous section, the fundamental statistical data, required for 'Mental Distance' analysis, are (A) a specific metaphorical expression and (B) its underlying concep-tual metaphor. Hence, a simple and objective data set is needed, to determine what conceptual metaphors affect the speaker's linguistic expressions at a certain period of time in a speech. The MIP for mental distance analysis should, therefore, be designed to identify the conceptual metaphors, which are assumed to yield the metaphorical linguistic expressions found in the text. In this way, we may identify "the typical social values that are attached to the domains on

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1) In this article, in order to distinguish the conceptual metaphor and its linguistic metaphorical expression, metaphoric concepts are represented graphically by SMALL CAPITALS.

which metaphor draws" (Charteris-Black, 2005: p. 39). The MIP for mental distance analysis needs to be a critical measure to discover the connection between the linguistic expressions and the speaker's intentions implying his/her hidden point of view toward the issue being addressed.

4. 2 Sample Demonstration: Qualitative Metaphor Identification

In this section, it will be demonstrated how the first step of the MIP proceeds, using a sample speech. The sentences are quoted from an actual speech delivered by Seidenberg (2009), who addressed the Cellular Telecommunications Industry Association (CTIA) Annual Conference, about the widely growing possibilities in the mobile telecommunication market.

There are 46 sample sentences quoted from the speech, which include at least one metaphorical expression uttered, being based on the underlying conceptual metaphor domains. In the sentences quoted, the identified metaphorical linguistic expressions are shown *in italics*. The *underlined words* (*in italics*) are those assumed to be the potential "metaphor keywords" (Charteris-Black, 2004: pp. 35–37). These metaphor keywords will play an important role in the first stage of the corpus-based mental distance analysis. A small capitalized word(s) <IN BRACKETS>, written beneath each quotation, is the conceptual keyword in the source domain. It is expected that the conceptual domain represents the speaker's hidden intentions, and corresponds to the verbal linguistic expressions. Remarks follow the conceptual keywords, explaining briefly about the metaphor identification concerned. Below the remarks, the emphasized aspect (abbreviated as "E. A.") is mentioned, which is successfully highlighted through the metaphor application. Each sample sentence is numbered, indicating the order in which it appears in the actual speech.

(4-1)　… I wish everybody in America could be here to *taste the wireless "special sauce"* because －in an economy that seems to have forgotten how to grow－the mobile industry keeps reminding us.

<FOOD>－Wireless technology is described as "delicious sauce" to add some "taste" in the existing telecommunication market.

E. A. － A new business perspective to share, in order to grow together

(4-2)　You grow by investing in infrastructure that *drives the global economy forward.*

<PHYSICAL FORCE>－The power to change the global economy is described as a physical force.[2]

E. A. － Infrastructure is the power for the movement.

(4-3)　… you grow by doing what CTIA companies do best: focusing on customers, expanding our value proposition, and enmeshing wireless ever more *deeply into the fabric of customers' lives.*

<(woven) MATERIAL>－The ideal close relationship between the wireless network and the customers' lives is described as a woven "fabric."

E. A. － A closer and tighter relationship

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2) This relates to the JOURNEY metaphor in terms of making something go forward. *cf. (4-40)

(4-4) [The word "mobile"] describes *a way of life*.

＜JOURNEY＞－Our life is considered as a journey, and how we lead our lives is the "way" we take this journey.

E. A. － Individual lifestyles

(4-5) Three-quarters of the world's digital messages in January were sent over a mobile device, making wireless *the glue that binds our texting and twittering society together*.

＜(sticky) MATERIAL＞－The role of the wireless network is compared to the "glue," which is "binding" something together.

E. A. － Combining function of the wireless network

(4-6) ... *the next wave of innovation* will embed mobile connections into the core of our lives, ...

＜NATURAL PHENOMENON＞－Innovation is illustrated as a "wave" which comes at intervals.

E. A. － Upcoming innovation is now foreseen.

(4-7) Customer satisfaction is *on the rise*.

＜MOVING OBJECT＞－Customers' satisfaction is described as an entity that moves up and down in accordance with the quality of service.

E. A. － The customers' rising satisfaction

(4-8) Here's *one way* to think about it.

＜JOURNEY＞－A new idea is illustrated as a "way" to the ideal goal of the discussion.

