



Systematic Metaphor Analysis in Drugtakers' Narratives

Zsuzsa Kaló (Hungarian Academy of Science)

Theoretical background: Since Lakoff and Johnson (1980) introduced the cognitive metaphor theory, there has been a lot of changes in the overall framework, the practical use and the main ideas. This theory (Kövecses, 2002) inspired analysis in social-scientific qualitative research procedure as well in finding the conceptual metaphor for different complex social or psychological phenomena.

Aim: In our research we are analyzing interviews taken with drug takers, in order to reveal the metaphors of taking a drug. Also we would like to make comparison between the special drugs they are taking (heroin, party drugs, marijuana).

Method: we followed the systematic metaphor analysis by Schmitt, 2005.

Data collection:

1. First we collected our metaphors.
2. We collected cultural background metaphors from the Internet (a website for the Hungarian Narcotics Anonymous and for party drug users: www.na.info.hu; www.daath.hu), we used a collection of media monitoring from 2005 regarding news of drug use, we considered the official medical collection of symptoms (DSM-IV).
3. The main corpus (consisting approx. 65 thousand words) for our analysis were interviews taken with different drug users:
 - heroin takers
 - party drug takers
 - marijuana users
 - recovered drug addicts

Data analysis: We used Deignan's (2005), Evans' (2004) and Steen's (1999) theories for analysis.

Results: From the interview and regarding the cultural background we found different conceptual background for the different drug uses. The main concepts refer to what a person feels like when taking that drug, the spatial relations and the expression for the movement are referring to the positioning of the self:

	Main concepts	Spatial relations	Movement
Heroin	LIQUIDNESS	OUTSIDE-INSIDE	AMOEBALIKE
Party drugs	MACHINELIKE (digital)	UP-DOWN	HORIZONTAL
Marijuana	MACHINELIKE (mechanic)	FAR-CLOSE	CENTRIPETAL- CENTRIFUGAL

Discussion: The usage of these result can be wide-range, regarding that these reflects more on what is the exact experience of the drug takers. This knowledge can help in therapies and prevention-policies.

References:

- Deignan, Alice. 2005. *Metaphor and Corpus Linguistics*. Amsterdam, Philadelphia: John Benjamins.
- Evans, Vyvyan. 2004. "The conceptual metaphor approach to time", in: *The structure of Time. Language, meaning and temporal cognition*. Amsterdam, Philadelphia: John Benjamins. 57-78.
- Kövecses Zoltán. 2002. *Metaphor. A Practical Introduction*. Oxford and New York: Oxford University Press.
- Lakoff, G. & Johnson, M. 1980. *Metaphors we live by*. University of Chicago Press, Chicago.
- Rácz József. 2006. *Kvalitatív drogkutatások*. L'Harmattan, Budapest. [Qualitative Drug Research]
- Steen, Gerard. 1999. "From linguistic to conceptual metaphor in five steps", in: Gibbs, R.W. jr., and G.J. Steen (szerk.) *Metaphor in Cognitive Linguistics*. Amsterdam: John Benjamins. 57-78.
- Schmitt, Rudolf (2005). Systematic Metaphor Analysis as a Method of Qualitative Research. *The Qualitative Report*, 10, 2: 358-394.