

## “Novel metaphors of time, experiential grounding and cultural models: evidence from Modern Greek”

Conceptual metaphor in the recent years has been claimed to constitute a major tool for the conceptualization of abstract concepts, which on this view are understood in terms of more concrete domains of experience (see Lakoff & Johnson 1980, 1999, Lakoff 1993). Time, in particular, has been suggested to be metaphorically structured in terms of spatial locations, moving entities and resources, of which a sub-case is money. Although conventional metaphors of time have been widely studied in English as well as in other languages not exhibiting the same patterns (see Yu 1998 on Chinese and Núñez & Sweetser 2006 on Aymara), novel metaphors seem to posit a challenge to Conceptual Metaphor Theory by elaborating or even overwhelming the entrenched mappings to which conceptual metaphors amount (Lakoff & Turner 1989). Therefore figurative creativity forms a *terra incognita* to be further explored in relation to conceptual metaphors. The present study seeks, on the one hand, to explore the experiential grounding of novel metaphors of time attested in poetry in correlation with the motivations generally assumed for conceptual metaphors of time (see Grady 1997, Kövecses 2005), and, on the other, to investigate whether novel metaphors reify the cultural models underlying time metaphors in Modern Greek. On the basis of the above, the controversial issue of metaphorical universality vs. cultural diversity (cf. Holland & Quinn 1987, Kövecses 2005, Núñez & Sweetser 2006) will be discussed with reference to the special case of novel poetic metaphors. The research is based on an original corpus of poems that were collected from online anthologies of Modern Greek poetry. The corpus consists of approximately 15,000 words and involves poems that contain at least one metaphor of time, whether conventional or novel. It will be demonstrated that novel metaphors largely but not exclusively arise from the same experiential motivations as conceptual metaphors; however, all novel mappings are strictly confined by the cultural models that hold for the conceptualization of time in Modern Greek.

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