E. A. － A new possible direction of the discussion

(4-9) Less than half an hour *on the wireless side* ... more than six hours *on the TV and Internet side*.

＜GAME＞－Comparative points of view are introduced by explaining that one thing is on side A, and the other on side B.

E. A. － The two competitive issues

(4-10) ... we have lots of *headroom to grow*.

＜CONTAINER＞－Business is described as something being operated in a container.

E. A. － Visualized image of the growing capacity

(4-11) Now wireless is about to *enter a new era,* where wireless will connect everything : not just people-to-people, but also people-to-machine and machine-to-machine.

＜JOURNEY＞－The business is experiencing a new period in the journey.

E. A. － Something unseen is about to happen.

(4-12) Call it *the "100 percent" ceiling*－the idea that 100 percent penetration of the population is the upper limit of growth for an industry.

＜CONTAINER＞－* Same as (4-10)

E. A. － Visualized image of the maximum business capacity

(4-13) Countries like Sweden and Italy have shown that you can *go beyond 100 percent* even in today's wireless business model, as customers start to use more than one mobile device.

＜JOURNEY＞－A new challenge is described as the exploration journey "beyond" the current border-

line.

E. A. － Challenging business targets over the expected limit

(4-14) But even that's too limiting *a view of the future*; if we think in terms of the complex web of wireless connectivity that next-generation technology will bring about, then the opportunity to *explode past the 100 percent ceiling to 300 percent, 400 percent, or 500 percent* is not only possible … it's probable.

＜SCENERY＞ (*a view of the future*) － Possibility of the future is illustrated as a "view" that we can visually see.

E. A. － Visualized image of the future

＜WAR＞ (*explode past the 100 percent ceiling* …) － Courageous fight against the current limit is described as the explosion of the "ceiling." * cf. (4-12)

E. A. － The importance of breaking the current limit

(4-15) As we make the move to 4G, network speeds will increase by another 8-10 times, which we think will *drive another exponential increase* in data.

＜PHYSICAL FORCE＞ － * Same as (4-2)

E. A. － 4G as the power for change

(4-16)　That's the growth dynamic that*'s driving our technology plans,* and that's the new industry model we*'re building our future* on.

＜PHYSICAL FORCE＞ (that*'s driving our technology plans*) － * Same as (4-2)

E. A. － Growth as the power for the technology plans

＜ARCHITECTURE＞ (we*'re building our future*) － The future is visualized as architecture, which stands on the firm land of the new industry model.

E. A. － Constructive image of the future

(4-17) … we have *several initiatives under way* to help *take our industry to the next level* of growth.

＜JOURNEY＞ － The initiatives are proceeding, and the industry will go for the next growth.

E. A. － The progressive initiatives and the future

(4-18) First, we will deploy fourth-generation technology *based on the Long-term Evolution*, …

＜ARCHITECTURE＞ － Long-term Evolution is an important basic factor as the foundation of fourth-generation technology.

E. A. － The firm foundation of the evolution

(4-19) It will deliver up to 10 times *the capacity of today's technology*, …

＜CONTAINER＞ － The maximum limit of the technology is illustrated as the "capacity" of a container.

E. A. － The maximum limit of today's technology

(4-20) The speed, reliability and capacity of 4G networks will *take today's online experiences to a whole new level.*

＜JOURNEY＞ － * Same as (4-11)

E. A. － The advantages of the new technology

(4-21) And wireless will become so deeply embedded *into the fabric of our world* …

＜(woven) MATERIAL＞－* Same as (4-3)

E. A. － * Same as (4-3)

(4-22) We're moving fast to get to 4G.

＜JOURNEY＞－* Same as (4-11)

E. A. － The upcoming remarkable progress

(4-23) ... we will *roll it out* to 25 or 30 markets in 2010, with the expectation of *faster roll-out* there-
after.

＜(spreading) MATERIAL＞－It spreads through the market by "rolling-out" the product.

E. A. － The vivid image of the product, expanding and covering the market

(4-24) Of course, infrastructure is *just one piece of the puzzle.*

＜GAME＞－Infrastructure is a part of the difficult objective.

E. A. － The tricky characteristics of infrastructure

(4-25) It's the combination of devices, applications and network capabilities that will really *cause this
market to take off*.

