

# DISCOURSING THE METAPHORS OF ROMANCE IN CONTEMPORARY PHILIPPINE CULTURE

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## **Abstract**

Psychological and social realities are commonly expressed through the production of metaphors in a particular speech community (Lakeoff and Johnson, 1980) because these figurative forms of the natural language are culturally and socially defined (Mosser, 2000). As a recurring element in both formal and informal types of communication, metaphors can reveal both cognitive and social processes of the speakers in a particular culture. The Sapir-Whorfian Hypothesis was used in this paper as a theoretical framework and was verified by exploring the patterns of metaphor production in contemporary Philippine culture within the context of romance. Explicit identification of the topics and vehicles reflected in the available linguistic corpora was applied in order to analyze the patterns of metaphors of romance. The linguistic corpora were composed of samples from different language registers in both formal and informal discourse. Metaphoric topics and vehicles were classified either concrete or abstract categories. From this methodological framework, it has been revealed that metaphors of romance in the Philippine culture were based on cosmological, somatic, geographical, directional, relational, and spiritual categories. The said taxonomy of romance-related metaphors suggests the verity of the Sapir-Whorfian Hypothesis and other sociocultural models of figurative language studies. The application of other cognitive and neurolinguistic approaches to the study of romance-related metaphors would result to a more conclusive proposition in the development of metaphor nomenclature.

**Keywords:** *metaphors, romance-related metaphors, metaphors in Philippine culture, figurative language taxonomy*

