

Table of contents

Introduction	vii
<i>Raymond W. Gibbs, Jr.</i>	
Part I. Is Mixed Metaphor a Problem?	
CHAPTER 1	
A view of “mixed metaphor” within a conceptual metaphor theory framework	3
<i>Zoltán Kövecses</i>	
CHAPTER 2	
Mixed metaphors from a discourse dynamics perspective: A non-issue?	17
<i>Lynne Cameron</i>	
CHAPTER 3	
Why mixed metaphors make sense	31
<i>Cornelia Müller</i>	
CHAPTER 4	
Tackling mixed metaphors in discourse: New corpus and psychological evidence	57
<i>Julia E. Lonergan & Raymond W. Gibbs, Jr.</i>	
Part II. Reasons for Mixing Metaphor	
CHAPTER 5	
Mixed metaphor: Its depth, its breadth, and a pretence-based approach	75
<i>John Barnden</i>	
CHAPTER 6	
Mixed metaphor is a question of deliberateness	113
<i>Gerard Steen</i>	
CHAPTER 7	
When languages and cultures meet: Mixed metaphors in the discourse of Spanish speakers of English	133
<i>Fiona MacArthur</i>	

CHAPTER 8

The 'dull roar' and the 'burning barbed wire pantyhose': Complex metaphor in accounts of chronic pain

Jonathan Charteris-Black

155

Part III. Effects of Mixing Metaphor

CHAPTER 9

We drink with our eyes first: The web of sensory perceptions, aesthetic experiences and mixed imagery in wine reviews

Carita Paradis & Charlotte Hommerberg

179

CHAPTER 10

A corpus-based study of 'mixed metaphor' as a metalinguistic comment

Elena Semino

203

CHAPTER 11

Mixing in pictorial and multimodal metaphors?

Charles Forceville

223

CHAPTER 12

Extended metaphor in the web of discourse

Anita Naciscione

241

Index

267