＜VEHICLE＞－This market will be starting a 'journey' to improve itself.

E. A. － Challenging starting point of the market

(4-26) ... the first device was certified and *ready to go on our network*: ...

＜JOURNEY＞－* Same as (4-11)

E. A. － Important beginning of the new device in the market

(4-27) ... we've certified 36 devices through this new commercial model, with more *in the pipeline.*

＜(flowing) MATERIAL＞－The devices will be released by going through the "pipeline" to the mar-
ket. * cf. (4-23)

E. A. － Upcoming brand-new devices

(4-28) We expect this process to really *rev up* as we deploy 4G, which we see *as the on-ramp for all
the innovation* ...

＜PHYSICAL FORCE＞ (*rev up*)－The power of "this process" will be much stronger just like it revs
up its physical force.

E. A. － Accelerating power of 4G in the process

＜JOURNEY＞ (*as the on-ramp for all the innovation*)－Beginning of the new product is visually illus-
trated.

E. A. － The expectations for the upcoming changes

(4-29) ... we plan to *launch* the ... Innovation Center later this year *as an incubator for new products*
...

＜JOURNEY＞ (*launch*)－* Same as (4-28)

E. A. － Attempting the new challenge

＜HUMAN＞ (*as an incubator for new products*)－Start-up products are described as a newborn human
in the "incubator."

E. A. － Expectation for growth toward the future

(4-30) We're also joining with some of the world's biggest mobile operators in creating a global community for innovation *on the applications side.*
＜GAME＞－* Same as (4-9)
E. A. － The other branch of service

(4-31) This is *a tremendously fertile moment in the life of the wireless industry.*
＜LAND＞ (*a tremendously fertile moment*)－The industry's success is compared to "fertile" property.
E. A. － The fertile moment bringing forth bountiful fruits of success
＜HUMAN＞ (*in the life of the wireless industry*)－The wireless industry is described as a human, which has "a tremendously fertile moment." * cf. (4-29)
E. A. － The growing wireless industry

(4-32) ... to see the fantastic competitive drive that*'s pushing the technology forward* and ...
＜PHYSICAL FORCE＞－The technology is given the power to move something forward.
E. A. － The power to accelerate the technology

(4-33) We can't afford ... and frankly, our country can't afford ... to *slow down our growth momentum.*
＜PHYSICAL FORCE＞－The subject is described as the physical force that can not be allowed to move slower.
E. A. － Comparison of the two powers ; slowing down and growing

(4-34) The market *is pressing the wireless industry toward openness and compatibility* as well.
＜PHYSICAL FORCE＞－The market is illustrated as a physical force to make changes. * cf. (4-32)
E. A. － The power of the market

(4-35) ... global standards are *a big step in that direction,* ...
＜JOURNEY＞－Global standards are described as one of the big steps necessary in the journey.
E. A. － Firm and gradual strides in the journey

(4-36) We also need to *remove roadblocks that stand in the way of capital investment.*
＜OBSTACLE＞ (*remove roadblocks that stand*)－Difficulties are considered as obstacles, such as the roadblocks.
E. A. － The visualized hindrance in the issue
＜JOURNEY＞ (*in the way of capital investment*)－Problems are predicted and awaiting us in the journey toward the goal.
E. A. － Necessity to overcome the difficulties in the process

(4-37) ... *the only way* we earn the regulatory freedom we need to *run our businesses* is ...
＜JOURNEY＞ (*the only way*)－We have the only option, which will take us to the goal in the journey.
E. A. － The sole choice to make the journey fruitful
＜PHYSICAL FORCE＞ (*run our business*)－It is the physical force to make something "running" and going.
E. A. － The active business operation

(4-38) Customer satisfaction with wireless is *on the rise,* ...
＜MOVING OBJECT＞－* Same as (4-7)

E. A. － * Same as (4-7)

(4-39) That's *a huge turnaround* on the part of Consumers Union and a great acknowledgement of the good things happening in our industry.
＜JOURNEY＞－A sudden change of directions in the journey is described as "turnaround."
E. A. － Complete change in direction

