précise lui-même: «il apparaît donc clairement que la manipulation est à éviter» (*idem*).

Sans doute, le livre *Le décodeur de la manipulation. Comprendre les ficelles de la manipulation* écrit par Yves-Alexandre Thalmann représente un bon instrument pour décoder des techniques de communication utilisées quotidiennement dans tous les actes de langage et marque la nécessité de respecter l'autrui dans la société communicationnelle actuelle.

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Yves-Alexandre THALMANN, *Le décodeur de la manipulation.*
Comprendre les ficelles de la manipulation,
Editions First de France, 2011

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Metaphor Analysis and Research Practice…

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Structured in four well-ballanced sections, this book invites its readers to (re)discover and acknowledge the twofold condition of metaphor: *metaphor* as a reliable *research tool,* which may be used "to open up discourse data and reveal something of people's ideas and attitudes and values" (p.1), and *metaphor* as a multidimensional *research object* that combines linguistic, cognitive, affective, physical and cultural features.

The first section comprises two chapters. Chapter 1 is written by Lynne Cameron, who, after sketching the multidimensional status of metaphor, draws her readers' attention towards the procedures and the steps to be taken in *metaphor-led discourse analysis* and exemplifies them with an empirical study of metaphor use in post-conflict reconciliation. Chapter 2 is signed by Zazie Todd and Graham Low, who look in detail at six studies (published between 2002 and 2008) that investigated the use of metaphors in various discourse types such as media talk (of Avian flu), university lectures, parent interviews and doctor conltations. The evaluation of their methodology and outcomes is structured along the five questioned summarized by Cameron at the end of her chapter.

The second section is devoted to the presentation of contem-orary theories of metaphor. First, Alice Deignan (Chapter 3) provides an over-

iew and critique of Lakoff and Johnson's theory of conceptual metaphor (CMT), arguing that although CMT has revolutionized the study of metaphor, "[m]etaphorical expressions in discourse are not necessarily instantiations of conceptual metaphors" (p.55), especially when *language in use*, *context* and *speaker meaning* are taken into consideration. In Chapter 4, a context-limited simulation theory of metaphor use and interpretation is formulated by David Ritchie, who brings together Gibbs's extension of CMT and Barsalou's perceptual simulation theory. In Chapter 5, Lynne Cameron develops the discourse dynamic framework for metaphor, where discourse is regarded as a dynamic system in which metaphor is subject to the dynamics of self-organization and emerence as discourse proceeds. Hence the notion of *systematic metahor*, which refers to "an emergent discourse phenomenon that is produced when discourse participants, over a discourse event or longer period of time, use a particular set of linguistic metaphor vehicles in talking about a particular topic, or closely connected topics" (p. 91). The author also points to the theoretical need of distinguishing between *conceptual metaphors* and *systematic metaphors*. Thus, Cameron reminds her readers that while in CMT "conceptual metaphors are held to be prior in three key ways: in though as prior to language, across speech communities as prior to individuals, and in more general forms as prior to specific instantiations" (p. 91), in her novel framework "people's language and cognitive resources are seen as prior to their participation in discourse events, and these resources may include conventionalized ways of thinking-and-talking, but no priority is given to thought over language or to the general over the specific" (p. 91). However, they do share some common ground, namely "the idea of connected patterns of metaphors as important tools in understanding and talking or writing" (p. 91).

The third section of the book is dedicated to the presentation and illustration of various methodological procedures to be employed in metaphor analysis. Thus, in Chapter 6, Lynne Cameron and Robert Maslen show how researchers should actually approach the stage of *metaphor identification*, which involves 6 major responsibilities: a detailed and rigorous transcription of data, a well-established method of metaphor identification (reference is made to the Pragglejaz group procedure developed in 2007), a proper training of the coders involved in the identification procedure, the existence of clear and informed decisions about which words and phrases to be considered, a systematic appliation of all recorded decisions across the data and across researchers,

and the blind double checking of a sample of each transcription. Lynne Cameron, Graham Low and Robert Maslen have joined their forces in Chapter 7 to set out a method for establishing metaphor patterns in discourse activity. They use two main data samples to exemplify the *vehicle groupig procedure* and *the construction of systemtic metaphors* ("by collecting together all the linguistic metaphors related to a particular topic within each vehicle grouping" (p. 129)): the Blair Speech of February 13th, 2005 and the focus group discussions of the Perception and Communication of Terrorist Risk project. Chapter 8 (Lynne Cameron) is a demonstration of how metaphor analysis may be integrated into the analysis of discourse activity. Thus, researchers are advised to start with the analysis and description of local metaphors and discourse action, and then to "zoom out to the discourse activity as a whole to research findings in the form of a synthesis and summary of the use of metaphor to express ideas, attitudes, and values" (p. 160). Corpus techniques emloyed in metaphor analysis are introduced and discussed in Chapter 9 (Alice Deignan and Elena Semino) to support the aim of investigating metaphor usage in authentic human interactions. In Chapter 10 Robert Maslen presents techniques that may be used to deal with specific study requirements and reminds his readers of potential pitfalls in working with large amounts of metaphor data. The piece of advice at the very end of this chapter functions as a friendly research warning: "Whatever one's technical approach, however, the guiding principle remains the same: to keep in sight, like those theologians of the Renaissance, the words and intentions of one's original source. *Ad fontes*!" (p. 194) Since the multidimensionality of metaphor was invoked in Chapter 1, it was imperative for the editors to include a special chapter dedicated to the inclusion of gesture in metaphor analysis. Thus, in Chapter 11, Alan Cienki opines that the investigation of metaphoric gestures "provides a way out of the criticism of circularity of conceptual metaphor theory by providing an independent source of evidence of the psychological reality (on some cognitive level) of conceptual metaphors" (p. 212).

The fourth section concludes the book with Chapter 12 in which Grahan Low and Zazie Todd provide guidelines and pitfalls for good practice in *doing* metaphor research. Two reports on two research projects are also included: Sue Rivers (Chapter 13) demonstrates how metaphor analysis principles and procedures may be applied in the investigation of online discussions in a doctorate study, while Lynne Cameron and Robert Maslen (Chapter 14) use metaphor analysis to

compare expert and public perceptions of the risk of terrorism. The same two scholars sign the concluding remarks grouped in Chapter 15.

To conclude, this is a *must-read* book for young researchers in Applied Linguistics, Social Sciences and the Humanities. Most importantly, this book is *metaphor-researcher-friendly*: it describes valuable pracice in the analysis of metaphor in real-world discourse, it explores the relationship between the discourse dynamics framework for meaphor and CMT, it exemplifies each step of metaphor analysis and it proposes modern quantitative and qualitative techniques to be employed in the analysis of multimodal metaphors.

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Lynne CAMERON & Robert MASLEN (eds),
Metaphor Analysis: Research Practice in Applied Linguistics,
Social Sciences and the Humanities,
Equinox, London, 2010

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