(4-40) *Going forward,* we need to continue to be *even clearer and more transparent* when it comes to disclosure of our practices, products and policies.
＜JOURNEY＞ (*going forward*)－We should move forward to the goal in the journey.
E. A. － Forward-looking attitude in business
＜CONTAINER＞ (*even clearer and more transparent*)－The container, in which we operate, should be clearer and more transparent to have something inside seen and understood easily.
E. A. － The attitude to make their policies explicit

(4-41) … we cannot afford to *wade through* another round of auctions and redundant network construction *to get there*.
＜JOURNEY＞－* Same as (4-40)
E. A. － * Same as (4-40)

(4-42) … we'll *reach the tipping point* that will *unleash the next wave* of wireless growth.
＜JOURNEY＞ (*reach the tipping point*)－* Same as (4-40)
E. A. － * Same as (4-40)
＜PHYSICAL FORCE＞ (*unleash*)－To make a sudden big change is described as to "unleash."
E. A. － The expected sudden change
＜NATURAL PHENOMENON＞ (*the next wave of wireless growth*)－* Same as (4-6)
E. A. － Big movement in the business

(4-43) I do not mean to minimize the challenges we face … as we try to *get our economy going* again.
＜PHYSICAL FORCE＞－* Same as (4-37)
E. A. － * Same as (4-37)

(4-44) But we all know that wireless innovation has been *a foundation of our country's prosperity* for the last 25 years, and I'm confident that this great and vibrant industry will continue to be a leader as we put our economy back *on the path to growth*.
＜ARCHITECTURE＞ (*a foundation of our country's prosperity*)－The country's prosperity has been built upon the "foundation" of wireless innovation.
E. A. － The important firm and solid ground of the market
＜JOURNEY＞ (*on the path to growth*)－It is a properly suggested route in the journey toward growth.
E. A. － Intended and expected way to growth

(4-45) Our infrastructure is *an on-ramp to innovation* for the whole technology sector.
＜JOURNEY＞－* Same as (4-28)
E. A. － * Same as (4-28)

(4-46) … we look forward to working with all of you to *unleash our full potential* for the benefit of our

customers, our communities, our country and our world.

＜PHYSICAL FORCE＞－* Same as (4-42)

E. A. － * Same as (4-42)

V. Summary

5.1 Simplicity and Experienced Intuition

As seen in the sample identification process in the previous section, the MIP for the 'Mental Distance' analysis seems rather simple. It sticks to the metaphor identification, discovering the metaphorical expressions along with the underlying conceptual metaphors. A simple process is required in order to make it easier for researchers to follow the similar steps. The mental distance analysis is designed, not only for a common kind of qualitative analysis of each individual metaphorical expression, but also for deeper exploration of the statistical chronological changes of the co-relationships between the conceptual metaphors employed in a speech. This research methodology works on the foundation of the pure quantitative statistical data, derived from the simpler MIP. Through this approach, the mental distance analysis should be able to visually depict the rhetorical schemata of metaphors in speeches.

Again, the "figurative words and expressions … denote various aspects of emotion concepts" (Kövecses, 2000: p. 4). As Charteris-Black (2005) states, "Increasing the emotional impact is a very vital role for metaphor in a wide range of leadership contexts" (p. 203), the MIP for the mental distance analysis must first be simple enough to account for this fundamental role of metaphors. Accordingly, "which conceptual domain is reflected to which conceptual metaphor?" shall be the first question, and then we may start investigating 'how;' how they increase the emotional impact, or how they relate to each other from a rhetorical point of view.

MIPs vary according to the analysis needs. Researcher's intuition, which is often claimed to be a cause of inadequacy in the metaphor research, should, in fact, be recognized as important. In the mental distance analysis, for instance, what follows the identification process is to organize the conceptual metaphors into several Conceptual Metaphor Groups. This process may require the researcher's experienced intuition. Actually, intuition is not a good guide to language use (Deignan, 2008: p. 151), because it may not always guarantee the objective, correct and logical metaphor identification and/or categorizing. Nevertheless, we could make it much more objective by disclosing and demonstrating each practical identification step and the categorizing policy, as was practiced in the preceding section. It is surely a time-consuming and painstaking task, but we should make it explicit and demonstrate the actual metaphor identification processes of each metaphorical expression at the first stage of the mental distance analysis. This must always come first, especially in regard to identifying the conceptual metaphor keywords to be employed in the corpus-based metaphor research.

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